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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 1

NEW YORK, THURSDAY, JULY 1, 1937

TEN CENTS

Wide Market Foreseen for School Films

Majors' Plans Go Before NEA at Detroit Today

The opening of a new market for raw stock and projection equipment looms as the first significant result of the major companies' plans for an entrance into the educational film market, it was indicated yesterday.

Under the guidance of the M. P. P. D. A., and after years of study and survey of the non-theatrical market's possibilities, plans finally are being concluded for the active participation of all Hays organizations member companies in supplying subjects for the school market. An outline of the considerations involved will be laid before the National Educational Ass'n at its Detroit meeting today by Dr.

(Continued on page 7)

Admissions Raised In Memphis Houses

MEMPHIS, TENN., June 30.—Increases ranging from one to five cents in admissions went into effect in virtually every Memphis theatre this week as the three per cent gross sales tax voted by the last legislature began to fall due.

Making no change in the night admission of 40 cents for adults, the three major downtown houses added five cents to their 25-cent adult admissions for matinees.

The Strand and several groups of suburban houses added one cent to their adult admissions all along the line.

U. A.-Robb, Rowley Deal Starts Today

The partnership arrangement between United Artists Theatres Circuit and Robb & Rowley, involving approximately 65 theatres in and near Texas, will go into effect today. The new circuit name will be Robb & Rowley-United Artists Theatre Circuit.

Harold Robb and Edward Rowley will continue to operate the theatres as heretofore.

No Paper Monday

Motion Picture Daily will not publish on Monday, July 5, on which day Independence Day will be observed.

British Independents Ask Quota Based on Films Sold

By BRUCE ALLAN

LONDON, June 30.—The independent producers and distributors of England, in their suggestions to the Board of Trade for revision of the proposed quota, ask a new form of quota based on the actual bookings of British films at home and abroad, in proportion to the bookings of foreign films. If in

any single year the percentage is not reached, the groups suggest, the deficit should be carried forward, and the excess credited.

Alternatively, they ask classification of the small distributor handling 20 foreign films or less with a preferential 10 per cent quota and use of British shorts to cover foreign features.

Col. Will Continue Division Meetings

LOS ANGELES, June 30.—Columbia will continue to hold divisional meetings of the sales forces during the new season, Abe Montague, general sales manager, told the delegates to the company's annual sales convention at the Hotel Ambassador here today.

The benefits derived from such meetings in the past led to the decision to continue them, Montague said, declaring that four divisional sales sessions will be held next season.

A decentralization policy in the exploitation department will be inaugurated with the new season, the convention was informed. The move will involve tours of their territories by the exploitation men stationed in key cities. Heretofore, local situa-

(Continued on page 6)

Four S. & C. Suits Ended Out of Court

An out-of-court settlement of copyright violations charged against Springer & Cocalis by four distributors for alleged unauthorized switching of pictures was made yesterday. The amount of the settlement, reached by Sam Cocalis and Louis Nizer, the latter attorney for the complaining distributors, was not disclosed.

One of the four actions, that of Fox

(Continued on page 3)

Guild's Closed Shop Now in Effect Here

The Screen Actors' Guild, through Mrs. Florence Marston, eastern representative, stated yesterday that Hollywood producers henceforth would be unable to film sequences in New York in which eastern talent is used without signing a guild contract with her office, establishing guild wage scales and working conditions for the talent employed.

The ruling followed the filming by M-G-M of a sequence for "Big City" at Jack Dempsey's restaurant on Tuesday. Approximately 60 extras, none of whom was a member of the guild, as well as Dempsey, were used, Mrs. Marston said. After a conference with George Seitz, director, and a number of the extras, Mrs. Marston

(Continued on page 6)

Phila. Bookers Talk Pact with New Union

Three bookers from Philadelphia, who claimed to represent an organization separate and distinct from the local exchange employees union, yesterday met with home office distribution executives in an effort to gain recognition.

An I.A.T.S.E. executive also sat in at the meeting held at the Warner headquarters. The bookers presented

(Continued on page 6)

Key Takes for Mid-June Hold to \$1,250,325 Level

Mid-June grosses held up fairly well after a slump which set in following Decoration day and the spread of outdoor sports. The total for the week ending June 18-19 with 139 first run theatres reporting from 24 cities was \$1,250,325.

For the previous week, with 141 theatres reporting from the same number of cities, it was \$1,295,708. Two first runs were closed during the period.

For the first week of June the

total was \$1,466,911, but that was for 171 first run theatres in 29 key cities. Five cities have been dropped from the list since that time. If the five cities had been out of the report for the initial week in June, the total would have been \$1,358,261, so that the actual falling off from the first week of June to the third week was \$107,936, considered normal for the season.

Comparative grosses for key centers will be found on page 7.

Richey Quits Allied; Joins 'Cooperative'

"Mutuality of Interest" Given as Reason

DETROIT, June 30.—H. M. Richey today resigned as general manager of Allied Theatres of Michigan to become director of theatre operations and public relations of Co-operative Theatres of Michigan, a booking and buying combination of 90 theatres, most of them in Detroit.

At the same time it was announced that 55 theatre members of Co-operative had resigned as members of Allied. Eight members of the Allied board of directors who belong to Co-operative also resigned from Allied.

The remaining 12 directors of Allied issued a statement following a special meeting, saying that Allied would continue to function as an exhibitor organization. They will meet tomorrow to elect a successor to Fred Delodder, president of Allied, who was a Co-operative member who resigned, as well as new directors. In offering his resignation, Richey said:

"Years of experience have convinced me that the days of the old

(Continued on page 3)

Reach No Agreement Upon the Roxy Plan

A conference between representatives of Roxy noteholders and 20th Century-Fox officials yesterday on the latter's proposed 20-year film franchise for the Roxy failed to result in agreement on all points sought by the noteholders, it was learned. A report on the changes in the franchise consented to by the company, as well as those which were refused, will be submitted to Federal Judge Francis G. Caffey at a Roxy reorganization hearing today.

The noteholders were critical at

(Continued on page 7)

Fight Picture Weak Grosser Down South

MEMPHIS, June 30.—The Louis-Braddock fight films are a flop in the South, Dixie audiences being opposed to a negro champion.

The Loew management had expected to show the Louis-Braddock films if Braddock had been successful in defending his title, but decided against the booking when the negro won.

Radio News—Page 12

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DAILY

(Registered U. S. Patent Office)

Vol. 42 July 1, 1937 No. 1

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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorient, Representative.

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Conn Consolidates 5 Producing Units

HOLLYWOOD, June 30.—Having consolidated his five producing units into Ambassador Prod., Maurice Conn, president, plans to distribute 36 pictures planned for next season through franchise holders who will handle the product exclusively.

At the present time, Conn's films are being released by independent exchanges which handle other product as well. Under the new system the various franchise holders will have a share in Ambassador.

Conn is understood to have presented the plan to SEC. Conn is now in New York lining up franchise holders.

"U" Men to Play Golf

Universal will hold a golf tournament July 15 at Bonnie Briar Lodge, near New Rochelle.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Life of Emile Zola"

(First National)

HOLLYWOOD, June 30.—There have been but few films which rank so high in artistry and are so thoroughly classic in cinematic attainment as "The Life of Emile Zola." The picture is a collection of film achievements in every department from acting, direction, production quality, writing and cinematography to musical scoring, all grouped together in a powerfully dramatic and entertaining story of a writer whose cause was justice and whose allegiance was with the downtrodden.

Paul Muni rises to his greatest heights as Zola. So high, in fact, that his "Pasteur," which last year won for him the Academy award, and his other performances pale. His portrayal of the writer who as a youth resolved to fling away chicanery for truth and who, aging, persevered in that aim through disgrace until his complete vindication and that of Alfred Dreyfus, the innocent victim of hypocrisy, will in all probability win Muni again the accolade of the industry. The masterful direction of William Dieterle has taken the dramatic material of the famous treason case as written by Norman Reilly Raine, Heinz Herald and Geza Herczeg, from the story by the latter two, and combined it with a stellar performance by Muni and excellent support by a capable cast. It was given expensive production by Hal B. Wallis, executive producer, and Henry Blanke, associate producer, has brought forth a film approaching epic proportions.

This reviewer is of the opinion that "The Life of Emile Zola" will not be destined for the limbo of artistic success which, despite their workmanship, have met with failure at the box-office. While the public may not ordinarily be expected to seize upon the story of miscarriage of justice in the Dreyfus case at the close of the last century as a *cause celebre* at the box-office, so many entertainment values are embodied in the production that it should win out over any presumed lethargy in trade.

The only objection to the film is its length. It has a running time of two hours. Judicious cutting to quicken the tempo, no doubt, will make it Warners' supreme effort to garner with one picture virtually all of the next Academy awards.

Standouts in the lengthy cast include Gale Sondergaard, Joseph Schildkraut and Vladimir Sokoloff.

Production Code Seal No. 3,212. Running time, 125 minutes. "G."

Tarzan Pictures Get Long Play in Japan

Tarzan pictures get greater playing time than any other American pictures in Japan, David Lewis, former manager for M-G-M in that territory, stated yesterday. Of the 1,600 theatres in the country, there are only 250 possibilities for American films, he added. Because of the popularity of the Tarzan films, exceptions are made in booking arrangements.

There is very little theatre building going on at the present time, he said.

Jules Berman, formerly of Poland, has taken over Lewis' duties in Japan. Lewis will remain in New York for about three weeks until he is assigned to another territory.

ITOA Talks Boat Ride

Members of the I.T.O.A., at their meeting yesterday at the Astor, discussed the annual boat ride and outing at Bear Mountain, July 27. No other business came up, although one member brought up the score charge question and was told that action had been started in the courts and papers were now being served.

Signs Nuisance Tax Bill

WASHINGTON, June 30.—President Roosevelt today signed the legislation extending for two years the nuisance taxes designed to raise \$625,000,000 annually, and including the Federal tax on theatre admissions.

World Has 10 Titles On New Season List

World Pictures has set 10 titles on its proposed list of 26 for the new season. The remainder of the program will be announced Aug. 1, according to Irvin Shapiro, general manager.

The titles announced are:

"La Tendre Enemie," directed by Max Ophuls and starring Simone Borriau; "The Monks," picture of monastic life being produced in cooperation with Catholic groups; "The Life and Loves of Beethoven," with Harry Bauer and directed by Abel Gance; "The Ski Chase," filmed at St. Arborg, Austria; "Annie Laurie," with Will Fyfe; "Revolt in Morocco," directed by Jean Benoit-Levy and Mario Epstein; "The Secret of Stamboul," with Valerie Hobson and Frank Vesper; "Ninety Degrees South," record of the Scott Antarctic expedition; "My Song of Love," with Tito Schipa; "Street Without a Name," with Pola Illory and Constant Rony.

"Masquerade in Vienna" and "Slalom" also will be on the program. Three shorts already listed are: "Song of Ceylon," "What the Puppy Said" and "What the Parrot Saw."

Seek Fleischer Peace

"Progress" toward a settlement of the Commercial Artists' & Designers' Union strike against the Fleischer studio was reported yesterday by Louis Nizer, attorney for Fleischer, following a conference yesterday with William Collins, A. F. of L. vice-president. Another meeting is scheduled for tomorrow. Collins was asked by Mayor LaGuardia to aid in effecting a settlement of the strike last week.

Purely Personal

PHIL REISMAN and "DEAC" AYLESWORTH a luncheon twosome at JACK and CHARLIE's yesterday. Also there were RALPH BANBURY, who returns to London on the *Berengaria* Saturday; BILLY WILKERSON, who flies Hollywood tomorrow; ANITA COLBY, WILLARD MCKAY, HERB YATES, CRESS SMITH, SAM LYONS, BEATRICE KAUFMAN, IRVING HOFFMAN, LYNN FARNOL, BILL MORRIS, HENRY WALTERS.

The NATE BLUMBERGS are on their own. LOUIS will be on a ranch in Wyoming by the end of the week and DODO was on her way to her usual summer camp in Maine by last night.

I. SCHMERTZ, 20th Century-Fox branch manager in Cleveland, was given a silver set and mahogany cabinet at a banquet Monday in honor of his 30th year with the company.

KARL MACDONALD, South American sales head for Warners, will return today from a visit to the company's branches in Cuba and Trinidad.

ARNOLD SCHWARZWALD, son of MILTON of Mentone Prod., sailed on the *Roma* last night on a 53-day cruise through the Mediterranean.

JOSEPH SCHILDKRAUT, actor, sailed yesterday on the *Aquitania* for a two-month vacation in Europe. He was accompanied by his wife.

RALPH READER, under contract to HERBERT WILCOX, arrived on the *Aquitania* with a print of "The Gang Show."

JACK SHEA of Feiber & Shea returned yesterday from Cleveland where he attended the I. Schmertz dinner.

MOLLIE PRINCE, secretary to GEORGE J. SCHAEFER at U. A., leaves tomorrow for a coast vacation.

CHARLES FORD of Universal Newsreel is due in from the coast the end of the week.

REGINALD GARDNER, who has been signed by M-G-M, left for the studios yesterday.

DAN GREENHOUSE, Dutch East Indies manager for M-G-M, is due here shortly.

TED HUSING and JIMMY DOLAN flew to Chicago yesterday via TWA.

GRACIE BARRIE will leave for Cincinnati over the weekend by plane.

FRED BARTOW of M-G-M is due to take a plane for Chicago today.

I. J. WILKINSON of RKO will leave for Hollywood by plane today.

LESLIE E. THOMPSON returned from the coast yesterday.

JACK DOYLE left for the coast yesterday by plane.

AL LICHTMAN is planning a coast trip.

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Thursday, July 1, 1937

Richey Quits Allied; Joins 'Cooperative'

(Continued from page 1)

fraternal, loosely-hung-together organization where exhibitors can make the organization entirely dependent on their whims and can resign or threaten to withdraw financial support any time the organization fails to do what an individual demands, are gone and in its place must come an organization bound together with mutuality of interest and stock-holdings, with contractual obligations that will guarantee the carrying through of constructive policies decided upon by the majority. I believe that an organization of 100 of the outstanding theatre owners of the city and state can do more to protect the investments of these members than can a larger organization not so closely bound together."

Ray E. Moon, general manager of Co-operative, will continue in that capacity.

It was intimated that in addition to Richey's organization work with Co-operative that the combine might try collective purchasing of supplies, equipment, etc. with him in charge.

Richey came to Detroit in August, 1921, to take charge of the exhibitor organization and has held the post continuously ever since. He assumes his new duties with Co-operative on July 7.

Traymore May Get Allied

Allied of New Jersey is considering holding its annual convention at the Traymore, Atlantic City, Sept. 21-23. The exhibitor unit also has been negotiating with the St. Charles and Ritz, but indications point to a preference of the Traymore.

"U" Gets State Contract

Universal has been awarded a contract to supply features, short subjects and newsreels to N. Y. State Institutions and Agencies by the Superintendent of Standards and Purchase. The deal was closed by Herman Stern of Universal's non-theatrical department.

New Office for N. S. S.

CLEVELAND, June 30. — National Screen Service Co. has purchased ground on Payne Ave., here on which they will immediately start to erect a two-story building. When it is completed, Cleveland will be National Screen's distribution center for the central states.

Monogram Dates Five

Monogram will release five films during July. The pictures and release dates are "The Hoosier Schoolboy," July 7; "Blazing Barriers," July 14; "Riders of the Dawn," July 14; "Paradise Isle," July 21, and "Legion of the Missing," July 30.

Shurlock on Job Here

Geoffrey Shurlock, assistant to Joseph I. Breen in the Hays office production code administration, is here for a month to bring the eastern office of the code administration up to date.

Overseas Preview

"King Solomon's Mines"

(Gaumont British)

LONDON, June 22.—A fine spectacular action drama has been made from the famous Rider Haggard book. It is probably the last of G. B.'s big pictures, and its quality makes it seem more than ever a pity that Shepherd's Bush closed down just when it looked to have reached the world market standard.

The story details a search for a legendary diamond mine in unexplored African territory by a party of whom the chief members are an Irish girl whose father has gone alone on a trip with the same object; a professional wild-game hunter and his two English clients, who go along partly for love of adventure and partly because of the girl, and a mysterious giant native.

After intense suffering in the waterless deserts the party finds the mine, which is in the territory of a warlike native tribe. An aged witch guards the entrance, and imprisons the party after they have assisted their big native servant, revealed to be the rightful king of the tribe, to defeat and depose the reigning usurper. A volcanic eruption destroys the mine but the adventurers escape and with them the captive Irishman and his store of jewels.

The melodramatic story is finely pictured. Outstanding scenes are those showing the gruesome old witch "smelling out" victims for sacrifice, the battles of the tribes which restores Umbopa to the throne of his fathers, and the explorers' ingenious exploitation of an eclipse by the pretense of having "darkened the sun," as a proof that they are gods. This reproduces one of the most famous incidents of the book by means of very fine camera work, control of lighting, and mass staging. Pictorially the picture, in this incident and in the war scenes, with thousands of plumed and chanting warriors engaged in hand to hand combat, is outstanding. The South African backgrounds of veldt and mountain are new, beautiful and impressive.

Paul Robeson figures impressively as the servant-king, and has been given some singing to do, including an effective echo song, which should appeal to his followers, even if it is somewhat out of the real scope of the picture. Roland Young is droll as the imperturbable British "dude," the late Cedric Hardwicke statuesque as the hunter, Allan Quartermaine, and Sydney Fairbrother a grisly witch. The juveniles are Anna Lee and John Loder. Robert Stevenson's direction is admirable. The production and camera work is exceptional for a British picture, reaching their highest pitch, probably, in the scenes in the volcano crater.

This is one from England that simply must be given very serious consideration.

Running time, 80 minutes. "G."

ALLAN

"Races," "Captains" Holdovers Numerous

M-G-M reports extra playing time on "A Day at the Races" in 32 cities to date with three-week holdovers in New York, Philadelphia and San Francisco, and 13 holdovers for "Captains Courageous."

The "Races" holdovers in addition to the three-week stands are: Boston, Bridgeport, Buffalo, Cincinnati, Cleveland, Columbus, Dayton, Harrisburg, Hartford, New Haven, Pittsburgh, Providence, Reading, Rochester, Wilmington, Worcester, Denver, Kansas City, Louisville, Los Angeles and Hollywood, Milwaukee, St. Louis, Salt Lake City, Seattle, Spokane, Houston, Nashville, New Orleans and Dallas.

"Courageous" holdovers are: Atlanta, Baltimore, Bridgeport, Cincinnati, Cleveland, Houston, Indianapolis, Pittsburgh, Portland, New Haven, Salt Lake City, Washington and New Orleans.

Simone Simon to Return

HOLLYWOOD, June 30. — Simone Simon has been called back from France by 20th Century-Fox for a role in "Love and Kisses," next for Walter Winchell and Ben Bernie. She will sail from Cherbourg on the *Normandie* July 7.

Rewriting of Soviet Scripts Is Attacked

Alexi Tolstoy, leading writer in Russia, has attacked the practice, especially employed by Mosfilm, largest studio in Russia, "like any capitalistic firm, of insisting on rewriting scenarios without the author's consent," according to the New York *Herald Tribune*, in a copyrighted dispatch from Moscow.

Fourteen Soviet playwrights, film writers and composers, according to the dispatch, earned more than 10,000 rubles a month during 1936, while the average wage of all workers in Russia has been estimated officially at 230 rubles a month. Tolstoy defended the high earnings of a few writers. It was officially published that 50 other writers received 2,000 to 10,000 rubles monthly during 1936, and that about 4,000 other dramatic and screen writers earned less than 500 rubles a month.

Spencer Transferred

Perry Spencer, who has been handling publicity for the Paradise and a number of other Bronx theatres, has been transferred to the Loew circuit Brooklyn office. Carl Fishman of the Brooklyn office has taken over Spencer's former duties.

New Film Division In Commerce Dept.

WASHINGTON, June 30.—The creation of a new division in the Bureau of Foreign and Domestic Commerce to develop foreign markets for American films and equipment was announced today by Secretary of Commerce Roper. The new division will be under the direction of Nathan S. Golden, formerly head of the film section of the electrical division.

Our foreign trade in films and equipment is estimated at about \$100,000,000 a year, of which exports of photographic and projection goods last year accounted for approximately \$21,000,000, according to records of the department.

The establishment of the film development work as an independent unit was prompted by the expansion of demand for films and equipment abroad, it was explained by Secretary Roper.

"While the direct returns to the United States from foreign sales of motion pictures and motion picture equipment are of great importance the indirect benefits accruing to the United States from the exhibition of American films in foreign countries is of still greater importance to the general export trade of the country," he said.

The promotional work of the new unit is expected to be reflected in increased export trade in household articles, automobiles, industrial machinery, clothing and other products which are popularized abroad through being shown in American-produced pictures.

Four S. & C. Suits Ended Out of Court

(Continued from page 1)

Film, was tried this week with Federal Judge Robert P. Patterson finding in favor of the distributor, but reserving judgment on the amount of the damages. The other distributors who had similar actions pending against the circuit were M-G-M, Paramount and Republic. The settlements made included these actions, as well as that of Fox.

Vanderlip Rites Today

Frank A. Vanderlip, retired financier and former head of the National City Bank, who was a member of the board of Paramount for a brief period following the company's emergence from reorganization in the summer of 1935, will be buried from his home, Beechwood, at Scarborough-on-Hudson, today. Services will be private with only relatives and close friends in attendance. Vanderlip died Tuesday at New York Hospital of an intestinal ailment. He was 72 years old. He was a representative of bank creditors on the Paramount board.

Set 20 "Faces" Dates

Twenty key city pre-release engagements have been set by RKO for simultaneous opening of "The New Faces of 1937" with the Music Hall today. They are: Boston, Cedar Rapids, Chicago, Hollywood, Los Angeles, New Orleans, Omaha, Sioux City, Syracuse, Washington, Lowell, Rochester, Cleveland, Akron, Youngstown, Indianapolis, Baltimore and San Francisco. The national release date is July 9.

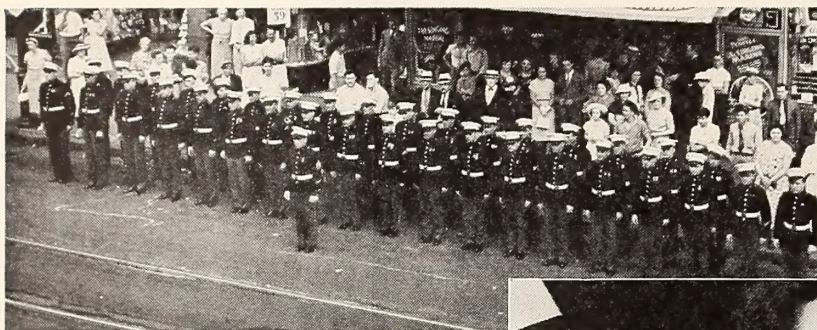
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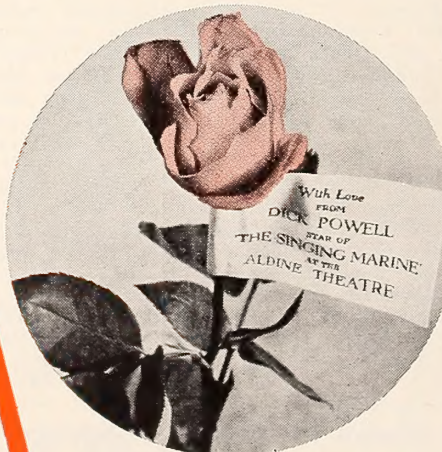


LOBBY BROADCAST by celebs and socialites include this one by chairman of State Federation of Women's Clubs and Film Forum.

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DEPT. STORE SINGER in marine uniform plugs film's 6 tunes in front of playdate and song-sheet display.



FLOWERS FOR THE FEMMES with compliments of Powell were promoted for wide distribution.



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"Mountain," Fight Films Top Chicago

CHICAGO, June 29.—"Mountain Music" at the Chicago was top draw in the Loop last week and garnered a nice \$34,600, which was \$2,600 above average. The picture with the Louis-Braddock fight film was held a second week.

The fight pictures went into the Palace and Apollo on Wednesday and bolstered business the last two days of the week. The Palace took \$22,000, which was well above normal, and the Apollo showed \$7,200 for the week, \$700 better than average.

The weather was fair and warm and thousands of fight fans coming to town helped business.

Total first run business was \$122,400. Average is \$118,000.

Estimated takings:

Week Ending June 24:

"THE GO-GETTER" (W.B.)

APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$7,200. (Average, \$6,500)

"MOUNTAIN MUSIC" (Para.)

CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Sylvia Froos and revue. Gross: \$34,600. (Average, \$32,000)

"THE DEVIL IS DRIVING" (Col.)

ORIENTAL—(3,490), 35c-55c, 6 days. Stage: Vaudeville revue. Gross: \$14,500. (Average, \$15,000)

"MEET THE MISSUS" (RKO)

PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Jane Frohman and revue. Gross: \$22,000. (Average, \$19,000)

"BEHIND THE HEADLINES" (RKO)

STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Vaudeville revue. Gross: \$13,500. (Average, \$13,000)

Week Ending June 25:

"ELEPHANT BOY" (U.A.)

GARRICK—(900), 35c-55c-75c, 7 days, 3rd week. Gross: \$6,500. (Average, \$6,500)

"WOMAN CHASES MAN" (U.A.)

ROOSEVELT—(1,590), 35c-55c, 75c, 7 days. Gross: \$11,200. (Average, \$11,000)

"PARNELL" (M-G-M)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. Gross: \$15,000. (Average, \$15,000)

Grainger Closes 2 Deals

J. R. Grainger, Universal general sales manager, has returned from Baltimore and Montreal after signing contracts with the Durkee circuit in the former city and with the Confederation Amusements Co. in the latter. Twenty-two theatres are involved in the first deal and nine in the second.

Wilcox Plans Color Film

LONDON, June 30.—Herbert Wilcox is to make "Nippy," with Anna Neagle, as an all-Technicolor musical, in association with Ralph Reader. It will not go on to the floor until Wilcox's return from the United States, after the presentation of "Victoria the Great."

Up Atlantic City Prices

ATLANTIC CITY, June 30.—All film houses here have increased admission prices by five cents to seven cents. The Amusement Men's Ass'n. declared that a 25 per cent increase in film prices to exhibitors was responsible.

Date Imperial N. O. Meet

NEW ORLEANS, June 30.—The southern sales meet of Imperial Films will be held at the St. Charles Hotel July 17 to 19 inclusive. It is expected that approximately 30 representatives will attend.

Columbia Chatter

LOS ANGELES, June 30.—"At long last we made it," paraphrasing the former King, President HARRY COHN got a rousing cheer when he spoke his first words of welcome to the delegates.

JACK COHN and ABE MONTAGUE appeared at the first business session in nifty white palm beach suits.

All the boys were ducking around corners when JOE SEIDELMAN, foreign manager, appeared. He is looking for a manager for one of his Oriental branches.

The convention decorations are the tops for all picture meetings. The Ambassador Fieste Room is a blaze of color and the huge star stills are knockouts. MIKE NEWMAN is taking bows all over the place.

W. C. RITER, Los Angeles branch manager, is busy answering beefs from his boys. It seems they are the only gang who did not get a train ride.

JIMMY BEALE, Portland branch manager, is on a diet again. Has gotten himself down to 230 pounds.

AL SELIGMAN and HANK KAUFMAN put the waiters on a budget.

PHIL FOX of Albany giving a gander through a monocle at the co-eds

convention at the Ambassador.

When IRVING WORMSER of New York saw the Los Angeles River without any water in sight he got homesick for the old Hudson.

The champion salesman in point of service is SAM NATHANSON of Los Angeles, who has attended 11 Columbia conventions.

JACK COHN wears a felt hat in California. Says he's been caught in those California mists before.

PHIL WEINSTEIN (San Francisco office) "angeled" one of the boys in a poker game and now is \$3 ahead.

JIMMY BEALE and BOB HILL exchanging hill-billy reminiscences over the phone.

MAURICE GRAD standing by to identify a flock of photographs.

MAX MEYER paying social calls—and not even bothering to knock on the door.

Plenty of relatives at the hotel to greet many of the boys.

BILL EVIDON and L. ZUCKER greeting some of the coast gang.

BILL KOSTENBADER didn't make the trip—he's confined in a Seattle hospital.

Guild's Closed Shop Now in Effect Here

(Continued from page 1)

said that no action would be taken as a result of the incident but that a repetition by any producer signatory to the guild contract would have consequences in Hollywood. The ruling applies, she said, despite the fact that the guild recently announced that it would not enforce its closed shop conditions in the east until Aug. 1.

M-G-M also has made background shots here for "Rosalie" and plans the filming of several sequences at West Point for a new production. Selznick International has also been making background shots here for "Nothing Is Sacred."

Want Mrs. Bryant Back

The council of Actors' Equity Ass'n has asked Dorothy Bryant to reconsider her recent resignation as executive secretary of Chorus Equity and to return to her post after a two-month-vacation, it was stated at Equity headquarters yesterday. No reply has been received from Mrs. Bryant yet.

Newsreels at Wedding

WILMINGTON, June 30.—Newsreel cameras of all major companies formed a semi-circle about the entrance of Christ Church where Ethel duPont and Franklin D. Roosevelt, Jr., were married late this afternoon. Among the companies represented were Paramount, Fox, Universal, Hearst Metrotone, and News of the Week.

Phila. Bookers Talk Pact with Union

(Continued from page 1)

their demands for basic working hours and wage scales, but no agreement was reached.

Negotiations for setting up agreements with the Salt Lake City exchange union and several other situations, scheduled for this week, have been postponed until a later date, possibly next week.

An agreement with the Philadelphia exchange employees local, which is affiliated with the I.A.T.S.E., was completed several weeks ago. This arrangement took in service employees, inspectors, assistant inspectors, shippers and their assistants and poster clerks.

Boston Union to Meet

BOSTON, June 30.—A meeting of the local union here which includes theatre ushers, doormen, cashiers and night cleaners, has been scheduled for tomorrow night. John Gatelee, national representative of the I.A.T.S.E., is expected to confer with the executive committee on wage demands to be presented to theatre owners.

Martha Raye to Tour

HOLLYWOOD, June 30.—Martha Raye, whom Paramount in a little more than a year has featured in eight pictures, will leave the end of the month for a personal appearance tour which will open July 7 in New York. From there she will go to Boston July 15; Detroit, July 23, and Chicago, July 30, with indications that the tour will be extended.

Col. to Continue Division Meetings

(Continued from page 1)

tions were covered only when special exploitation men were dispatched from the home office on a specific booking. The permanent exploitation staff will be supplemented, according to the plan, by a special field force on certain films, it was said. Advance campaigns will be started six months before release date on major pictures.

Delegates today were told that Columbia's next sales meeting will be held in New York and that it will be international in character. Pacific coast regionals will be held here tomorrow.

Columbia will produce next season a feature starring Carole Lombard, and will borrow Loretta Young from 20th Century-Fox for a feature which will be directed by Al Hall, and include Randolph Scott in the cast. The Three Stooges will be cast in featured roles in the first of the Joe E. Brown comedies which will be produced for Columbia release by David L. Loew.

Also planned is a single reeler based on the history of Hollywood and featuring in action dozens of the old-time stars.

Author Sues Columbia

Valentine Davies, author and playwright, filed suit in the U. S. District Court yesterday against Columbia Pictures and Tom Van Dyke for alleged infringement of the plaintiff's play "Fly from the Ointment" in the picture, "Alibi for Murder." "Fly from the Ointment" was also produced under the titles of "War Dance," "Death Dance" and "Three Times the Hour." A permanent injunction, damages and an accounting of the profits are asked.

Projection Book Out

Kinematograph Publications, Ltd., of London has just issued a revised edition of "The Complete Projectionist," by R. Howard Cricks, F.R.P.S. It is a 286-page volume with 22 chapters and two appendices, starting with an explanation of the principles of projection, intermittent motion and electricity, and running into detailed explanations of varied projection problems. There are numerous illustrations and drawings giving details of equipment.

Mail Strike Bulletins

PHILADELPHIA, June 30.—The United M.P.T.O. here has sent out postcards, bordered in red, and headed "Paramount Strike Bulletin," urging recipients to follow the terms of the strike against Paramount which were decided upon by the exhibitor organization last week.

Form New Reich Co.

BERLIN, June 28.—A new German film company, Terra Filmkunst, has been organized here with a capital of 5,000,000 marks. It has received an allotment of 25 film plays for the new season, which compares with allotments to Ufa and Tobis of 40 each.

Loos-Emerson Signed

HOLLYWOOD, June 30.—Samuel Goldwyn has signed Anita Loos and John Emerson to work on the Merle Oberon-Gary Cooper picture, "Spring in My Heart."

Wide Market Foreseen for School Films

(Continued from page 1)

M. A. May of Yale, chairman of the advisory committee to the industry on audio-visual education. Coinciding with May's report, M. P. P. D. A. headquarters here will release a statement today on behalf of the organization's educational film's committee, setting forth the aims of the industry in providing and distributing material for the school market.

Industry and educational sources estimate the potential school market at numerically twice that of the theatrical market, or in excess of a possible 30,000 outlets. While probably fewer than 10,000 schools are now equipped for visual education, the availability of a comprehensive film library on standard educational subjects is expected to triple the present number. If such expectations were to be realized, the benefits to raw stock and equipment manufacturers are apparent. Distribution revenue, while expected to be profitable, is an unknown quantity at present. Considerations such as the cost of setting up educational film production departments, methods of distribution, whether by rental or outright sale, the actual school market and its probable annual growth, all contribute to the indeterminate nature of the actual revenue to be derived from the school market.

Official sources state, however, that the participation of major companies in the educational film field is definitely assured and should be an accomplished fact within a few months.

Best to Expand Abroad

Best Film Co., headed by Rene Huisman, which is distributing "Cloistered" in this country, plans foreign branches in London, Paris and Warsaw. Huisman will leave New York in August to open the new offices abroad. He is seeking foreign distribution rights to American product, as well.

Wall Street

Most Board Issues Rise

	High	Low	Close	Net Change
Columbia	29	29	29	+ 1/2
Consolidated, pfd.	10 3/4	10 1/2	10 1/2	+ 3/8
Eastman	172 1/2	172 1/2	172 1/2	- 1/4
Gen. T. Equip.	20 3/4	20 3/4	20 3/4	+ 3/8
Loew's	75 3/4	74	75 1/2	+ 5/8
Loew's, pfd.	106	106	106	
Paramount Pub.	18 1/4	17 3/4	18	+ 1/2
Paramount 2 pfd.	16 3/4	16 3/4	16 3/4	+ 1/4
Pathe Film	6 5/8	6 1/2	6 5/8	+ 1/8
RKO	7 5/8	7 3/4	7 5/8	+ 3/8
20th Century-Fox	32 1/2	32	32	+ 1
20th Century, pfd.	39 3/4	39 1/2	39 3/4	+ 3/4
Warner Bros.	12 3/4	12	12 3/4	+ 3/8

Curb Shows Increases

	High	Low	Close	Net Change
Grand National	2 1/2	2 1/4	2 1/4	+ 1/4
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	29 1/2	28	29	+ 1 3/4
Trans-Lux	4 5/8	4 1/4	4 5/8	+ 1/8

Paramount Bonds Gain

	High	Low	Close	Net Change
Loew's	98 3/4	98 3/4	98 3/4	
Paramount Pict.				
6s '55	100	100	100	+ 1/4
Paramount 6s '47	88 3/4	88 1/4	88 1/4	+ 1/4
Warner Bros. 4s				
'39 wd	94	93 1/2	93 1/2	

(Quotations at close of June 30)

Key Takes for Mid-June Hold to \$1,250,325 Level

Comparative grosses for the latest available periods:

Week Ending June 18-19			Week Ending June 11-12		
No. Theatres	Gross		No. Theatres	Gross	
Boston	7	\$70,400	8	\$86,700	
Buffalo	5	39,300	5	41,500	
Chicago	8	131,300	8	126,600	
Cincinnati	8	53,300	8	46,500	
Cleveland	5	50,300	5	50,500	
Denver	6	34,000	6	31,400	
Detroit	6	70,300	6	70,700	
Houston	4	23,150	4	30,000	
Indianapolis	4	26,500	4	24,300	
Kansas City	5	37,600	5	41,900	
Los Angeles	9	73,775	9	98,933	
Milwaukee	6	27,800	6	34,000	
Minneapolis	5	25,600	5	28,000	
Montreal	4	27,500	4	29,500	
New Haven	4	16,800	4	15,000	
New York	10	194,500	10	203,775	
Oklahoma City	3	11,900	3	10,000	
Omaha	3	17,100	3	22,100	
Philadelphia	7	65,600	8	69,500	
Pittsburgh	5	62,300	5	40,250	
San Francisco	7	77,200	7	78,000	
St. Paul	4	13,700	4	16,500	
Seattle	7	34,000	7	32,150	
Washington	7	66,400	7	67,900	
139	\$1,250,325		141	\$1,295,708	

Key cities grosses from September to the week ending June 18-19:

	No. Theatres	Gross
Sept. 4-5	163	\$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2-3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6-7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4-5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1-2	178	2,037,040
Jan. 8-9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5-6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5-6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2-3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387
April 23-24	176	1,718,379
April 30-May 1	175	1,714,841
May 7-8	167	1,505,702
May 14-15	168	1,590,530
May 21-22	163	1,527,579
May 28-30	169	1,471,862
June 4-5	171	1,466,911
June 11-12	141	1,295,708
June 18-19	139	1,250,325

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Reach No Agreement Upon the Roxy Plan

(Continued from page 1)

earlier court hearings of the alleged failure of the franchise to specify the quality of the product which would be allocated to the Roxy under the pact and charged that, with 20th Century-Fox obtaining a 20-year lease on the Roxy under the reorganization plan, the franchise amounted to a contract by the company with itself. Whether or not the agreements reached at yesterday's conference resulted in eliminating these objections was not disclosed.

Fuller Files Trust Suit in New Orleans

NEW ORLEANS, June 30.—George Fuller of Pensacola has filed an anti-trust action in U. S. District Court here for approximately \$100,000 in damages against Gaston Dureau, Saenger executive; Harold Wilkes, Saenger assistant treasurer; Paramount, 20th Century-Fox, U. A., Columbia, M-G-M and RKO.

J. Studebaker Lucas, Fuller's attorney, in a supplementary petition, stated, referring to the defendants: "They said the Hays organization had decided that none was permitted to lease pictures in the metropolitan area of Pensacola until the city repealed the revenue measure imposing a disagreeable tax on the Saenger and Isis theatres. After the trouble was settled they said he could not get pictures now or at any time."

Jack Pot a Lottery

MONTGOMERY, Ala., June 30.—The Alabama Court of Appeals has affirmed a decision of the Tuscaloosa Circuit Court declaring Jack Pot a lottery. The case was appealed by Cecil G. Grimes, exhibitor, who was fined \$200 in the lower court.

Call Off Lefferts Deal

Unable to agree on the rental, RKO will not take over the Lefferts, Brooklyn, from Randforce. The deal for acquiring the Republic, however, will go through, starting Sept. 1.

NATION-WIDE
AIR EXPRESS—
FASTEST!



• 2500 miles overnight by super-swift AIR EXPRESS. Nation-wide air and air-rail service. For rates, schedules, 'phone AIR EXPRESS Division, RAILWAY EXPRESS.

Tax Probe Names Wynn

WASHINGTON, June 30.—Among the additional individuals brought out before the Congressional committee as allegedly evading the payment of income taxes were Ed Wynn and John Hay Whitney.

Helen Lowell Dead

HOLLYWOOD, June 30.—Helen Lowell, character actress of the stage, radio and films is dead here. She played important comedy roles for over 50 years, making her New York debut in 1884.

WILD LIFE STUDY OF LAUGHTER:

CANDID CAMERA CATCHES EFFECT
OF PARAMOUNT'S

"Easy Living"

ON HUMAN RISIBILITIES

SPINSTER, debutante, drug store cowboy, savant, mugg, marble-masked matron, all were given chance to see, hear Paramount's "Easy Living," starring Jean Arthur and Edward Arnold, featuring fan mail record-breaker Ray Milland. Directed by Mitchell Leisen. Candid camera caught reactions published here, proving newest Paramount contribution to mid-summer madness 346.7% funnier, 259.33% goofier than any comedy of year. Recommended to sweeten sour dispositions.



The Raucous or Ribald Laugh . . . Result of seeing young lady hit in face with a custard pie.



Smile with Freckles . . . Reaction to seeing Ray sock detective in waistcoat with the commonly called "one-two."



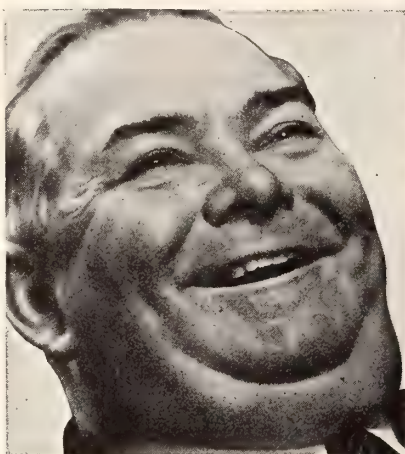
The Gurgle-Gurgle . . . Result of seeing restaurant patrons' difficulties when someone throws pepper in electric fan.



The Girlish Giggle. Effect not of hilarity but of glimpsing Ray Milland and Jean in what is known to the trade as a clinch.



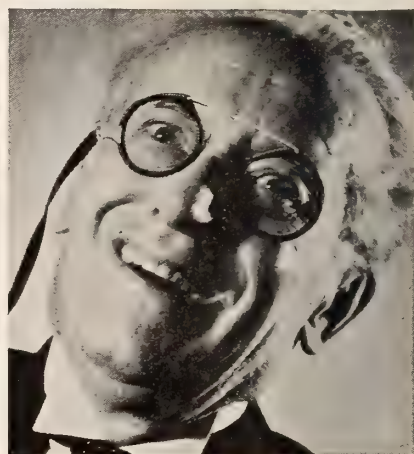
The Spinster Smirk . . . Result of Jean and Ray's being drenched when the shower bath unexpectedly turns on!



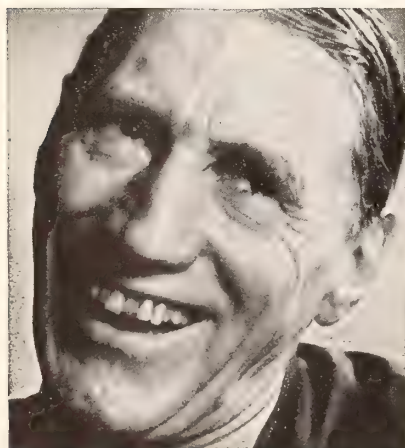
Middle Western Belly-Laugh. Result of seeing Jean Arthur smash her boss over the head with picture frame.



The Frozen Custard Chuckle . . . Matronly mirth evoked by Edward Arnold's hand to hand struggle with the irate chef.



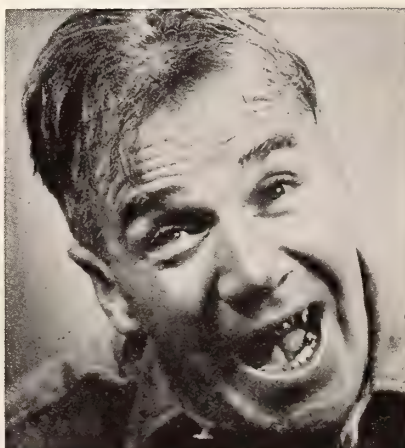
The Professorial Pleased Puss . . . Result of seeing Jean's method of being fired from job.



The New England Nut Cracker . . . Maine and Vermont vote with nation: "Easy Living" is a New Deal in laughter.



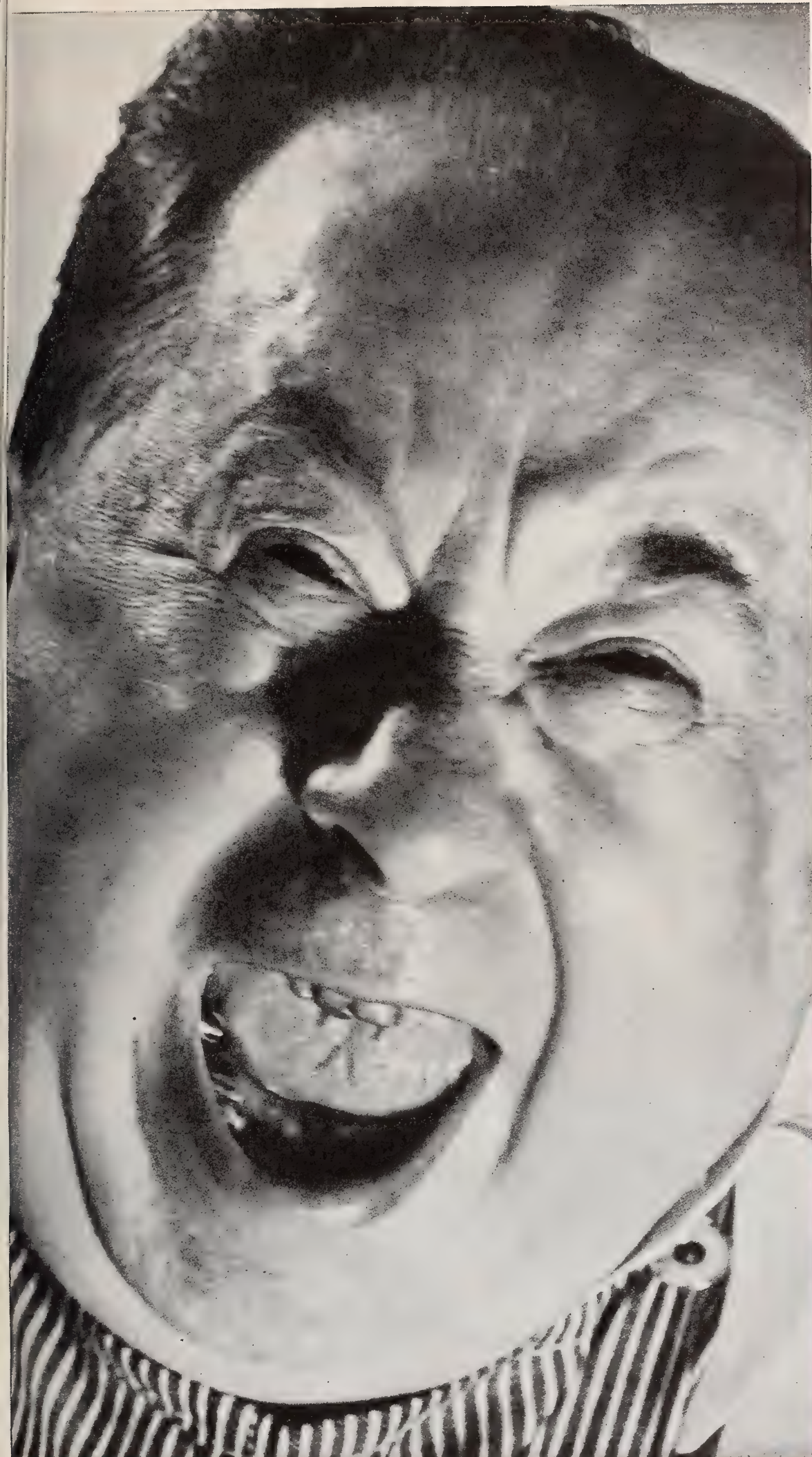
The Bucktooth Grin . . . Result of seeing Jean make her entrance into the old office in a \$75,000 fur coat.



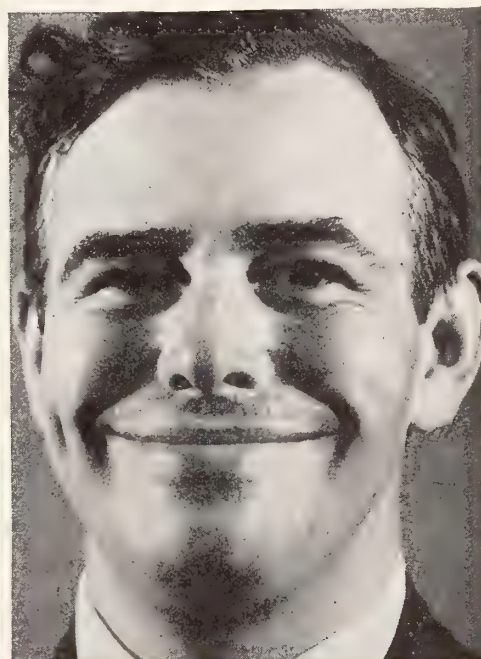
The Hohokus Holler! . . . Caused by seeing Edward Arnold execute a neat fall down a whole flight of stairs.



Le Rire (Fr. with mustache). Effect of Jean's being biffed on the head with \$75,000 sable coat while riding bus.



The Cheerful Little Tearful... Proving people laugh till they cry at picture like "Easy Living."



Broadway Deadpan Smirk. Caused by riot at automat as Ray Milland gets Jean a feed on the house.

JEAN ARTHUR
EDWARD ARNOLD

"EASY LIVING"
with RAY MILLAND
Luis Alberni • Mary Nash
A Paramount Picture
Directed by Mitchell Leisen

The WOW or Basement Bellow! . . . Result of seeing final gag of picture, which hits new all time high in hilarity. First a grin, then a chuckle . . . then "Easy Living" lays you in the aisle with laughter!

BUTTERFIELD CIRCUIT RECORD-BREAKING PRE-RELEASE AT

FRANK CAPRA'S MIGHTIEST
PRODUCTION

LOST H

Already played at
grosses to be proud of:

ADRIAN • ANN ARBOR
SAGINAW • CADILLAC
OWOSSO • JACKSON

Now going into:

BENTON HARBOR • MANISTEE • LANSING
TRAVERSE CITY • HOLLAND • KALAMAZOO
GRAND RAPIDS • ALPENA • PORT HURON
BATTLE CREEK • FLINT • SOUTH HAVEN

**PLAYING TO SMASH
ING BUSINESS IN
ADVANCED PRICES!**

RONALD COLMAN

HORIZON

**TO BE NATIONALLY
RELEASED *Sept. 1st***



FCC Approves Bids for Four New Stations

By CLARENCE LINZ

WASHINGTON, June 30.—F.C.C. has granted operating licenses to KOB, Albuquerque, N. M., to operate on 1,180 kilocycles with 10,000 watts power; WJNO, West Palm Beach, Fla., on 1,200 kilocycles with 100 watts night, 250 watts day; KVOR, Colorado Springs, Col., 1,270 kilocycles, 1,000 watts, and KHQ, Spokane, 590 kilocycles, 1,000 watts night, 5,000 watts day.

The commission also authorized KOCA, Kilgore, Tex., to increase day power from 100 to 250 watts; WJRD, Tuscaloosa, Ala., to increase day power from 100 to 250 watts; WCOC, Meridian, Miss., to increase night power to 1,000 watts, and WDAH, El Paso, to increase day power to 250 watts.

The broadcast division, at its weekly meeting, ordered hearings held on applications for new stations from WDSU, Inc., New Orleans, 1,500 kilocycles, 100 watts night, 250 watts day; N. B. Egeland, Roland, Ia., 1,500 kilocycles, 100 watts night, 250 watts day; Colonial Broadcasting Co., Morristown, N. J., 620 kilocycles, 1,000 watts; Burlington Broadcasting Co., Burlington, Ia., 1,310 kilocycles, 100 watts; Great Western Broadcasting Co., Omaha, 1,420 kilocycles, 100 watts; Southern Minnesota Broadcasting Co., Rochester, Minn., 920 kilocycles, 1,000 watts night, 5,000 watts day; Evening News Press, Inc., Port Angeles, Wash., 1,400 kilocycles, 250 watts; Keystone Broadcasting Co., New Castle, Pa., 1,250 kilocycles, 250 watts, daytime; D. E. Kendrick, Louisville, Ky., 1,210 kilocycles, 100 watts night, 250 watts day; Sherman V. Coultas, Milton Edge and Hobart Stephenson, Jacksonville, Ill., 1310 kilocycles, 100 watts.

Hearings also were ordered on the applications of WXYZ, Detroit, for increase of power to 5,000 watts; KWOS, Jefferson City, Mo., for increase of day power to 250 watts; WGRC, New Albany, Ind., for change of frequency from 1,370 to 880 kilocycles; WAIR, Winson-Salem, N. C., increase of day power to 1,000 watts; WBNX, New York, increase power to 5,000 watts; WKAR, East Lansing, Mich., increase day power to 5,000 watts; WLAP, Lexington, Ky., change frequency from 1,420 to 610 kilocycles and increase power to 500 watts night, 1,000 watts day; WRBL, Columbus, Ga., change frequency to 1,330 kilocycles and increase power to 1,000 watts; and KPOF, Denver, increase power to 1,000 watts.

The commission declared that examiners' reports have been received recommending granting of construction permits for new stations at Elmira, N. Y.; Fresno, Cal.; Pottsville, Pa.; Longview, Wash., and Hobbs, N. M., and denial of stations at Waterloo, Ia.; Port Huron, Mich.; Brunswick, Ga.; Amarillo, Tex.; Columbia, S. C., and Los Vegas, Nev.

John C. Lynch Dead

STOCKBRIDGE, MASS., June 30.—John C. Lynch, noted electrical engineer and former assistant vice-president of A. T. & T., died here yesterday of coronary thrombosis. Lynch was 62 years old, and had retired some years ago. He was a pioneer in radio research and helped to build WEAf, now key station of the NBC-Red network.

Tibbett Signed for Chesterfield Series

Liggett & Myers Tobacco Co. has signed Lawrence Tibbett for the Wednesday evening Chesterfield program. Tibbett will join the program early in September, when Frank Parker will leave the series, it is believed.

Liggett & Myers also has contracted for the regular appearance of Deems Taylor on the Friday evening Chesterfield show. Taylor also will make his bow on the program early in the fall. The Newell-Emmett Co. is the agency. Both programs are heard on CBS.

Waring Band Will Be Exclusive on Mutual

Fred Waring's "Pennsylvanians" will be an exclusive Mutual network attraction beginning Aug. 27 when Waring's unit will begin a limited stay at the Drake Hotel in Chicago.

While a definite broadcast schedule has not been set as yet, it is believed that the Waring gang will be heard several times weekly. Production numbers, in addition to straight dance programs, it is believed.

Plan "WMCA News Desk"

New program on WMCA is "The WMCA News Desk," an informal news program with Editors Anthony Kay and Michael Horton alternating at the microphone. The series is offered Mondays through Fridays at 1 A. M., E.D.S.T., and consists of previews of morning headlines, late sporting results and oddities culled from the news.

Lohr Confirms Adding of Ten NBC Outlets in South

NBC's Blue network will take one of its greatest strides forward as a coast-to-coast chain on August 1, when 10 new stations located in the south join the network. Announcement of the new additions was made last night by Lenox R. Lohr, president of NBC, two days after the news was foretold exclusively in MOTION PICTURE DAILY.

The addition of the stations will provide listeners in the south with a choice of two full time NBC services over a separate Blue and Red chain of stations. Previously in most southern cities there has been only one NBC station, and thus listeners were deprived of either the Blue or Red network programs.

The 10 new NBC stations are: WAGA, Atlanta, Ga.; WSGN, Birmingham, Ala.; WNBK, Memphis, Tenn.; WROL, Knoxville, Tenn.; WJBO, Baton Rouge, La.; WDSU, New Orleans; KFDM, Beaumont; KXYZ, Houston; KRIS, Corpus Christi, and WRGV, Weslaco, all in Texas.

The incoming stations greatly enhance NBC's aim to expand the Blue to nation-wide proportions, so as to provide complete coverage by its two networks on a complete coast-to-coast basis. To provide this coverage, NBC, counting the 10 new southern affiliates, has made 30 stations available to the Blue network since January 1 of this year, in addition to the

"Calaban," "Ariel"

NBC has confirmed the report that it would stage one of its biggest publicity stunts by announcing yesterday that Elaine Barrie would appear with John Barrymore in "The Tempest," July 12.

The chief characters in "The Tempest" are "Ariel" and "Calaban."

Head NBC Programs For South America

Olga Andre and Francisco J. Ariza have been made masters of ceremonies of two of NBC's South American programs over W3XAL. Miss Andre is a native of Costa Rica, the daughter of Gerardo Echeverria, Costa Rican Minister to Belgium for 20 years. Ariza is the editor of *Cine Mundial*, a film magazine published in Spanish.

Effective this week, NBC's South American program department will add announcements in Portuguese to the regular Spanish announcements.

Wynn Called Tax Evader

WASHINGTON, June 30.—A saving of nearly \$197,000 in taxes has been accomplished by Ed. Wynn, film, stage and radio star since 1932, through the creation of four personal holding companies, three of which were later absorbed into the Wynn Commercial Enterprises, Inc., members of the Congressional tax evasion investigating committee were told today by A. H. Kent, assistant general counsel of the treasury.

Radio Personals

JACK POPPEL'S daughters, June and Lorraine, offered a piano duet on John Gambling's early morning program on WOR this morning. Jack is WOR's chief engineer. . . . Gene and Katherine Lockhart have been penciled in for appearances on Monday's Lux presentation. . . . Victor Moore will guest appear on the Camel show July 6 over CBS. . . . The production schedule of Ben Bernie's new picture having been advanced, the old maestro will curtail his Radio City appearances and move westward Aug. 20. . . .

Spencer Mitchell of WDAE, Tampa, and A. J. Mosley of KGVO, are visiting CBS headquarters here. . . . And Rev. James Wagner of WTAQ, Green Bay, left for the middle west yesterday after a brief stay in town. All three stations affiliated with CBS. . . . Judge A. L. Ashby, NBC vice-president and general counsel, leaves for Europe July 7 for a tour of the continent. . . . Walt Davison, in charge of NBC's tour section, guest relations department, returned to his post yesterday after a two-week vacation. . . . James Dunn will guest appear on CBS "Hit Parade" July 3. . . .

Mutual Re-Signs Dr. Courbin

Dr. Charles M. Courbin, organist who played the entire musical portion of the Roosevelt-duPont wedding service yesterday, has been re-signed for an exclusive series of weekly organ recitals over WOR-Mutual beginning next fall. Dr. Courbin has been a WOR-Mutual feature the past season, and for a time it appeared that he would discontinue his radio activities the coming year.

First Lady on Air as Usual

WILMINGTON, June 30.—Mrs. Roosevelt, wife of the President, departed early from the wedding festivities attendant upon the marriage of Franklin D., Jr., her son, and the former Ethel duPont, to broadcast her Palmolive weekly program which was aired from the studios of WDEL, Wilmington, over the NBC Blue.

Dorothy Thompson Is Signed

Dorothy Thompson, newspaper columnist and wife of Sinclair Lewis, the novelist, has been signed for a weekly 15-minute series in behalf of Pall Mall cigarettes, to begin August 6 from 10:45 to 11 P. M., E.D.S.T., and Fridays thereafter at that time. The Compton agency set the deal.

"Hit Parade" Extended

The American Tobacco Co. has extended the contract for the Lucky Strike "Hit Parade" on CBS by 13 weeks, effective after the broadcast of July 31. Lord & Thomas is the agency.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that extra something that's good radio

LEO SAYS:

Advertisers know that
WHN reaches people
who want merchandise
and who can well
afford to buy it.

WHN DIAL 1010
AFFILIATED WITH
M-G-M-LOEWS



**Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry**

MOTION PICTURE DAILY

**First in
Film and
Radio News
Brief,
Accurate
and
Impartial**

VOL. 42. NO. 2

NEW YORK, FRIDAY, JULY 2, 1937

TEN CENTS

Educators to Get All Films One Year Old

**Will Be Cut for Use in
Schools, Colleges**

All features and shorts a year old will be made available to educators for experimental cutting and use in classrooms, it was made known today in a statement from the Progressive Education Ass'n. in New York and by a speech delivered in Detroit before the National Education Ass'n.

The New York statement was issued by Dr. Alice V. Keliher, chairman of the P. E. A.'s Commission on Human Relations, and the Detroit talk was by Mark A. May, director of the Institute of Human Relations of Yale.

The P. E. A. has been cooperating with the Hays office for several months and major producers have agreed to allow free use of features

(Continued on page 12)

"Faces" at \$13,000 For the Opening Day

"New Faces" opened at the Music Hall yesterday to a \$13,000 take for the first day. Four cashiers were continuously on the go from the time the theatre opened to closing. "Ever Since Eve" garnered about \$62,000 in seven days.

"Riding on Air" wound up a week at the Roxy last night with approximately \$27,000. "Slave Ship," in the second week at the Rivoli, got about \$23,000. The second week of "A Day at the Races" took in approximately \$40,000 at the Capitol.

The fourth week of "Kid Galahad" at the Strand ended with about \$9,000. "The Singing Marine" got off to a good start at the same house Wednesday.

"The Road Back" at the Globe on a

(Continued on page 12)

UMPTO Leaders Set For Paramount Fight

PHILADELPHIA, July 1.—The U. M.P.T.O. "War Board," at a meeting held here today, named a group of district captains to rally exhibitors in the drive protesting Paramount's inclusion on the 1937-1938 list of certain films claimed to have been promised for the current season. Selected as district leaders were: Norman Lewis, North Philadelphia; Ben Fertel, West

(Continued on page 9)

Radio News—Page 13

France Denies Nazis Leading Film Congress

**European Meeting Opens
Monday in Paris**

By PIERRE AUTRE

PARIS, July 1.—The French Cinema Confederation, preparing for the opening on Monday of the International Film Congress here, today made vigorous denial of the assertion from Nazi sources that Germany will dominate the congress.

The Confederation has registered a protest against the article of Dr. Fritz Olinsky, editor of *Foreign Film News*, official German Government film publication, in which Olinsky traced the supposed Nazis' domination over the International Film Chamber, and declared Germany is "the greatest film country of Europe." The article was characterized by the Confederation as unfair.

Denying absolutely that Germany

(Continued on page 12)

Columbia's Meeting Concludes on Coast

LOS ANGELES, July 1.—Columbia's annual sales convention, held at the Ambassador Hotel here, came to an end today with meetings of the branch managers and the western sales division. The rest of the day was spent in sightseeing trips to Catalina, Malibu and like places.

The delegates will leave tomorrow night on a special train which will return them to their territories.

Yesterday the men forgot business and were the guests of the studio in Hollywood. They were greeted by the company's stars and directors, saw the shooting of several productions and later attended a banquet and entertainment on one of the stages at the studio. The New York delegation to the convention is expected to arrive in the east on Tuesday.

Union Delegation to Confer on WPA Cuts

A delegation representing 11 theatrical unions will confer in Washington today with Mrs. Ellen Woodward, administrative assistant to WPA Administrator Harry Hopkins on arts projects, in connection with the threatened strike of the unions over the proposed 30 per cent layoff of union personnel engaged on Federal theatre projects.

Heading the delegation are Frank Gillmore of Actors' Equity Ass'n and

(Continued on page 9)

Production Holds With 39 Shooting

HOLLYWOOD, July 1.—Production remains at an even keel with 39 before the cameras, seven having finished and seven having started during the week. Sixteen are in final stages of preparation and 72 are being edited.

The starts were: Columbia, "I'll Take Romance;" Goldwyn, "The Adventures of Marco Polo;" Paramount, "Bulldog Drummond Comes Back;" Selznick International, "The Adventures of Tom Sawyer;" 20th Century-Fox, "Ali Baba Goes to Town;" Walter Wanger, "Stand-In;" Warners, "Two Platoon."

Columbia finished none, had four shooting, one preparing and five editing; Goldwyn, one, two, zero, two; M-G-M, two, three, one, eight; Paramount, one, four, five, 11; Republic, zero, two, two, one; RKO, one, three, two, six; Roach, zero, zero, zero, one; Selznick International zero, two, zero, one; 20th Century-Fox, one, seven, one, five; Universal, zero, three, three, one; Wanger, one, two, zero, two; Warners, zero, seven, one, 29.

The short subject field was very quiet with none shooting. M-G-M and Roach each finished one. Six were preparing—two each at Columbia, M-G-M and RKO.

Allied of Michigan Will Be Continued

DETROIT, July 1.—Despite the loss of its president, Fred Delodier; its general manager, H. M. Richey, and some 55 theatre members who resigned yesterday to affiliate with Co-operative Theatres of Michigan, Allied of Michigan will carry on as a unit, at present under the leadership of Frank A. Wetsman, vice-president, and a partner in the Wisper & Wetsman circuit.

A general meeting of the remaining members, representing a total of 110 theatres, will be called within the next two weeks to elect officers and replace the directors who resigned.

The unit will maintain its present

(Continued on page 12)

Court Will Pass on Roxy Pact Tuesday

The 20-year film franchise to be granted by 20th Century-Fox to the Roxy under the theatre's reorganization plan was taken under advisement by Federal Judge Francis G. Caffey after a single objection was raised to the form of the franchise at a reorganization hearing yesterday.

Judge Caffey indicated that he

(Continued on page 12)

Deals Closed Here Taxable, City Decides

**Applies When Pictures
Go Anywhere**

Product deals which are closed in New York for theatres anywhere outside the city will be subject to the two per cent municipal sales tax, Milton Solomon, deputy city comptroller, ruled yesterday. He also ruled that the sales tax will apply to the rental or sale here of all tangible personal property such as posters, stills and other advertising material, even though intended for the use of theatres outside the city.

Solomon's ruling follows upon an informal opinion furnished distributors by the city comptroller's office a month ago holding that national circuit deals closed in New York were taxable. Distributors submitted informal arguments in opposition to the opinion, which were answered yesterday by the formal, written ruling from Solomon. Indications are that the city's ruling will be appealed by distributors to the Appellate Division.

Circuit officials estimated yesterday that the ruling, if upheld, would either force the closing of circuit deals outside New York City or would add approximately \$1,000,000 to the estimated \$700,000 annual local film tax under the emergency sales tax provisions. Distributors, who have been contesting the application of the tax to film rentals, are two and one-half years in arrears as a result. In addition, the city thus far has refused to waive penalties and interest on the taxes which accumulated while the litigation was under way.

Gary Suit Attacks Chicago Clearance

INDIANAPOLIS, July 1.—The Gary Theatre Co. of Gary, Ind., asked a restraining order against enforcement of clearances by Chicago exchanges in a suit filed this morning in Federal Court here.

Named as defendants are the M.P.P.D.A., Balaban & Katz and

(Continued on page 2)

Warners May Enter British Exhibition

Warners are conducting negotiations for the purchase of the famous Daly's Theatre in Leicester Square in London, Sam E. Morris, vice-president in charge of foreign activities for Warners, declared yesterday. At the

(Continued on page 12)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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Editor-in-Chief and Publisher

MAURICE KANN, Editor

J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neutiffrasse, 54 Vienna VII; Hans Lorant, Representative.

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Wilschke Succeeds Jones

E. O. Wilschke, Philadelphia district supervisor for Erpi, has been appointed district superintendent for the company in the same territory by L. W. Conrow, general operating manager. Wilschke, who has been associated with Erpi in London and Chicago, as well as Philadelphia, replaces Patchen Jones, who retired after 37 years with the Bell System.

Merrill Reaches Coast

HOLLYWOOD, July 1.—Dick Merrill arrived here yesterday after making a tour of 25 key cities to begin work on "Atlantic Flight" for Monogram. Production will start on July 6.

Also scheduled for immediate production are "The Girl Next Door" and "God's Country and the Woman," the latter the first of four Tom Keene westerns.

Arnow in New Post

Warners stated yesterday Max Arnow has not severed connections with the studio, but has been named head of a new department described as the talent scout bureau. Steve Trilling, former eastern talent head, has succeeded Arnow as studio casting director. A successor in New York has not been determined upon.

Purely Personal

JACK ELLIS, RKO salesman, "wowed" the conventioners when he sang his original composition entitled "Let's Get the Dough for RKO," it appears. And did he beam when FRED ASTAIRE complimented his vocal efforts.

JOE MOSKOWITZ, JOE PINCUS and HERMAN and MRS. BERNIE sail on the *Monarch of Bermuda* for Hamilton tonight and return bright and early Tuesday morning. BOB GOLDSTEIN has cancelled out.

LOUIS HAYWARD, under joint contract to Universal and RKO, arrived in town yesterday from Mexico City. He will sail Wednesday on the *Queen Mary* for a six-week vacation in England.

J. J. MILSTEIN, Republic vice-president in charge of sales, has disclosed that the company has bought the radio program, "The Lone Ranger," for production as a 15-chapter serial.

JACK SICHELMAN, exchange operations head for 20th Century-Fox, will leave July 6 on a swing of Boston, Albany, Buffalo, Pittsburgh, Cincinnati and Indianapolis branches.

DINTY MOORE, metropolitan district manager for Warners, has gone to Oakland, Me., for a three-week vacation, which is being spent fishing. He is due back July 16.

WHITFORD DRAKE, Erpi president, leaves for the coast by plane tonight on a periodical visit to the company's Hollywood office. He is due back in about a month.

BEN BLAKE will shoot the second of his series of musical shorts early in July for Columbia. SID GARY was starred in the first subject.

Y. FRANK FREEMAN left yesterday for conferences with KARL HOBLITZELLE in Dallas, and is expected back in New York on Tuesday.

MOE SEIGEL, president and production head for Republic, will depart for Hollywood tomorrow. He will be accompanied by his family.

FRED FINKELHOFF, co-author of "Brother Rat," has gone to the coast on a two-picture writing deal for Selznick International.

PHIL GERARD, formerly publicity manager for Consolidated's Esquire, is now acting in the same capacity for Best Film Co.

RICHARD PERRY, New York sales supervisor for Grand National, became the father of a seven-pound girl Wednesday night.

JEAN PARKER, Columbia contract player, arrived by plane from the coast yesterday for a vacation of about a week.

MAX A. COHEN has decided to open the New Amsterdam on Saturday with a dual feature grind policy.

IRVING LESSER is driving to Mexico

No Paper Monday

Motion Picture Daily will not publish on Monday, July 5, on which day Independence Day will be observed.

where he is due Saturday. He will be back in New York on July 19.

SOPHIE CRIZET, SI SEADLER's secretary at M-G-M, will leave for a coast vacation this weekend.

HENRY DANZIGER of the New York Film Board of Trade will leave today on a two-week vacation.

RALPH ROLAN has returned from the RKO convention in Los Angeles and points en route.

Major LESLIE E. THOMPSON has returned from San Francisco and way points in between.

JOE HUMMEL of Warners' foreign department was home yesterday with a sore throat.

JOE STEIN off to Portland today to visit his mother over the extended weekend.

SOL TITLE early this week celebrated his 22nd wedding anniversary.

GUS EYSELL is due back from Paris July 14 on the *Normandie*.

MAX MILDER will sail for home on the *Normandie*, July 14.

ARTHUR GOTTLIEB has returned from Toronto.

L. JACK SCHLAIFER is back from Chicago.

JULES LEVY is back from the coast.

J. ROBERT RUBIN is in Carlsbad.

Toeplitz Name Changed

LONDON, June 23.—Toeplitz Prod., Ltd. has changed its name to Thames Film Prod., Ltd., and its board now consists of Sir Charles Petrie, E. Corniglion-Molinier, W. R. Creighton and L. Heudebert, with A. L. Roper as secretary. Ludovico Toeplitz de Grand Ry is now producing in Italy.

Grierson to Free Lance

LONDON, June 23.—John Grierson, film officer of the Post Office Film Unit, has resigned as from June 30 and will become a consultant, with Arthur Elton, director of a number of successful British shorts, associated with him. Grierson is regarded as the leader of the important "documentary" field in England.

Reunion Films Suspends

LONDON, June 23.—Reunion Films, Ltd. has been forced to suspend operations.

A receiver has been appointed for National Provincial Distributors Ltd., the product of which has been taken over by British Lion Film Corp.

Heads G. B. Subsidiary

LONDON, June 23.—Francis Meynell has been appointed chairman of Palmer, Newbould & Co., Ltd., advertising and publicity agents for Gaumont-British, and controlled by that company. Meynell is director of publicity of G. B.

Gary Suit Attacks Chicago Clearance

(Continued from page 1)

Columbia, M-G-M, Paramount, RKO, 20th-Century-Fox, United Artists, Universal and Warners. The complaint charges Paramount controls B. & K. through owning virtually all its stock.

"At all times since plaintiff commenced operation of its Palace Theatre in Gary in 1933, the defendant producers and distributors have maintained by agreement among themselves clearances of protection, refusing to sell films until they had been shown in one or more Chicago theatres in the Loop and by one or more outside the Loop," the complaint sets out.

Alleged is that the exchanges refuse to deal with the plaintiff on any other basis. The complaint charges conspiracy and violation of the anti-trust laws and asserts that the refusal injures the Gary business, as the house, only 30 miles from Chicago, must use pictures "no longer fresh and new."

Consider Ascap Pleas

TACOMA, July 1.—Consideration of the written arguments filed in its suit by Ascap to suspend operation of the Washington State Copyright Law was started today by Judges R. E. Haney, E. E. Cushman and J. C. Bowen. The jurists will take the arguments under advisement and order the litigants to submit briefs within 10 days.

Reelect Marion Davies

HOLLYWOOD, July 1.—For the fifth consecutive term, Marion Davies has been re-elected president of the M.P. Relief Fund. Other officers re-elected are: Ronald Colman, Mary Pickford, Will H. Hays, Samuel Goldwyn, vice-presidents; Jack L. Warner, treasurer, and Alex Freundlich, secretary.

Trustees named for three-year terms are: Richard Barthelmess, Joe E. Brown, Frank Craven, Miss Davies, Cecil B. DeMille, Janet Gaynor, W. R. Hearst, Carl Laemmle, Fredric March and Joseph M. Schenck.

A total of \$158,550.96 was received by the fund during 1936, and \$160,522.93 was disbursed.

U. S. History Film Ready

WASHINGTON, July 1.—"I Pledge My Heart," depicting the activities of National 4-H Camp in Washington, today became available through the U. S. Dept. of Agriculture.

Written and directed by Emerson Yorke, formerly with Paramount and Universal; narrated by Alois Havrilla, and with a musical score by the Marine Band Symphony Orchestra under the direction of Capt. Taylor Branson, the picture tells its story before backgrounds of historical shrines.

Loew to Fix Dividend

Loew's board of directors will meet next Wednesday at which time action is scheduled to be taken on the preferred stock dividend. It is expected that the regular quarterly dividend of \$1.62½ will be declared.

Du Pont Film to R. C.

The offices of Du Pont Film Mfg. Corp. will be located in Rockefeller Center after July 10.



From the land of the
Bengal Lancers on India's
untamed frontier comes

Rudyard Kipling's

WEE WILLIE WINKIE

*Planned by 20th for your
season's biggest business!*



THE KEYSTONE OF YOUR FUTURE

A STORY SO BIG . . . A SCENE SO VAST . . . THAT IT

Shirley Temple...topmost money draw in the world! Victor McLaglen...in his most stirring performance! And right down the line, every name a marquee bright-spot... deeply loved for scores of outstanding roles! Plus thousands of others...fully to portray the mighty sweep and manifold drama of this brilliant production!



DEMANDS THE GREATEST STARS OF THE SCREEN!

Rudyard Kipling's
**WEE WILLIE
WINKIE**

starring

SHIRLEY TEMPLE

and

VICTOR McLAGLEN

with

C. AUBREY SMITH • JUNE LANG
MICHAEL WHALEN • CESAR ROMERO
CONSTANCE COLLIER • DOUGLAS SCOTT

Directed by John Ford

Associate Producer Gene Markey

Screen play by Ernest Pascal and Julien Josephson

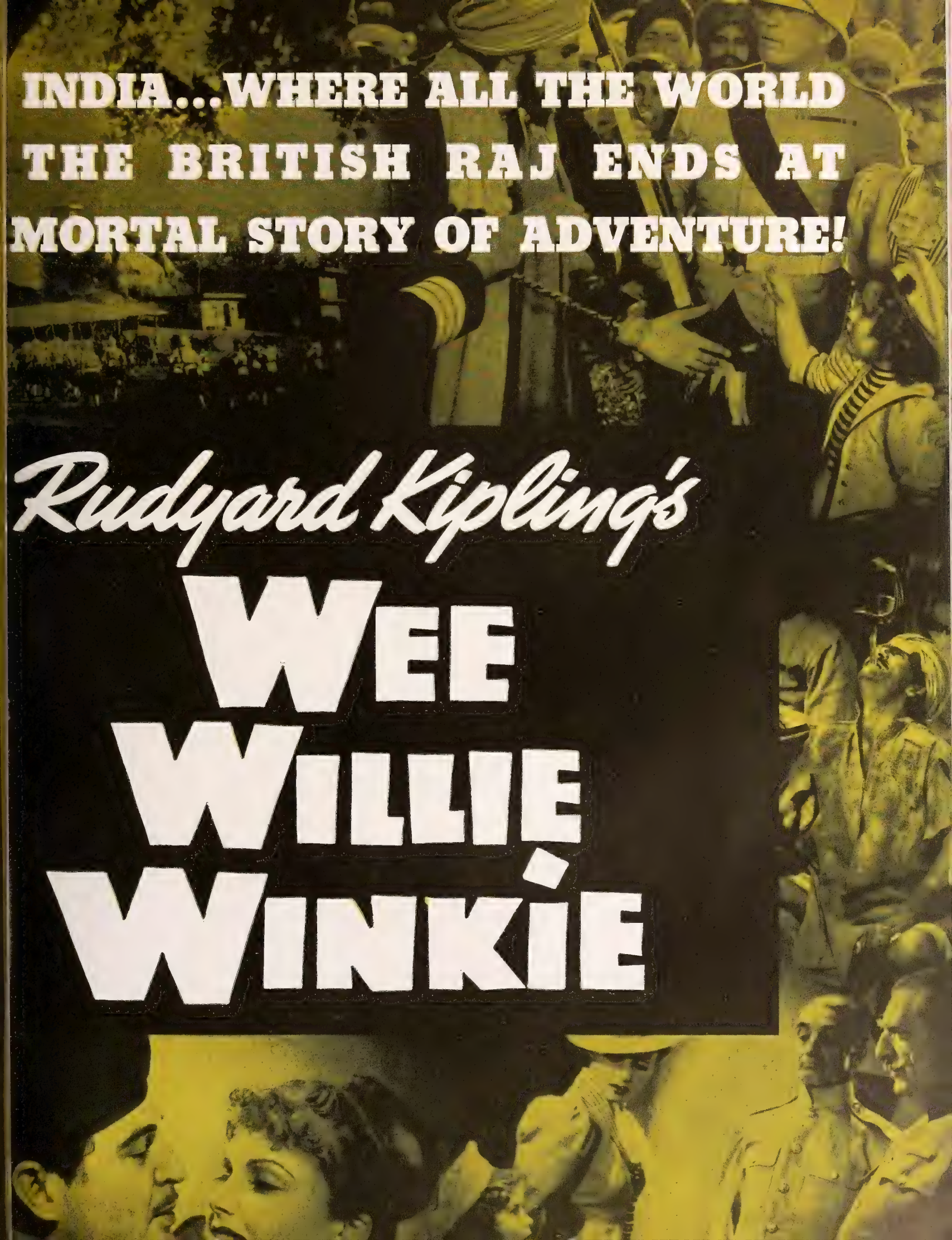


Darryl F. Zanuck
in Charge of Production

FROM THE HEART OF KIPLING'S IS WILD AND STRANGE...WHERE KHYBER PASS...COMES THIS IM

A land ablaze with crimson war
...reckless raiding tribesmen
weird and cruel...charging High-
landers daring a hero's doom...
and with them a gallant little girl
who wins the right to wear their
cherished plaid. Glorious drama
to thrill all hearts...and make the
hearts of showmen glad!





INDIA...WHERE ALL THE WORLD
THE BRITISH RAJ ENDS AT
MORTAL STORY OF ADVENTURE!

Rudyard Kipling's

**WEE
WILLIE
WINKIE**

NOW BRILLIANTLY FULFILLING THE
TRADE'S HIGHEST EXPECTATIONS

*in its \$2.00, two-a-day, world
premiere engagement at the*

CARTHAY CIRCLE HOLLYWOOD

Clear your date book
for a long run with

Rudyard Kipling's

WEE WILLIE WINKIE

The triumphant cli-
max of 20th's great
1936-37 season!



THE KEYSTONE OF YOUR FUTURE



Short Subjects

"The Song of Revolt"

(M-G-M)

An interesting historical vignette. Though it is brief, it has the earmarks of a major production. The incident of the composition of "La Marseillaise" by Roget de Lisle is told. The song was written to spur the army, but the smouldering revolution made it a hymn of hate against the Royalist government. The composer, an aristocrat, is saved from the guillotine when he is recognized as he is riding in the tumbrel. Production Code Seal No. 3,279. Running time, 10 mins. "G."

"David Mendoza and Orchestra"

(Vitaphone)

Tuneful, though not new, music presented refreshingly. The various compositions are interspersed with numbers by the rarely seen Revellers, Minor and Root, the dance team; and Lucille Manners. Production Code Seal No. 01,555. Running time, 10 mins. "G."

Trinidad Business Quiet

"Things are a little quiet in Havana and Trinidad," Karl MacDonald, Warner sales manager for South America, stated yesterday upon his return from a three-week trip to those cities. After having been closed for several days because of riots in Trinidad, theatres in that city have reopened, MacDonald said.

Pay Rises; Prices Jump

PORTLAND, Ore., July 1.—Following new wage contracts made with union employes, 11 Evergreen houses and two of the Parker circuit boosted their admission prices.

Barbara Ford Recovering

LOS ANGELES, July 1.—Barbara Ford, 14-year-old daughter of John Ford, director, is in the Cedars of Lebanon Hospital recovering from an appendix operation performed Sunday.

Wall Street

Paramount Leads Board Revival

	High	Low	Close	Net Change
Columbia	29½	29¼	29½	+¼
Consolidated	27½	27¼	27½	+¼
Consolidated, pfd.	103¼	103½	103½	+½
Eastman	173	172¾	172¾	+¼
Gen. T. Equip.	22½	21¾	22½	+13⁄8
Loew's, Inc.	77	76	76¾	+1½
Loew's, Inc., pfd 106	106	106	106	
Paramount	193¼	18¾	193¼	+13⁄8
Paramount 1 pfd.	131	131	131	+83⁄8
Paramount 2 pfd.	18	17¾	18	+1¼
Pathe	7¼	6¾	6¾	+¾
RKO	8	7¾	7¾	+¾
20th Century-Fox.	33¼	32¾	32¾	+½
Warner Bros.	127½	127½	12¾	+¾

Curb Down Fractionally

	High	Low	Close	Net Change
Grand National ..	2½	2¼	2¼	
Sonotone	1½	1½	1½	
Technicolor	29¼	28¾	28¾	-¼
Universal Crp.	4	4	4	-¼

Paramount Bonds Gain

	High	Low	Close	Net Change
Loew's	99	98¾	98¾	+¾
Paramount Pict.				
6s '55	90	88¾	90	+2
RKO 6s '41 pp.	106	105¾	106	-1¼
Warner Bros. 6s				
'39 wd	93	93	93	-¼

(Quotations at close of July 1)

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Rustlers' Valley"

(Sherman-Paramount)

HOLLYWOOD, July 1.—Last of the current season's Hopalong Cassidy product for Paramount, this ranks with the best of the season, although a natural criticism which might come from western fans would be that it does not contain sufficient action of the old-fashioned melodrama style. But, nevertheless, it is good fare for the type of audience for which it is aimed. It again brings together those pals of the cinematic saddle—William Boyd, George Hayes and Russell Hayden—in a drama of murder, cattle rustling and gun fights to a well-molded Harry C. Hoyt script of the Clarence E. Mulford yarn which, despite its inactive style, is effective.

Hayden is accused falsely of a bank robbery. Through investigation, Boyd and Hayes clear him, discovering the real robber and uncovering a big rustling plot aimed at one of their friends.

Nate Watt directed from the Hoyt script. This, the finale of the 1936-'37 Hopalong, bodes well for the future Harry Sherman productions for Paramount. The feminine interest is capably supplied by Muriel Evans.

Production Code Seal No. 3,294. Running time, 60 minutes. "G."

Looking 'Em Over

"It Could Happen to You"

(Republic)

Seriously detracting from the selling value of this picture and virtually placing it on the wrong side of the entertainment fence is the excessive morbidity of the theme. "It Could Happen to You" manages, with little effort, to include theft, murder, blackmail and eventually suicide in a plot which seems to go to quite unnecessary lengths to be unpleasant. Particularly, the concluding suicide would appear to have no excuse.

Allan Baxter is the miscreant in a series of misdeeds, each of which falls upon, and hurts, an innocent person. Sharing in his crimes is Walter Kingsford, as the owner of a school for foreigners. Supporting players include Andrea Leeds, Owen Davis, Jr., Astrid Allwyn, Al Shean and Christian Rub. Leonard Fields produced and Phil Rosen directed.

The screenplay by Samuel Ornitz and Nathaniel West finds Baxter and Davis, the ward and son, respectively, of lovable, foreign-born Shean, East Side store owner. When Kingsford decides to sell his school, he forces Baxter to obtain the money quickly. The latter steals from Shean, is suddenly interrupted and, without realizing the identity of the intruder, kills Shean. When Kingsford comes upon an important piece of evidence, he compels Baxter to work with him in a scheme to blackmail the foreign pupils.

Miss Allwyn, former sweetheart, gives him away, but Davis, young lawyer, defends him successfully. When the foreign group threatens Davis and himself, Baxter commits suicide to save his friend.

Production Code Seal No. 3,355. Running time, 71 minutes. "A."

"A Lawman Is Born"

(Republic)

Interesting western drama is developed in this film. Johnny Mack Brown is featured. It is a story of rivalry of cattle barons heightened by the depredations of rustlers. It holds to an exciting pace that is climaxed by a deadly shooting match.

Brown works in the general store. He is wanted by the law. Only the sheriff has knowledge of this and he is told to leave. But the sheriff is murdered and he stays on to succeed him. The feud between the ranchers grows. Brown sets about restoring order. To do this he enlists the aid of a neighboring law officer. They accomplish their purpose after many thrilling adventures. And, with the law breakers in the jug and peace on the range, once more love blooms.

Sam Newfield directed. The capable support includes Iris Meredith, Warner Richmond, Mary MacLaren, Dick Curtis, Earle Hodgins, Charles King and Al St. John. Bert T. Longenecker's camera work is easy on the eyes.

Production Code Seal No. 3,281. Running time, 61 minutes. "G."

Brotherhood Locals Now on Closed Shop

HOLLYWOOD, July 1.—A closed shop for painters, scenic artists and make-up men went into effect today in accordance with the agreement reached with the Painters' Brotherhood locals when the recent strike ended. Make-up men have voted to remain in the Brotherhood and have presented to Pat Casey, producer representative, salary demands calling for \$2.25 an hour for makeup men, \$1.50 an hour for hairdressers, a 48-hour week and time and a half for overtime. Negotiations are expected to be consummated this week.

The only apparent obstacle to a settlement is the fact that Felix Cunningham, attorney for the Society of M. P. Set Designers, has filed notice with Casey opposing any contract which gives scenic artists and drafts-men local jurisdiction. Cunningham claims that his group has 65 per cent of the workers and that he will ask an election under the auspices of the National Labor Relations Board, adding that an application for a hearing will be filed this week.

It is felt here that the Cunningham move will have little effect since the I.A.T.S.E., which takes a half-hearted interest in the claims of the drafts-men, may unite with the scenic artists with whom it is now on good terms as a result of the apology published last week.

Union Delegation to Confer on WPA Cuts

(Continued from page 1)

Dorothy Bryant of Chorus Equity. Representatives of the I.A.T.S.E., A. F. of M. and other theatrical internationals and locals will be included in the delegation. The WPA will be asked to confine the proposed layoffs in theatre projects to non-union or non-professional workers.

UMPTO Leaders Set For Paramount Fight

(Continued from page 1)

Philadelphia; Luke Gring, Germantown; Dave Milgrim, Northeast Philadelphia; Morris Wax, South Philadelphia; Harry Fried, suburban, and Ben Schindler, Wilmington.

Arrangements were made for a mass protest meeting of exhibitors at the Broadwood Hotel next Thursday. The board also decided to extend the policy of delay in buying to include Paramount News and shorts as well as features. Exhibitors have been asked to avoid all negotiations with the company.

In a published bulletin, U. M. P. T. O. pointed out that under the terms of the new Paramount selling plan the distributor has the right to audit and inspect the books of the exhibitor, thus making the distributor "a partner in profits but not in the losses of exhibitors."

Form Delaware Firm

DOVER, Del., July 1.—Special Pictures Corp. has been formed here to carry on the business of photographic and motion pictures. Capital listed totals 5,000 shares of no par value. Incorporators are Walter Lenz, B. R. Jones and J. P. Murray of Wilmington.

NEW SUMMER HIGHS

Three cities o
winter record
record-holde
as on Astaire
WERE SO L
heat with big

NEW FACES

with these famous entertainers

JOE PENNER ★ MILTON BERLE ★ PARKYAN
HARRIET HILLIARD ★ WILLIAM BRADY ★ JEROME
THELMA LEEDS . . . and scores of NEW FACES

An EDWARD SMALL Production • Directed by LEIGH JASO

IN FIRST 3 SPOTS!

ash over with openings within touching distance of mid-
... **SAN FRANCISCO** has biggest initial day since all-time
"Top Hat." ... **WASHINGTON** takes in as much money
Rogers' best—and "**HAD TO STEP UP SOUND, LAUGHS**
LUD AND CONTINUOUS!" ... **LOS ANGELES** ignores 95-degree
st Summer premiere!

**RKO-RADIO'S SOCKO LAUGH AND RHYTHM SHOW ... NOW PLAYING
TO GREAT BUSINESS AT RADIO CITY MUSIC HALL ... SCORES
OF KEY-RUN OPENINGS THIS WEEK FOR THE BIGGEST 4TH OF
JULY CELEBRATION THESE THEATRES EVER KNEW! ... ALL
SET TO BREAK SUMMER RECORDS FOR SHOWMEN EVERYWHERE!**

of 1937

ARKUS

MCOWAN

reenplay by
at Perrin..
ilip G. Epstein..
v S. Brecher

**THINK OF IT!... AN EXTENDED-RUN
ATTRACTION IN THE GOOD OLD SUM-
MER TIME!... THAT'S RKO-RADIO!**



Educators to Get All Films One Year Old

(Continued from page 1)

and shorts until the plan has been put on a working basis.

Dramatic episodes of features will be used in high schools and colleges for the purpose of putting vital social problems before students and provoking discussion under the guidance of instructors.

Shorts already have been made from "Cavalcade," "The Devil Is a Sissy," "Educating Father," "White Angel," "Fury," "Men in White," "Your Uncle Dudley," "Private Jones," "Broken Lullaby" and "Winterset."

"The need for humanizing and vitalizing our school curricula has been manifest for years," Dr. Keliher declared. "Too often life is left outside the door when we go to school, despite the fact that the primary function of education is to teach us how to live."

Cites Film Educational Value

"In a very real sense the science of living is the science of human relations—the relations between child and parent, the individual and society, boy and girl, friend and friend."

"The Commission on Human Relations realizes that American youth has been learning about life from the movies for a long time. Many have been distressed about this fact, sometimes wisely so. But this we do know: time and time again imaginative Hollywood producers have incorporated into their pictures scenes which dramatize genuinely the problems which touch

Cowboys Busy

Hollywood, July 1.—Sol Lesser has postponed start of Smith Ballew's "Western Gold" for a week.

The reason is that the annual cattle drive is on at Kernville in which the animals are being taken up to mountain grazing range. Most of the local film cowboys have gone there to work for a week.

us all—adolescents and adults alike."

In his Detroit speech May said that some of the obvious reasons why school use of films has not advanced faster is the conservatism of educators, the expense of buying equipment and the fact that schools have failed to keep pace with theatres. Teachers should be trained to use films, he said.

The work of reviewing and cutting films began May 28, he said, and to date the reviewers have recommended 324 films as acceptable for certain specific school use and have recommended the use of parts of 153 others.

There are 100,000 school houses in this country with electric current, May stated, and not more than 10,000 have projectors. Less than 1,000 of these have sound, and not more than 600 or 700 have 16 mm. sound.

During the past five years, he said, the use of educational films has advanced rapidly "and we now stand on the threshold of even more significant advances."

Consultants Listed

Educators who have agreed to give advice on film use are: Frederick H. Baer, superintendent of Bronxville schools; Isaiah Bowman, president of John Hopkins; Karl T. Compton, president, Massachusetts Institute of Technology; Edmund E. Day, president-elect, Cornell; Royal B. Farnum, executive vice-president; R. I. School of Design; Jay B. Nash, professor of education, New York University, and May.

Commissions of well known educators are to be named from time to time to make selections of films of specialized branches such as art education, elementary education, biological science and nature study, physical education, social studies, geographic and geological sciences, human relations, music and physical sciences.

Warners May Enter British Exhibition

(Continued from page 1)

same time the executive denied that the deal had been closed, as reported in newspaper dispatches published in New York yesterday.

It is the plan of Warners, Morris said, to build a large de luxe film house on the site of Daly's, which was built by Augustin Daly, American theatrical manager, if and when the current negotiations are successfully concluded. Morris indicated that two weeks might elapse before the termination of the negotiations. Such a theatre, if it is built, will be the first Warner house in England, and may be the forerunner of a Warner circuit in the country. However, Morris declared yesterday that the company has no plans for the acquisition of additional theatre properties in England at the moment.

Court Will Pass on Roxy Pact Tuesday

(Continued from page 1)

would make known his decision on both the franchise and the form of indenture for the new Roxy debentures at the next hearing on Tuesday. The indenture met with no objections at yesterday's hearing.

Harold Seligson, attorney for the Tipton noteholders' committee, was the sole objector to the franchise. Edward H. Tatum, attorney for a holder of \$400,000 of Roxy securities, who said he was not familiar with the provisions of the franchise, was permitted to file a brief with the court after studying it.

Seligson's objection was that 20th Century-Fox, as lessee of the house, will be in a position, he said, to expend the bulk of the house's gross for exploitation or other purposes calculated to establish it as a show window for the prestige of the company's pictures played there. He asserted that if this occurred the house's overhead would consume the bulk of the revenue. Seligson recommended that, inasmuch as Howard S. Cullman, Roxy trustee, has been operating the house on a weekly budget of \$25,000, the court should limit 20th Century-Fox's operation of the Roxy to a maximum of \$30,000.

Stipulations in Rentals

The principal provisions for the first year of the franchise call for a \$2,500 minimum rental per picture, plus 50 per cent of the gross over \$32,500, and 65 per cent over \$40,000, 20th Century-Fox to supply a minimum of 40 features annually. The house will pay \$200 weekly for the newsreel and will agree to use, in addition, 42 two-reelers and 52 one-reelers. It will pay \$13,000 annually for the use of all the animated cartoons distributed by the company during the year. Payments are to be made in weekly installments commencing Aug. 6. The company also agrees to license the Roxy for television in the event of its commercial introduction.

Provision is made for the arbitration of disputed points in the franchise in the event of a disagreement at the end of the first year by a board of three to be appointed by the senior judge of the Federal district here.

Howard S. Cullman, Roxy trustee, characterized the franchise as "definitely fair."

RKO Takes Roosevelt

RKO will take over operation of the Roosevelt from Leo Brecher on July 12. This will make the second colored house for the circuit, the Regent on 116th St. being the other.

New Amsterdam Reopening

The New Amsterdam will reopen Saturday with films under the management of the Cinema Circuit Corp.

Para. to Open Two

Paramount has dated "Souls at Sea" to open July 28 at the Globe on a two-a-day policy. "High, Wide and Handsome" will begin a roadshow engagement at the Astor on July 21.

Zane Grey on Trip

PORTLAND, Ore., July 1.—Zane Grey, author, is here on his annual Oregon fishing trip.

France Denies Nazis Leading Film Congress

(Continued from page 1)

will lead the congress, the French film organization insists that the International Chamber is not in the possession of any one country. The Chamber, it was said, must be a liberal, international and independent body designed to help in the exchange of film and in the relationship of all the nations of the world.

This view is expected to be reiterated before the congress in the opening address of Henri Clerc, member of the French Chamber of Deputies and general commissioner of the congress.

The Confederation is of the belief that the fact that Dr. Lehnich was at the same time president of the International Chamber and of the Reich Filmkammer, the Nazi official film body, explains why it was said that the congress would be led by the Germans.

Headquarters in Paris

The headquarters of the International Chamber will be maintained in Paris for the next two years, and it is believed that as a result the situation will be changed, in view of the fact that the Chamber will be closely tied in with the French Confederation, which includes all the French branches of American companies. The president of the Chamber will be the president of the Confederation.

It is hoped by the French that the two-year sojourn of the international body in France will open the way for participation by the United States and England in the Chamber. It is the opinion of some observers that France and Belgium are extremely unwilling to remain in the Chamber alone to face the powerful German-Italian film bloc.

"Faces" at \$13,000 For the Opening Day

(Continued from page 1)

two-a-day policy tallied about \$8,000 in the second week. "Mountain Music" and Clyde Lucas and his band at the Paramount brought in about \$38,000 for the first seven days. "Fury and the Woman" took in about \$3,700 in four days at the Rialto. "The Last Train from Madrid," which ends a second week tonight, will get about \$7,000.

Allied of Michigan Will Be Continued

(Continued from page 1)

quarters in the Fox Theatre Bldg., with Pearl Sprott, secretary to Richey for many years, in charge.

Resignations of the Co-operative members have had the result of splitting exhibitor ranks wide open in this state.

Keaton Shorts Director

HOLLYWOOD, July 1.—Buster Keaton has been signed as a short subject director by M-G-M. His first assignment will be on an untitled musical subject.

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Shortest, Fastest - Coast to Coast



General Air Express Gives—

Fastest available service. Immediate free pickup with direct delivery to first plane out. Immediate delivery to consignee any hour, day or night—Saturdays, Sundays and holidays. Flight progress reports. Economical rates. Complete insurance protection.

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Radio Personals

TO Bertram Lebharr, general sales manager of WMCA, congratulations on the arrival of a baby girl . . . Bill Farnum, screen veteran, will play "Macduff" in "Macbeth" over NBC July 5 . . . Also in the cast will be Henry Hunter, who was known in radio as Art Jacobs . . . Earle Ferris now has the Camel radio publicity account . . . Margaret Perry, wife of Burgess Meredith, will play "Ophelia" opposite her husband's "Hamlet" in the opening Shakespearean program over CBS July 7 . . .

John H. Batchem, assistant to Roy Witmer, NBC sales vice-president, leaves on vacation July 25 with John A. Greene of the sales staff. They will cruise aboard Greene's boat . . . Sheldon B. Hickox, Jr., of NBC's station relations division, will become a benedict late in July . . . Jessica Dragonette will offer Victor Herbert's "Sweethearts" on the "Beauty Box Theatre" July 7 . . . Charles A. Wall, NBC treasury executive, has been appointed assistant to the chief of staff for plan and training for the First Division which will participate in First Army Command post exercises at Camp Devens, Mass. . . .

Harry Conn, formerly Jack Benny's scripter, has been signed to collaborate with Walter O'Keefe when the Broadway Hillbilly assumes the starring role on "Town Hall Tonight," July 7 . . . Babe Ruth fades from CBS July 9 . . . Loretta Lee will be the guest soloist on Werner Janssen's Fleischmann program starting July 4 . . . Madge Evans will be Robert Montgomery's leading woman in the Lux "Radio Theatre" production of "Beau Brummel" Monday . . .

Jacques Renard will celebrate his 12th anniversary in radio July 11 . . . Rudy Vallee has been booked to play a week's engagement in Chicago by Leo Salkin of CRA . . . Other CRA bookings include the contract extension of the Jesse Crawford orchestra at the Congress, Chicago, and the return to the New Penn Club, Pittsburgh, of Mike Riley's band, starting July 7.

Announcers Get 40-Hour Week

PHILADELPHIA, July 1.—WCAU announcers will start a 40-hour, five-day week on Sept. 1, according to Dr. Leon Levy, president of the station. The new schedule was announced at a meeting called by station executives and came as an unexpected surprise to the announcing staff. The men also will be given an automatic salary increase every six months.

"Morning Almanac" Affair

Phil Cook's "Morning Almanac" on WABC, folds for four weeks following tomorrow's broadcast. The series is heard six mornings weekly from 8 to 9 A. M.

Johnson Gets New Duties

Frank Johnson, studio director at WBXX, will also double as director of publicity, replacing Leon Goldstein, who has joined WMCA.

NBC Sets Rates for Southern Additions

NBC yesterday set the network rates for the 10 new incoming Blue stations. The rates, per evening hour, are as follows:

WNBR, Memphis, \$160; WSGN, Birmingham, \$120; WAGA, Atlanta, \$180; WDSU, New Orleans, \$180; WJBO, Baton Rouge, \$120; KXYZ, Houston, \$200; WROL, Knoxville, \$120; KFDM, Beaumont, \$120; Corpus Christi, \$120, and KRGV, Wesslaco, \$120.

The first six stations mentioned above, incidentally, will join the Southern Blue. The others will be supplementary stations. The formal affiliation will take place Aug. 1.

Utility Awards Go To 2 NBC Programs

Two NBC programs, "Tales of California" and "Pittsburgh Varieties" have won the first and second awards of the Public Utilities Advertising Ass'n. as the best utility broadcast features of 1937.

"Tales of California" is sponsored by the Pacific Gas & Electric Co. over KGO in San Francisco. "Pittsburgh Varieties" is sponsored by the Philadelphia Co. of Pittsburgh and is broadcast over KDKA.

Jessel, Talmadge Signed

LOS ANGELES, July 1.—George Jessel and Norma Talmadge, his wife, have been signed for a Mutual coast-to-coast hookup, "30 Minutes in Hollywood," which will start Sept. 5. For this, Mutual is trying out a new plan of regional sponsorship with advertisers in each part of the network being lined up for sectional backing.

Another coast-to-coast program to be originated here by Mutual will be Nat and Alexander Carr in their dialectician sketch series, "Max and Mawruss." It is set for some time in the fall.

Francia White Is Signed

Francia White has been signed for regular appearances on the newly revised "Cavalcade" program, according to a well-founded although unconfirmed report. Miss White is now in Hollywood. "Cavalcade" is sponsored by the E. I. duPont de Nemours Co., Inc., over CBS. Batten, Barton, Durstine & Osborn is the agency.

Add "Kaltenmeyer" Stations

The Quaker Oats Co., sponsors of "Kaltenmeyer's Kindergarten," heard over 23 NBC-Red network stations, has contracted for 23 additional stations on the Red, effective immediately. The program is heard Saturdays from 5:30 to 6 P. M., E.D.S.T., and originates in Chicago. Lord & Thomas is the agency.

Knox Signs New Agency

Charles B. Knox Gelatine Co., Inc., of Johnstown, N. Y., has appointed Kenyon & Eckhardt, Inc., New York, as its advertising agency, effective Jan. 1. The Knox Co. has been a consistent user of network time. The company's account is now handled by the Federal agency, New York.

Howard Hayes to WKRC

CINCINNATI, July 1.—Howard Hayes has been added to the engineering staff of WKRC. He comes from WBNS, Columbus.

Slight Error

Kansas City, July 1.—H. R. Makelim, general manager of KXBY, phoned a newspaper to insert a want ad for five college boys to learn radio during their summer vacation. The ad, however, read "Wanted, five colored boys . . ." and some 150 ambitious Africans of all ages and shades clustered about the station like a swarm of locusts.

F. C. C. Disposes of Problem in Brooklyn

WASHINGTON, July 1.—The F. C. C. has disposed of the so-called Brooklyn case, in which six applicants were contesting for use in that borough of the 1,400-kilocycle channel.

The commission's decision granted the applications of WBBC and WVFV for renewal of license and in addition gave to the former the time heretofore used by WARD and WLTH, whose applications for renewal of license were denied. As a result the two stations will use the time heretofore divided among four, both with 500 watts power.

Application of the Brooklyn Daily Eagle Broadcasting Co. for authority to construct a new station using the facilities of the above four was denied, as was an application from WEVD, New York, to transfer from the 1,300 to the 1,400-kilocycle channel, taking over the facilities of the four Brooklyn stations. The order will become effective Sept. 15.

Two New Stations Asked

WASHINGTON, July 1.—Applications for authority to construct two new broadcasting stations have been filed with the F. C. C. by the Kanawha Valley Broadcasting Co., Charleston, W. Va., to operate on 1,500 kilocycles with 100 watts power, and Frank Ray, Dickinson, N. D., to operate on 1,310 kilocycles with 100 watts night, 250 watts day.

The commission also received applications from WGNV, Newburgh, N. Y., for an increase of day power from 100 to 250 watts; WFBC, Greenville, S. C., for increase of night power from 1,000 to 5,000 watts, and KFBB, Great Falls, Mont., to increase day power from 2,500 to 5,000 watts.

Renew "Question Box"

"Uncle Jim's Question Box," sponsored by George Washington Coffee Co. and heard Saturdays from 7:30 to 8 P. M., E.D.S.T., on the NBC-Blue, has been renewed for 52 weeks, effective Sept. 25. Cecil, Warwick & Legler is the agency.

NBC Adds Technicians

NBC has added three new members to its engineering staff, and one to its sound effects division. The engineers are Carlos Clark, Donald Ewert, and T. Danielson. Frederic Slade is the new sound effects man.

Sealtest in Cleveland July 11

The Sealtest "Sunday Night Party," a J. Walter Thompson account, will originate from the Great Lakes Exposition Grounds in Cleveland for the broadcast of July 11. WTAM will feed the program over the network.

Exchange Approves CBS Stock Listing

Shares of CBS were approved for listing on the Stock Exchange at a special meeting of the board of governors yesterday. CBS is the first company with a sole business in radio broadcasting that the exchange has approved for "big board" listing.

CBS applied for the listing of 964,296 shares of class A stock, and 948,674 of class B stock. All of this stock is not outstanding at present. Class A now in the hands of the public totals 949,026 shares and class B 758,324 shares. The listing statement also discloses that 7,850 of class A stock of \$5 par value were under option at \$30 a share to eight executives, not including the president. The same relationship maintains with the new \$5 par value class A.

Six Stations to Be Started in Mexico

MEXICO CITY, July 1.—Radio broadcasting is to be stimulated in Mexico with the granting by the Ministry of Communications and Public Works of concessions for establishing six stations. They are to be in this city, Mexicali and Villa Acuña, on the American border, and in the central towns of Silao and Tuxpan. The stations are to get into action during July.

To Study Europe Markets

Facts about the European radio markets and other items of special interest to American advertisers and producers will be published in the European section of the Script Library's "Trends and Opinions" handbook, in the July 15 issue. The information about European broadcasting is being gathered by Marjorie Mueller, Radio Events' foreign representative, now on the continent.

Breen on Three Programs

HOLLYWOOD, July 1.—Bobby Breen is booked for three radio programs for July. Friday he and his sister, Sally, will be interviewed by Elsa Schallert. Sunday he and Marion Claire, "Make a Wish" cast member, go on the "Magic Key."

July 30, he, Basil Rathbone and Miss Claire will do a "Hollywood Hotel" version of "Make a Wish."

Davis in for Kaltenborn

Elmer Davis, author and lecturer, will pinch hit for H. V. Kaltenborn while the latter visits Europe on an extended tour. The Kaltenborn series is offered Thursdays from 7:30 to 7:45 P. M., E.D.S.T. over CBS. Davis will take over July 15.

Bernie Series Renewed

The American Can Co., sponsors of the Ben Bernie series, has signed a 13-week renewal for the show, effective July 27. Fuller & Smith & Ross is the agency. The program is presented Tuesdays on the NBC-Blue, from 9 to 9:30 P. M., E.D.S.T.

Hearst Radio Office Moved

Hearst Radio has moved its executive and national sales offices from 959 Eighth Ave. to 20 E. 57th St. Hearst Radio represents 10 Hearst stations, and also represents the California Radio System, comprising the McClatchey stations.



Dear Mr. Exhibitor:

Daily Variety:

"Potent drama...packs power to click at box-office in any territory...a strong picture, well mounted, directed with vigor and understanding."

Film Daily:

"A very good picture...intelligently directed...and acted by a splendid cast...a piece which keeps one interested every inch of the way...high-grade production is everywhere to be noticed."

Motion Picture Daily:

"Strongly interesting...Tone, Miss O'Sullivan and Miss Bruce give strong, convincing performances."

Hollywood Reporter:

"Top box-office entertainment...A-plus in all departments...there is entertainment in every foot of the picture...it will more than hold its own at box-offices everywhere."

We previewed "BETWEEN TWO WOMEN." The audience was enthralled. It's great box-office! The critics agree it's swell. Please get behind it and let your patrons know a grand, thrilling entertainment is coming!

Yours sincerely,
Metro-Goldwyn-Mayer

"BETWEEN TWO WOMEN" with Franchot Tone, Maureen O'Sullivan, Virginia Bruce
Screen Play by Frederick Stephani and Marion Parsonnet. Directed by George B. Seitz. A Metro-Goldwyn-Mayer Picture

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 3

NEW YORK, SATURDAY, JULY 3, 1937

TEN CENTS

New Theatre Plans Slowed In N.Y. Area

Costs and Delays Figure In Dropping Plans

New theatre construction in the east has slowed down temporarily with few or no new houses contemplated by major and prominent independent circuits.

Consolidated and Century circuits were planning to build in their respective territories, but have abandoned the idea for the present. Other circuits were considering the addition of new structures for their organizations, but have decided to sit tight until conditions change.

Overseating and warm weather are not given as the reasons for the decisions not to build. It is pointed out that high costs and delay in delivery of building materials are the primary factors.

One local circuit operator estimated recently that construction costs, as compared to three and four years ago, have risen 50 per cent and more. This not only takes in the price of material, but also labor. Then again, the theatre operator asserted, builders

(Continued on page 3)

Union Cinemas Drops All Vaudeville Acts

LONDON, June 26.—C. F. Bernhard, managing director of Union Cinemas, Ltd., a circuit with 185 theatres and 76 more under way, has dropped vaudeville, which was played in more than eighty theatres, after a dispute with the Variety Artists' Federation.

The V.A.F. has a policy against "turn-working" or "doubling"—the appearance of a performer in more than one theatre in the same area—in any area outside London. Bernhard declares variety is uneconomic without doubling and is going back to an all-picture policy in all Union theatres.

Warn Employers on Security Payments

WASHINGTON, July 2.—Delinquent employers in the film industry have been advised by Guy T. Helvering, Commissioner of Internal Revenue, to make immediate tax returns as required under the provisions of the Social Security Act to avoid payment of penalties which are now accruing.

The tax, which imposes an excise levy on the payroll of every employer of one or more persons, is payable monthly at the office of the Collector

(Continued on page 3)

Cocalis Dickers for Springer's Holdings

Sam Cocalis is reported negotiating for the late Jack W. Springer's interest in 22 Springer & Cocalis theatres. Several other partners are understood interested in the circuit, but the purchase of Springer's share will give Cocalis control.

George P. Skouras recently completed discussions for acquiring the Beacon, Stoddard, 77th St., Carlton, Olympia, Symphony and Thalia from the Springer estate. Skouras yesterday stated that no date has been set when he will assume management.

RKO, by virtue of its 20 per cent holdings in Metropolitan Playhouses, has the option of purchasing an interest in the 21-year leases involved in the Skouras-Springer arrangement.

Protest Dropping of Federal Stage Plans

By BERTRAM F. LINZ

WASHINGTON, July 2.—Protests against the discontinuance of Federal Theatre Projects, part of a plan of curtailment now under way by the Works Progress Administration, were today laid before Assistant Administrators David Niles and Mrs. Ellen Woodward of the WPA by a delegation representing a number of organizations, headed by Frank Gillmore of Actors' Equity.

The seven persons comprising the delegation, speaking for Equity and the musicians', dancers', and stage hands' unions, told the WPA officials that while they were opposed to any reduction of projects they were chiefly concerned over the possible elimination of old-time actors who for years

(Continued on page 3)

KAO Board Meeting Slated for July 22

Having postponed the June meeting because of the absence of Leo Spitz from the city, KAO directors will hold their next meeting July 22. Spitz, chairman and president of the circuit of more than 60 theatres, is due to arrive from Hollywood the middle of the month. Malcolm Kingsburg, vice-chairman of KAO, is en route from the coast.

Business last month over the circuit was considerably off as compared to

(Continued on page 3)

Authors of "Lynton" Get Capitol Decree

Federal Judge Robert P. Patterson yesterday awarded Edward Sheldon and Margaret Ayer Barnes, authors, an interlocutory decree against the Mordall Realty Corp., owner of the Capitol, under which the theatre will be required to give

(Continued on page 2)

Release Riot Films

After weeks of discussion during which the Paramount News pictures of the Republic Steel riot in Chicago on Memorial Day almost became a national issue the film were released yesterday to the Embassy Theatre and elsewhere.

A. J. Richard, editor, said the films were released because strike conditions were "generally better" and feelings were not so highly wrought. He also mentioned that they had been presented as evidence to the La Follette Civil Liberties Committee of the U. S. Senate.

The Senate Civil Liberties Committee yesterday in Washington viewed the news-reel films, said to be the first time film evidence has been used in a Congressional investigation.

Chicago Censor Ban On Labor Riot Reel

CHICAGO, July 2.—Police Lt. Harry Costello, departmental censor here, today banned the exhibition of Paramount's newsreel showing the Memorial Day rioting scenes. The reason given was that the film violates a local ruling which stipulates that pictures likely to incite patrons cannot be shown.

Mayor Andrew Rooney of East Chicago, where the local steel strike activity is centered, today declared that the films may be shown in that section.

Philadelphia Strike Halts Film Delivery

PHILADELPHIA, July 2.—A general truck strike, called suddenly today at 5 P. M., and which involves delivery trucks of all descriptions in Philadelphia, will halt the delivery of film to exhibitors. Theatres changing programs tomorrow and Sunday will be unable to get deliveries from Horlacher and other trucking companies.

The situation probably will result in each exhibitor calling at the exchanges with his own conveyance for his own film requirements.

Fleischer Parleys To Resume Tuesday

Negotiations looking toward a settlement of the strike of the Commercial Artists' and Designers' union against the Fleischer studio were continued yesterday in the offices of Louis Nizer, attorney for Fleischer. No agreement was reached and meetings

(Continued on page 3)

Court Ruling On Sales Tax Held Film Aid

Industry Awaits Appeal In Register Case

With the city's loss of the first round of a court fight to test its contention that the two per cent municipal sales tax applies to deals consummated within the city for materials to be delivered from points outside the city, local distributors were confident yesterday that efforts to tax circuit film buys closed here would not be sustained by the courts.

In test cases brought against Frank J. Taylor, city controller, by the National Cash Register Co. and the West Publishing Co., the Appellate Division held by four to one decisions that the city was not within its rights in attempting to apply the sales tax to such transactions. On Thursday, local distributors were advised by Milton Solomon, deputy city controller, that circuit film buys consummated for a lump amount in New York City would be subject to the tax even though film involved in the deal was intended for exhibition in theatres located outside the city. The principle involved is regarded by distributors as the same as that at issue in the National Cash Register and West Publishing cases,

(Continued on page 3)

Loew Dyckman Deal For 15-Year Period

Loew's has signed a 15-year lease for the Dyckman and will take over the Washington Heights theatre from Sam Silver on July 16. On that date, the theatre will be closed for alterations and will be reopened Labor Day as Loew's Dyckman.

The circuit recently gave Randforce a seven-year extension on the Alhambra, Brooklyn. Loew's owns the

(Continued on page 3)

Publish Australian Radio Program Study

A study of the entire radio setup in Australia, by W. A. McNair, a director of J. Walter Thompson, Australia, Ltd., has just been published in Sydney. It explains the dual system in Australia, where Government-controlled stations that bar all commercial programs, and privately owned stations licensed to broadcast commercially, exist side by side.

The report gives detailed information

(Continued on page 4)

More Radio—Page 4

**MOTION PICTURE
DAILY**

(Registered U. S. Patent Office)

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Vote "Ghost" Year's Top English Picture

By BRUCE ALLAN

LONDON, July 2.—"The Ghost Goes West," produced by London Films, with Alexander Korda as producer and Rene Clair as director, was the best film of the past season, according to a vote of the readers of the *Film Weekly*, English trade paper. The awards were made at a luncheon today at the Trocadero.

That of Nova Pilbeam in "Nine Days a Queen" was voted the best performance of the year. John Maxwell, head of Associated British Pictures, in replying to a toast to British films, declared "I think the crisis is over. The industry has been deloused. Having gotten rid of the promoters and fly-by-nights, it will go on to prosperity."

File Movietone Claim

WASHINGTON, July 2.—The Treasury Dept. has claimed a \$96,323 income tax deficiency for the year 1930 against Movietone, Inc.

Extra Show for "Mines"

The Roxy will hold an extra midnight showing tonight of "King Solomon's Mines."

Purely Personal

A. W. SMITH, Jr., HARRY GOLD, L. JACK SCHLAIFER, PAUL LAZARUS, ARTHUR W. KELLY and LOWELL CALVERT held an informal luncheon business session at The Tavern yesterday. MONROE GREENTHAL was a late-comer, but managed to join in before an adjournment was declared. At another table are FRANK C. WALKER and COLVIN W. BROWN. LOU K. SIDNEY of WHN and BOB LANDRY of *Variety* talk over radio and SIDNEY leaves to spend the weekend with COL. E. A. SCHILLER at Woodstock. TRUMAN TALLEY and ED REEK, Fox Movietone-ites, are at the usual spot, but without LOWELL THOMAS, ED THORGERSEN and LEW LEHR.

ED FINNEY, JAMES DAVIDSON and RUSSELL BELL are together. DAVIDSON, who handles business affairs for LILY PONS, says he may accompany her to the coast in August. BARRET McCORMICK and JACK PEGLER talk advertising at one of the side tables. HERB CROOKER is at another table and A. P. WAXMAN and ESTELLE SCHROTT discuss old times. HERMAN GLUCKMAN, HENRY BROWN, LEO JUSTIN and MORRIS JACKS are the only occupants of the Monday Knights round table.

RALPH HANBURY, RKO sales manager in England, and William B. Levy, publisher of the *Mickey Mouse* magazine in England, will sail today on the *Berengaria* for home. Both returned from the coast recently after attending the RKO convention.

CHARLES FORD, Universal Newsreel editor, was delayed in his departure from the Universal studio and is not expected in New York until today or tomorrow. He had planned to arrive here yesterday.

STANLEY TRUE of American Airlines became the father of an eight and a half pound girl the other night. Mother and baby are doing nicely at Sloane Medical Center.

ISABEL JEANS, English stage and screen player, will leave today for the coast where she has been cast by Warners in "Tovarich."

AMOS 'N' ANDY, who are FREEMAN F. GOSTEN and CHARLES J. CORRELL off the radio, will take a plane to the coast today.

LEO SPITZ, whose current Hollywood stay has lengthened into quite an extended one, will return to New York shortly.

PARKAYAKARKUS and his bride, the former THELMA LEEDS, will arrive in New York Monday.

PHIL BAKER leaves for the coast Monday. He has a part in "The Goldwyn Follies."

GEORGE M. COHAN returned yesterday from Europe on the *Berengaria*.

EDWARD L. ALPERSON is due back from the coast in about two weeks.

R. M. HAAS of Warners will leave by plane for Hollywood today.

SAM ECKMAN has pencilled his return date to England as July 9.

KENNETH HODKINSON, G. B. special sales representative, arrived in town yesterday for home office conferences prior to the sales convention at the St. Moritz which starts next Friday. CLINTON M. WHITE, assistant sales manager, returned from an upstate trip.

JOE McCONVILLE arrived yesterday by plane from Los Angeles after attending the Columbia convention.

ROBERT RISKIN flew to the coast yesterday to start work on his next Columbia writing assignment.

AL LICHTMAN and HOWARD DIETZ arrived in Hollywood yesterday by plane.

GEORGE J. SCHAEFER returned from the coast yesterday after a short visit.

PERCY PHILLIPSON now expects to sail for London on July 14.

W. R. WILKERSON left by plane for the coast last night.

JOHN NOLAN is at St. Vincent's Hospital.

Club Sponsors Showing

CINCINNATI, July 2.—"The Stow-away" will be shown to the children of the Child Guidance Home by the local Variety Club tomorrow morning, using the equipment recently purchased by the club for this purpose. The operators' union is donating the services of an operator. Harry J. Wessel, club president, and Joe Goetz, chairman of the entertainment committee, will assist in the showing.

Stagger "Forget" Dates

Warners plan to stagger the release dates on "They Won't Forget," described by Gradwell L. Sears, general sales manager, as the "unusual" type of picture for which there is no naturally waiting audience, and to back the showings in 30 or 40 selected cities with intensive selling campaigns in order to build the film for the territory surrounding the particular city.

Grainger Signs 4 More

James R. Grainger has closed deals for the playing of Universal's new season product by four additional circuits. They are Interstate Circuit, Inc., Texas Consolidated Theatres, Inc., Robb & Rowley-United Artists Theatre Circuit, Inc., and Jefferson Amusement Co.

"Dallas" to Music Hall

"Stella Dallas" has been booked into the Music Hall, making the fourth U. A. picture dated on next season's program. The opening date has been set for July 29. The other three films are: "Knight Without Armor," "Walter Wanger's Vogues of 1938" and "The Prisoner of Zenda."

Form Company in Dover

DOVER, Del., July 2.—Modern Talking Picture Service, Inc., has been formed here to deal in motion pictures. Capital of \$300,000 is listed. Incorporators are: Walter Lenz, B. R. Jones and J. P. Murray of Wilmington.

Authors of "Lynton" Get Capitol Decree

(Continued from page 1)

an accounting of profits derived from the exhibition of "Letty Lynton," which the plaintiffs charge plagiarized their play, "Dishonored Lady."

The action against the Capitol is an outgrowth of the plagiarism suit over the play and picture which was successfully prosecuted against M-G-M and co-defendants by Sheldon and Miss Barnes earlier. Judge Patterson said he would appoint a special master to determine damages from the exhibition of the picture and to render an accounting. The picture was shown at the Capitol 84 times between April 29 and May 12, 1932, the complaint alleges.

Transfer Murray Suit

LOS ANGELES, July 2.—Suit of Ken Murray against Warners for \$100,000 damages and injunction restraining showing of the film, "That Man's Here Again," has been transferred from Superior Court to Federal Court because of divergence of citizenship.

Murray declared in his action that his long use in the entertainment world of the phrase, "That man's here again," makes it illegal for Warners to use the phrase.

Reach Coast for Trial

LOS ANGELES, July 2.—Two assistant attorney generals, Richard J. Connor and Walter E. Gallagher, are here to prosecute the trial July 13 of Delmar A. Whitson, George T. Whitson and Robert Kyle, inventors, on perjury charges growing out of their testimony before a Federal patents commissioner in connection with their patent claims on sound reproduction apparatus.

Disney Wins a Stay

Walt Disney Prod. and Walt Disney Enterprises yesterday were granted a permanent injunction by Federal Judge Vincent L. Leibel restraining J. Chein & Co., toy manufacturers, from further alleged infringement of Disney toy copyrights. The plaintiff waived damages and an accounting of profits.

Illinois Jury Acquits B.N.

ROCK ISLAND, Ill., July 2.—A jury in Circuit Court here last night held that local theatres operating Bank Night are innocent of maintaining a lottery. This is the first jury case passing on Bank Night in Illinois since the State Supreme Court declared the game a lottery.

Urge Payment of Taxes

ST. LOUIS, July 2.—A group of 50 four-minute speakers furnished by the St. Louis Chamber of Commerce yesterday began a tour of the local film theatres to urge local taxpayers to pay up their delinquent real estate and personal property taxes. Mayor Dickman has said that if the payment of back taxes reaches a sufficient volume to offset the deficit, he will not sign the four tax bills before him, including a tax on admissions.

Col. Men Due Monday

The special train bearing the eastern delegates to the Columbia sales convention which closed at the Ambassador Hotel in Los Angeles Thursday, is due in New York Monday morning. Jack Cohn is due in today by plane from the convention.

Court Ruling On Sales Tax Held Film Aid

(Continued from page 1)

in both of which the plaintiffs admitted that the orders for their merchandise were obtained here but dispatched to offices outside the city to be filled and sent to consumers also located outside the city.

In the Appellate Division's majority decision, delivered by Associate Justice Joseph M. Callahan, it was pointed out that the enabling act on which the tax is based exempted from the tax "transactions originating in and consummated outside the city."

"We believe," the decision said, "that when the Legislature spoke of a transaction 'originating' outside a city it referred, insofar as a sale is concerned, to the place of the making of a contract of sale and not the place from which an offer to buy was sent."

The interstate commerce question of such transactions, on which the constitutionality of the sales tax was assailed earlier, was not touched upon by the court, which found it "unnecessary to determine this question for the reason that we interpret the enabling act to exclude transactions of the kind involved in these 'special orders' from the power granted localities to tax."

Jurist Cites "Discrimination"

Justice Edward S. Dore in a dissenting opinion declared that the effect of the majority ruling was an unjust discrimination against local and resident vendors who, because they are obliged to collect the tax on business done in the city, are at "an economic disadvantage" not borne by their 'foreign' competitors who are not required to pay the tax.

It was on this theory, presumably, that Solomon's ruling on the application of the tax to circuit film buys was rendered. Distributors feel that the similarity of the issues involved makes it unnecessary for the industry to contest Solomon's ruling while the other cases are in litigation. The city has stated that it would appeal immediately to the Court of Appeals from the lower court's decisions.

Solomon has also ruled that advertising accessories sold by local exchanges to theatres outside the city are subject to the tax. Distributors will not contest this ruling, as the amounts involved are small.

Warn Employers on Security Payments

(Continued from page 1)

of Internal Revenue, and amounts to one per cent. Helvering pointed out that once the employer makes the deduction from the employee's pay, he becomes the custodian of Federal funds and must account for them to the Bureau of Internal Revenue. Penalties range from five to 25 per cent of the tax due.

Frank Lydon a Father

Boston, July 2.—Frank Lydon, Allied vice-president, is the father of a baby boy. Mrs. Lydon is doing well, it is reported, in spite of a recent siege of pneumonia.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Easy Living"

(Paramount)

HOLLYWOOD, July 2.—For all-around, all-audience amusement purposes "Easy Living" will give any picture competition. Its farce comedy is freshly contrived. The film is a revealing throwback to the old-fashioned, ever popular slapstick technique. It is slated to be a surprise attraction because of the theme. The film seems to be destined for popularity with all audiences with resultant healthy box-office returns.

The situations are cleverly developed. The story follows the comedy of errors premise. Edward Arnold, a banker, disciplines his wife, Mary Nash, by throwing her costly fur coat from a roof. The garment lands on Jean Arthur, a stenographer. This sets off the train of hilarious, unexpected comedy. By mistake, Luis Alberni installs Miss Arthur in a swanky hotel. Through another error Arnold's blacksheep son, working as a bus boy, wrecks an Automat for the girl. Andrew Tombes, a broker, in another error starts a stock market panic. And by error again Miss Nash plans to divorce Arnold. In a wild and woolly climax everything is adjusted to everybody's satisfaction and the audience's delight.

The performances by Arnold, Miss Arthur and Ray Milland in characters totally different than they ever played before, are A number one. When they are not the center of foolishness Alberni, Franklin Pangborn, William Demarest, Barlow Borland, Esther Dale and Robert Greig keep things going at a mad pace. It is based on a story by Vera Caspary. Preston Sturges' screenplay bubbles with lively humor. Mitchell Leisen's direction drains every situation of its humorous content.

Production Code Seal No. 3,401. Running time, 90 minutes. "G."

Protest Dropping of Federal Stage Plans

(Continued from page 1)

made their living upon the stage while novices of no experience were retained on the rolls, a situation which already has occurred in several instances on record.

The WPA officials listened with a sympathetic ear, and promised to take such steps as were possible to minimize distress. However, it was explained, the curtailment program has been necessitated by the fact that the funds appropriated by Congress for the fiscal year now beginning are not adequate to maintain the approximately 2,000,000 persons now on relief rolls and a cut of some 425,000 will be necessary.

Complaints against curtailment of the theatre, music and other projects have been pouring in on the WPA for some days, many from members of Congress.

KAO Board Meeting Dated for July 22

(Continued from page 1)

June last year, it was stated yesterday. The reason given is that the Louis-Schmeling fight pictures, exhibited during the month, grossed as much business as New Year's week. The Braddock-Louis films are not doing as well.

Open New A. C. Theatre

ATLANTIC CITY, July 2.—Built and equipped in 45 working days, the Alan, on Arctic, near Kentucky Ave., first negro film house here, was opened last night with "Outcast."

The house seats 700 and is of steel and concrete construction and is air conditioned. George E. Hayes is manager.

Loew-Dyckman Deal For 15-Year Period

(Continued from page 1)

property, having leased it to Julius Joelson 11 years ago. Joelson later turned the house over to Fox Metropolitan Playhouses, which subsequently leased it to Randforce under an operating arrangement.

Loew's new theatre on Boston road is expected to be ready for opening about Labor Day.

Fleischer Parleys To Resume Tuesday

(Continued from page 1)

were adjourned until Tuesday, again at Nizer's office.

Attending the meeting yesterday, in addition to Nizer, were William Collins, A.F. of L. vice-president, acting for the union, who was asked by Mayor LaGuardia to aid in reaching an agreement; Representative Sirovich and Max Fleischer.

Monogram Signs McCoy

Col. Tim McCoy, now appearing with the Ringling-Barnum Bros. and Bailey Circus, has been signed by Monogram for a series of westerns. McCoy makes the third western star signed by the company, the other two being Jack Randall and Tom Keene.

Universal to Start 4

HOLLYWOOD, July 2.—Universal plans to start four features next week. They are: "Adventure's End," "Behind the Mike," "Carnival Queen" and "Merry-Go-Round of 1938."

Raft Rites Held

Funeral services for Mrs. Eva Raft, mother of George Raft, who died Wednesday, were held yesterday at Campbell's Funeral Church.

New Theatre Plans Slowed In N.Y. Area

(Continued from page 1)

will not order materials until contracts are actually signed. And after the pacts are signed, it takes months to get materials. Dates for deliveries mean nothing, according to the exhibitor, because the mills and factories are so busy no guarantee shipment date can be made.

However, it is expected that the situation will change shortly, but whether a change will bring about a new wave of theatre building is problematical.

Flash Previews

"The League of Frightened Men"—In which Nero Wolfe again appears, this time to solve the collective problem of 10 men who live in constant fear of being murdered.

"Paradise Isle"—South Sea Island stuff—in authentic settings. The story of a native boy and girl, to which is added some really fine views of life as the Polynesians live it.

"The Californian"—Action and adventure built into a Robin Hood type of story based upon the history of early California at time of its acquisition by the United States.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

"U" Signs Tarkington

HOLLYWOOD, July 2.—Booth Tarkington, the author, has been signed by Universal to write "Prize Girl," starring vehicle for Deanna Durbin. The general outline of the story has been agreed upon.

Wall Street

Para., Universal Top Board Gains

	High	Low	Close	Net Change
Columbia	29 3/4	29 1/2	29 1/2	+ 3/4
Consolidated	2 3/4	2 3/4	2 3/4	— 3/8
Eastman	17 1/2	17 1/2	17 1/2	+2 1/4
Gen. T. Equip.	24	23	24	+1 1/2
Loew's, Inc.	77 1/2	76 1/2	77 1/2	+1 1/4
Loew's, pfd.	106 1/2	106	106 1/2	+ 1/2
Paramount	20 3/4	19 5/8	20 3/4	+1
Paramount 1 pfd.	150	142	150	+19
Paramount 2 pfd.	18 3/4	18 1/2	18 3/4	+ 3/4
Pathe	7 3/8	7	7 3/8	+ 5/8
RKO	8 3/8	7 5/8	8 3/8	+ 3/8
20th Century-Fox.	33 3/8	32 1/2	33 3/8	+ 5/8
Universal, pfd.	75	75	75	+12
Warner Bros.	13 1/4	12 3/4	13 1/4	+ 3/8

Curb Issues Rise

	High	Low	Close	Net Change
Grand National ..	2 3/8	2 1/8	2 3/8	+ 3/8
Sentry Safety ...	1 1/2	1 1/2	1 1/2	
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	29 1/4	29	29 1/4	+ 3/8
Trans-Lux	4 1/4	4 1/4	4 1/4	

Bonds Up Lightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	99 3/4	99 3/4	99 3/4	+ 3/8
Paramount Pict. 6s '55	99 3/4	99 3/4	99 3/4	
Paramount 6s '47	90 3/4	90	90 3/4	+ 1/2
Warner Bros. 6s '39 wd	94 1/2	94 1/2	94 1/2	

(Quotations at close of July 2)

Street Closed Today

The Stock Exchange this week voted to suspend activities today. The Street will enjoy a holiday until Tuesday.

Radio Personals

VINCENT CONNOLLY, WOR announcer and commentator, leaves for Europe aboard the *Champlain* today . . . H. W. Sadler has left the Philadelphia offices of N. W. Ayer & Son to become publicity director of the Edward G. Budd Mfg. Co. . . . Vilma Ebsen, wife of Bobby Dolan, radio maestro, has been signed for a role in the forthcoming Howard Dietz-Arthur Schwartz musical comedy . . . Tim Healy, of the network airways, will be Dave Elman's "Hobby Lobby" guest over WOR Tuesday . . . Connie Boswell will make her second appearance on Ken Murray's program July 14. . . .

Ted Schneider has rejoined the program department of WHN. . . . Allen Prescott launches his new sloop Sunday at Cape Cod. . . . Ian Keith will make one of his rare radio appearances on the "Sunday Night Party" July 4. . . . John L. Rogers, formerly copy chief of H. W. Kastor & Sons, has become associated with Donahue & Coe. . . . Harlan Eugene Read is back from Europe. . . . Queen Wilhelmina of The Netherlands has conferred upon Hendrik Willem Van Loon, NBC commentator, the Order of the Orange Nassau with the rank of officer. . . . NBC's fashion editor, Betty Goodwin, has been appointed a judge for a style contest being sponsored by the Butterick Co.

Los Angeles Town Pump

LOS ANGELES, July 2.—Vincent Lopez has bought a lot on Wilshire Blvd. and wants to erect a nightclub on it. . . . The 300 voice Los Angeles Civic Choir has been signed for a series of weekly programs of KHJ and Mutual. . . . Muriel Draper, "It's a Woman's World" cast member, is writing a sequel to her book, "Music at Midnight."

St. Louis Town Pump

ST. LOUIS, July 2.—Bob Sampson, formerly with KSD, has joined the KMOX sales force. . . . Abe Hendry, formerly director of publicity for WIL, has joined the editorial staff of the *Globe-Democrat*. . . . The Arthur Caseys, he's a member of the KMOX production staff, are visiting through New England. . . . Don Ownbey, KMOX news editor, is vacationing in the Ozarks. . . . Frances Laux, KMOX sports announcer, has been selected by CBS to announce the all-star baseball game July 7. . . .

Publish Australian Radio Program Study

(Continued from page 1)

tion as to the facilities of all stations in Australia, the power and territory covered by each, and data on the radio audiences at various times of the day, the type of programs now on the air, programs that have proved popular, and the like. Aiding the author in the compilation was the New South Wales Education Dep't. and the Australian Institute of Industrial Psychology. The book is intended to be of value to manufacturers interested in the Australian market.

CBS Billing Up

CBS time sale billings for the month of June, 1937, totaled \$2,476,576, a gain of 64.8 per cent over the corresponding month last year, when the revenue was \$1,502,768.

The cumulative time sale totals for the first six months of 1937 is \$14,803,265, a 32.3 per cent increase over the total for first six months of 1936, \$11,185,775.

"March of Time" Goes Back to Old Sponsor

The "March of Time," now in its seventh year on the air, and sponsored by the Servel Electrolux Co. since last April, will again be presented under the sponsorship of Time, Inc., beginning July 15.

Howard Barlow, who has directed the music for the series since its inception, remains as musical director.

The program is offered over CBS, Thursdays from 10:30 to 11 P. M., E.D.S.T. Batten, Barton, Durstine & Osborn is the agency.

KPO Will Be Guide For Amelia Earhart

Serving as a beam to guide Amelia Earhart on the last 500 miles of her flight around the world, KPO, key station of the NBC-Red network on the Pacific coast, will go on the air at 6 A. M., P.S.T. on the day she makes her final hop across the Pacific Ocean from Honolulu to Oakland airport. This probably will be Monday, according to present indications, but may be either Tuesday or Wednesday.

Miss Earhart will tune in on KPO's wavelength after hopping off, and will follow its beam across the Pacific. NBC, incidentally, will present her in interviews exclusively over one of its two networks. The day, time and network depends on when she arrives. At a late hour last night her plane was believed to be encountering flying difficulties.

Wins Radio Fellowship

The third annual fellowship of 1937 for advanced study in radio broadcasting with NBC has been awarded by the General Education Board, a Rockefeller Foundation, to H. M. Partridge, program director of New York University's radio committee. The appointment is for three months, ending Aug. 1. Partridge will study under Dr. Franklin Dunham, NBC's educational director.

Shift "Myrt & Marge"

Effective with the broadcast of Aug. 2, "Myrt & Marge," broadcasting Mondays through Fridays over CBS, will be heard from 10:15 to 10:30 A. M., E. D. S. T., and will add a re-broadcast to the west from 4 to 4:15 P. M. The program, sponsored by Colgate-Palmolive-Peet, is currently heard from 2:45 to 3 P. M.

WINS Gets Fordham Games

WINS has obtained exclusive rights to broadcast all the Fordham University football games for the 1937 season, and has sold the games to the Kellogg Co.

"Showboat" Asks for Television Options

General Foods, Inc., sponsors of the Maxwell House "Showboat" program, yesterday filed formal application with NBC for an option to sponsor "Showboat" as the first commercial television show. The application was filed with Roy C. Witmer, NBC vice-president in charge of sales, by Ralph Starr Butler, vice-president in charge of advertising of General Foods.

The application revealed also that all General Foods contracts have a clause inserted stating that the contracts shall be in "full force and effect" with the coming of television.

Beach Orchestras to Be Aired by Mutual

Mutual has obtained exclusive rights to broadcast the band entertainment from Manhattan Beach this summer. Two broadcasts each week will be offered, Saturdays from 11:30 to 12 midnight, and Sundays from 8 to 8:30 P. M.

Orchestras which will broadcast from the shore resort include those of Ben Bernie, Richard Himber, Ted Lewis, Tommy Dorsey, Shep Fields, Russ Morgan, Harold Stern, Benny Meroff and Abe Lyman.

Soil Program Started

OKLAHOMA CITY, July 2.—"Save Oklahoma Soil," first of a series of 15-minute broadcasts on soil conservation, has gone on the air over WKY, under sponsorship of the local Chamber of Commerce soil conservation committee. The first broadcast "SOS program" featured a dialogue between a "typical Oklahoma farmer and his county agent regarding wind and soil erosion."

The programs will be presented each week following the National Farm and Home hour, will include representatives from Oklahoma A. & M. College, the University of Oklahoma, and the U. S. Soil Conservation Service.

KMOX Studio Nearly Ready

ST. LOUIS, July 2.—KMOX's new studio No. 8 is nearing completion. It is the last word in modern construction, with floors of concrete floating on springs, staggered walls and all the newest engineering refinements. Construction, under supervision of Graham Tevis, chief engineer, will be finished around July 15.

"Melody" Cast with "Hotel"

Eleanor Powell, Robert Taylor, Sophie Tucker, Judy Garland and others in the cast of the new M-G-M picture, "Broadway Melody," will be presented in scenes from the production on "Hollywood Hotel" over CBS, July 16.

Lincoln Theatre on Air

LINCOLN, Neb., July 2.—The Lincoln Theaters Corp. is on the air three times a week here now with a chatter column. It's being aired by Martin Coopersmith over KFOR. Coopersmith is the exploitation man.

Parker to Try Stage Role

NEW HAVEN, July 2.—Malcolm Parker, WICC's New Haven studio director, will do a comedy part in "June Moon," first offering of the summer at the Chapel Playhouse in Guilford.

Mrs. Herrick Will Direct RCA Voting

WASHINGTON, July 2.—By order of the National Labor Relations Board here, Mrs. Elinore M. Herrick, regional director at New York, will direct an election by secret ballot to determine whether the "live traffic" employees of RCA Communications wish to be represented by American Radio Telegraphists' Ass'n for collective bargaining purposes.

The election will be conducted within the next 15 days. All the employees on the pay roll as of April 12 will be eligible to vote.

The board said the RCA stations involved are the principal offices and 11 branch offices in New York, the receiving station at Riverhead, L. I., and the transmitting stations at New Brunswick, and Tuckerton, N. J., and Rocky Point, N. Y.

Davis Gets New Post

Lawrence W. Lowman, CBS vice-president in charge of operations, yesterday created a new post in the artist division of the network by appointing Mack Davis in charge of the radio division of the artist bureau.

In his new post Davis will have charge of all agency and artist contacts. He has been a member of the artist bureau staff since August of last year.

Prior to joining CBS, Davis was music director for the Hearst chain of hotels. These duties subsequently led to the establishment of his own agency for building and casting air shows.

Take Thesaurus Service

Three new stations have added the NBC Thesaurus recorded program service to their regular broadcasting features, while another has renewed its subscription for another year. The new subscribers are KVOR, Colorado Springs, Col.; KFXD, Nampa, Idaho; and KFAL, Salina, Kan. The contracts are effective July 15, 20 and 15, respectively. CFQC, Saskatoon, Saskatchewan, Canada, renewed for the second year.

"Let's Play Games" Is New

"Let's Play Games," a new program, will start over WOR July 9 from 8:45 to 9 P. M., E. D. S. T., and weekly thereafter under the direction of Jane Martin. The program will feature the playing of parlor games. The audience will be invited to participate in the games and cash prizes will be awarded to those who send in the best games and to the winners of the games.

NBC Restoring Program

At the request of the BBC, NBC is restoring to the air "Five Hours Back," a program broadcast especially to England. The series will be returned beginning July 9, from 2:30 to 3 P. M., E.D.S.T. on the Blue. The first program will feature Frank Black's symphony orchestra, and the voices of Carol Weiman, Bob Wacker, and the "Cavaliers."

"Song Time" New Program

A new sustaining series, "Song Time," will be presented Monday through Saturday, 7:15 to 7:30 P. M., E.D.S.T., over CBS, beginning July 12. The series will present Gordon Graham, baritone, as permanent vocalist, in addition to two guest singers each day.

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Picture
Industry

MOTION PICTURE DAILY

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Radio News
Brief,
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VOL. 42. NO. 4

NEW YORK, TUESDAY, JULY 6, 1937

TEN CENTS

Move to End Para. Officer Suits Started

Out of Court Settlement Aim of Negotiations

Discussions have been opened looking to the out of court settlement of two actions instituted by the Paramount reorganization trustees to recover from former officers and directors of the company several millions of dollars for alleged damages and losses resulting from the fulfillment by the company of stock repurchase agreements and for sums alleged to have been paid company officials in excess of reasonable compensation and for alleged profits made by the defendants through participations in a Paramount employees' stock purchase plan, it was learned yesterday.

The settlement discussions are said to be in a "preliminary" stage with no definite proposal having been advanced as yet. It was indicated, however, that both Root, Clark, Buckner & Ballantine, attorneys for the Paramount reorganization trustee, and counsel for the 24 defendants in the various actions favor an out of court settlement if the basis for one can be

(Continued on page 8)

Arthur to St. Louis On New Pooling Deal

St. Louis, July 5.—Harry C. Arthur will arrive by plane from New York tomorrow night to complete pooling arrangements with Bess Schuller and Alex Papand. Arthur plans to remain about a week or 10 days before returning east.

Theatres involved in the new pool are F. & M.'s Granada, Maplewood, Kingsland and Shaw, while the Schuller-Papand units are the Avalon,

(Continued on page 4)

Report Strassberg Seeks L-M Circuit

Sam Strassberg, who is interested in approximately 40 theatres in the local area, is reported negotiating for the Leff-Meyers circuit of 10 houses. Abraham Leff is said to be anxious to retire from exhibition to devote his time to producing Jewish pictures.

On July 1, the L-M circuit opened the Zenith at 170th St. and Jerome Ave. On the same night, Moe Rosenberg also opened the Vogue.

Two new theatres will be put into

(Continued on page 4)

Radio News—Page 7

Eight Majors Ratify New Erpi Recording Licenses

More Branch Union Deals Up This Week

With terms already completed for 14 key situations, discussions will get under way either today or tomorrow between home office distribution executives and I. A. T. S. E. representatives on a number of proposals from other territories.

Although it was expected Salt Lake City would be among those on the immediate calendar, home office exchange heads have been informed that none of the major companies is represented by the group sending in a request for recognition. In all situations discussed so far, only contracts for the eight major companies have been involved. What action independent companies will take in regard to exchange employe unions has not yet been determined.

Reports from Kansas City that the

(Continued on page 2)

Roxy Transfer May Go Into September

With Federal Judge Francis G. Caffey delaying his decision on the 20th Century-Fox 20-year film franchise for the Roxy until today, interests close to the situation declare that control of the theatre may not pass to the distribution company until Sept. 1, or later.

When the final plan of reorganization presented by first mortgage bondholders has been approved by Judge Caffey, Howard S. Cullman, trustee, will be given 30 days to complete details in connection with his final report which must be submitted to the court before he is discharged from that post.

Executives of 20th Century-Fox will

(Continued on page 4)

Wide Open

Atlanta, July 5.—The Georgia Court of Appeals has upheld an ordinance of the city of Dublin prohibiting operation of film houses on Sunday except between the hours of 1 and 2 P.M.

Bank Night Ban Seen Closing Omaha Spots

OMAHA, July 5.—Prediction that at least two Omaha theatres and several outstate houses will have to close as result of the state Supreme Court's temporary injunction against Bank Night has been made by District Manager Evert R. Cummings of Tri-States Theatres. None of Tri-States Omaha houses would be affected, but the Bonham at Fairbury, Neb., may be.

Business houses downtown have complained at a loss of trade and announced they would have to drop several hundred clerks employed as extras on Bank Night Wednesdays.

Ed Morgan, manager of Kresge's

(Continued on page 4)

Sears Urges Change In Big Film Selling

Gradwell L. Sears, general sales manager, advocates a drastic change in the merchandising of big pictures of the "unusual" type, in revealing that Warners will stagger the release dates on "They Won't Forget." The film was described by Sears as the sort for which there is not natural waiting audience, because of its subject matter or for some other reason.

He pointed out that generally with

(Continued on page 4)

Reductions in Rates Are Provided; Per Reel Basis Retained

Eight producing companies have approved a new form of recording license agreement with Erpi and the new pact, which will run for eight years, is scheduled to be placed in effect in the near future, it was learned over the weekend.

The terms of the new agreement provide appreciable reductions in all recording charges and eliminate the former charges for foreign recording and dubbing. The pacts will continue Erpi's recording charges on a per reel basis, but rates will be determined by the cost of individual productions. The recording charge for pictures of the "A" classification will be \$54 per reel, and "B" pictures, westerns and other productions in the lower budgeted groups will be \$27 per reel. The new rates are said to represent reductions of approximately one-third.

Erpi will retain its specifications that the minimum recording royalties of each major producer licensee be \$100,000 per year. The pacts are retroactive to June 1 of last year, the date on which producer licensees initiated the negotiations resulting in the new rates, and they will expire in 1944.

The new terms were negotiated jointly by all major licensees during the past year and have now been approved by all companies involved.

Whitford Drake, Erpi president, arrived on the coast over the weekend to confer with studio officials on the new pacts. He is expected back in New York by the end of July by which time, it is expected, the approved agreements will have been signed by the producing companies and placed in effect.

National Closes All But Three Big Deals

All but three major product deals have been closed by National Theatres. Negotiations are under way with Warners, Universal and United Artists and expectations are that deals will be completed by Labor Day.

Several of National's operating heads have visited New York within the past few weeks to discuss new picture contracts and Harold Fitzgerald, divisional head of Fox Wisconsin, and Etta Weisner, partner in the circuit, are due today from Mil-

(Continued on page 8)

S.E.C. Reports Hertz Sold 6,000 Para. Common in May

By BERTRAM F. LINZ

WASHINGTON, July 5.—Disposition in May by John D. Hertz, New York, Paramount director, through Lehman Brothers, of 6,000 shares of Paramount common and 2,500 shares of second preferred stock and 55,000 3¼ per cent convertible debentures has been revealed by the S. E. C. in its

semi-monthly summary of the transactions of officers, directors and principal stockholders in the securities of their corporations.

The report showed that at the close of the month, Hertz, through Lehman Brothers, still held 5,500 shares of

(Continued on page 4)

MOTION PICTURE
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(Registered U. S. Patent Office)

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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Out Hollywood Way

HOLLYWOOD, July 5.—DIXIE DUNBAR has been assigned a co-starring role with the RITZ BROTHERS in "Life Begins at College," 20th Century-Fox musical. She will play opposite HARRY RITZ . . .

DARRYL ZANUCK has purchased the play, "Jo and Josette," by GEORG FRASER, for SIMONE SIMON and has assigned SAM HELLMAN to script it for a GENE MARKEY production . . . After B. P. SCHULBERG decided to include musical numbers in "Bonanza," starring EDWARD ARNOLD, he borrowed SHIRLEY ROSS from Paramount to play the feminine lead. JOHN TRENT will play opposite Miss Ross.

CECILIA PARKER is resting well at the Santa Monica Hospital after an appendix operation. She's between pictures . . . ERLE HAMPTON of Columbia's publicity department and JACQUELINE MAGNIN will marry July 31 . . . RUDOLPH SIEBER arrived at Pasadena and was met, amid a huge crowd of autograph hunters by Mrs. SIEBER (MARLENE DIETRICH) . . .

ERNST LUBITSCH presented Ed MILLS of the Paramount publicity department \$50 for the best advertising slogan, for "Angel." It's "An Angel Without a Heaven."

MRS. CAROLYN CAGNEY, JIMMY's mother, and his 18-year-old sister, JEANNE, are here to visit him . . . CHRISTY CABANNE finished up RKO's "Annapolis Salute" in 32 days, 28 of which were shot at the Naval Academy.

Casting—RITA LAROC, VAN HEFLIN, RICHARD LANE and PAUL GUILFOYLE to "Flight from Glory," RKO . . . OSCAR O'SHEA, WILLIAM DEMAREST, RUSSELL HOPTON and EDITH TRIVERS to "The Big City," M-G-M . . . DAVID TORRENCE, brother of the late ERNEST TORRENCE, in "Ebb Tide."

Grand National borrowed WILLIAM FRAWLEY from Paramount for "Something to Sing About" . . . MAURICE CASS, character actor given a term contract by 20th Century-Fox, goes into "Wife, Doctor and Nurse" . . . JOHN CARRADINE in "Ali Baba Goes

to Town" . . . Columbia has placed ESTHER DALE in "The Awful Truth," and STUART ERWIN, HELEN WESTLEY, ANDRE BARANGER and WALTER KINGSFORD in "I'll Take Romance." . . . ROLAND DREW in Schulberg's "Accidents Will Happen" . . . TOMMY GUBBINS, for many years studio contact man for Chinese players, signed by SAMUEL GOLDWYN to handle Oriental castings for "Marco Polo."

Writers—DALE VAN EVERY has a new writer-producer contract at Paramount. He is currently on "Spawn of the North." . . . WILSON COLLISON has signed a term deal with M-G-M.

Title Change—"Thin Ice" is now "Lovely to Look At," 20th Century-Fox.

Directors—CHARLES LAMONT signed to direct "Wallaby Jim of the Islands," Grand National.

Music—GORDON and REVEL stay at 20th Century-Fox for another year, with options.

Ansells Reopen Ritz

ST. LOUIS, July 5.—Ansell Bros. have reopened the Ritz, which had been dark several weeks during which improvements were made. This theatre has been pooled with F. & M.'s Shenandoah here and the Tivoli, University City, with the Ansells in charge of operations.

Club in New Quarters

COLUMBUS, July 5.—The new quarters of the Columbus Variety Club, on the second floor of the RKO Grand Theatre Bldg., have been formally dedicated. Previous quarters, occupied since the club's inception, were in the Deshler Wallick Hotel.

Mark Sandrich Back

Mark Sandrich, RKO director, returned yesterday on the *Queen Mary*.

Overseas Preview

"Big Fella"

(British Lion)

LONDON, June 28.—Paul Robeson, with six good song numbers, and Elisabeth Welch with two; an original story idea, not fully developed, but with pleasantness of atmosphere and fair humorous values, combine for a slight but usable item, which would have been more generally acceptable if a boy part, key to the production, had been better handled.

Robeson is a big negro living in the Marseilles underworld, who is asked by the police to help find the small son of a rich English couple. Supposed to have been kidnapped, the youngster really has made a getaway from maternal apron-strings and is happy with a crowd of slum urchins. When Robeson collects him he insists on staying "kidnapped," but a cafe lounge hears the story and carries the boy back to his parents, collecting the reward and later splitting with Robeson, and then taking it all back during a drunken cafe round. Finally Robeson and his pals stow the double-crosser away on the boat with the departing English, and he stays with his girl.

The backgrounds are mainly of cafes and the waterside and are just adequate. J. Elder Wills directed.

Running time, 73 minutes. "G."

(Additional Reviews on Page 8)

More Branch Union Deals Up This Week

(Continued from page 1)

local union is dissatisfied with the arrangement set up between I. A. T. S. E. executives and distribution representatives are getting little attention from major companies. Men who have attended the meetings for distributors assert that inasmuch as a deal had been set up with the international union, it is now up to the I. A. T. S. E., and not the film companies, to straighten out whatever complaint has been made by one of its member unions.

Included in the key city agreements settled are Kansas City, Indianapolis, Denver, Des Moines, Albany, Oklahoma City, Cincinnati, Philadelphia, Pittsburgh, Boston, New Haven, Cleveland, Washington and Charlotte.

Theatre in Union Agreement

MADISON, July 5.—Salary increases ranging from 20 to 40 per cent are provided for employees of the Majestic here in a contract signed with the Theatre Employees' local, according to Ray Felt, business manager of the union. The contract also provides an eight-hour day, six-day week, vacation with pay, a closed shop and other improved working conditions.

Philadelphia Shipments Clear

PHILADELPHIA, July 5.—Film shipments were continued over the weekend without any delays as a result of a settlement of the trucking strike early Saturday morning at the office of Mayor S. Davis Wilson.

Legion Approves 12 Of 13 New Pictures

The National Legion of Decency in its list of new films for the current week has approved 12 for general patronage and classified one as objectionable in part. The new films and their classifications follow:

Class A-1, Unobjectionable for General Patronage—"The Emperor's Candlesticks," "Forlorn River," "The Hoosier Schoolboy," "I Cover the War," "King Solomon's Mines," "A Law Man Is Born," "New Faces of 1937," "Roaring Timber," "Under Strange Flags," "Wee Willie Winkie," "Westbound Limited," "Wild Money." Class B, Objectionable in Part—"It Could Happen to You."

Criterion Reduces Box-Office Scales

A new lower admission scale has been put into effect at the Criterion. The new prices are scaled at 25 cents from opening to 1:30 P.M., from 1:30 P.M. to 7 P.M., 40 cents; from 7 P.M. to 10 P.M., 65 cents; from 10 P.M. to closing 40 cents.

On Friday, "The Great Gambini" will follow "King of Gamblers" into the theatre. "The Great Gambini" makes the fourth Paramount film booked into the house, the others being "King of Gamblers," "Make Way for Tomorrow" and "The Last Train from Madrid."

St. Louis Bans Riot Film

ST. LOUIS, July 5.—Newsreels of the strike riot in Chicago on Memorial Day were banned in this city Saturday. The film was described by officials as "unfit for women and children to see."

UMPTO Sets Meet to Fix Action on Para.

PHILADELPHIA, July 5.—Members of the U.M.P.T.O. will meet tomorrow at the Broadwood here to decide what action is to be taken against Paramount's allegedly unfair selling policy for next season.

Particularly nettling local independent exhibitors is the demand by Paramount to audit books in connection with percentage pictures. The exhibitor organization recently voted to picket any theatre that plays Paramount subjects after Aug. 1.

Time Signs RCA Pact

Time, Inc., has signed an RCA sound recording license agreement for "The March of Time" screen subjects. The deal was signed by Roy E. Larsen for "March of Time" and Edwin M. Hartley, manager of the RCA Photophone division.

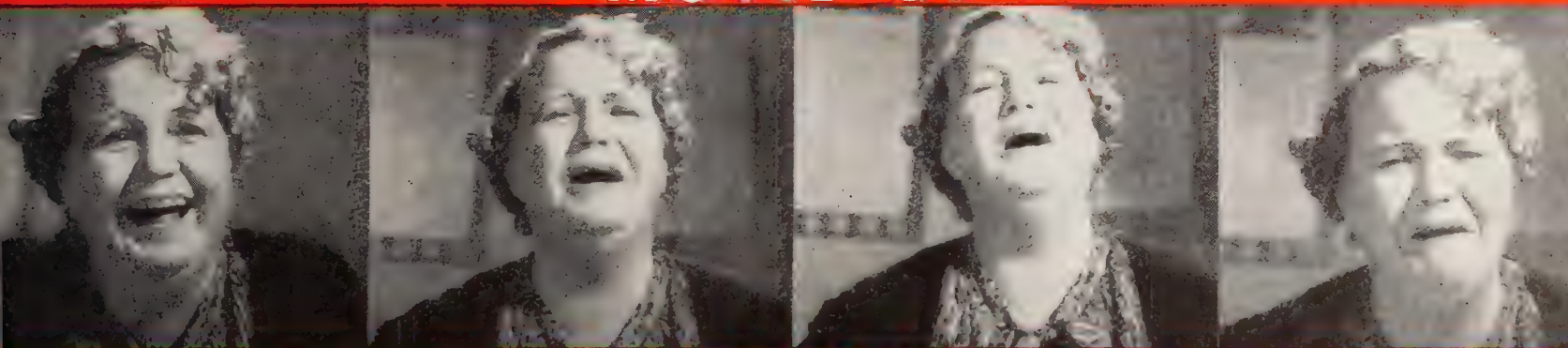
"Courageous" Ends Run

"Captains Courageous" finished a two-month engagement on a two-day policy at the Astor last night. The theatre is now closed and will reopen July 21 with "High, Wide and Handsome," the first of Paramount's roadshows for next season.

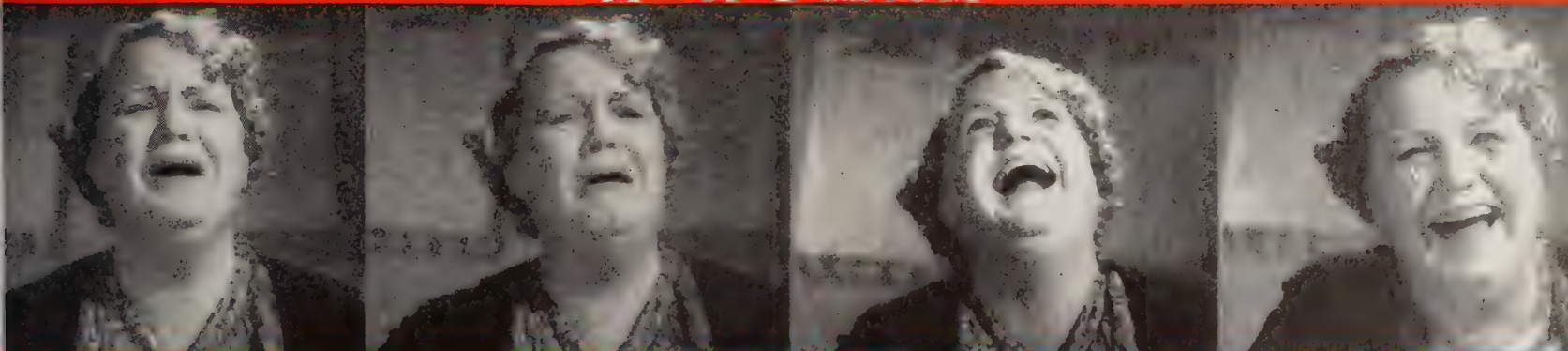
**SO LITTLE
AUDREY JUST
LAUGHED
AND LAUGHED**



MOVIE OF



A WOMAN



LOOKING AT



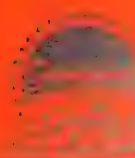
THE YEAR'S FUNNIEST PICTURE...



PARAMOUNT'S "EASY LIVING"

Starring JEAN ARTHUR and EDWARD ARNOLD

with RAY MILLAND • Directed by Mitchell Leisen • Screen Play by Preston Sturges • Based on a Story by Vera Caspary



Roxy Transfer May Go Into September

(Continued from page 1)

not commit themselves as to the plan of operation for the Roxy until the theatre is turned over to the company. A deal has been on with Harry C. Arthur of Arco, which for the past four years has held a management contract with Cullman.

Under the new setup, which will go into effect after reorganization details are completed, Cullman will drop out of the picture. At one time he was mentioned as staying on as representative for the bondholders, but this will be unnecessary under the plan of reorganization.

Loew Men Promoted

Several promotions in the Loew managerial forces have been made within the past few days by Charles C. Moskowitz. Bernard Zalanko, manager of the Grand, has replaced George Oshrin at the Valencia. Oshrin is on a leave of absence and is planning a coast trip for his health.

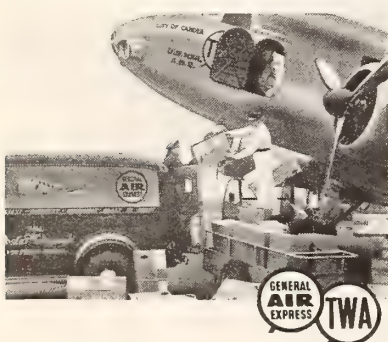
Arnold Siegel, assistant manager at the Paradise, is now at the helm at the Grand. Harry Rosenbaum, assistant manager at the Mt. Vernon, has taken over the managership at the Victory. Edward Schwartz, chief usher at the Pitkin, is the new assistant manager at the Hollywood.

Fee to Cunliff Lawyer

ST. LOUIS, July 5.—William T. Jones, who for four and a half years has been acting as attorney to Nelson Cunliff, trustee for Skouras Bros. Enterprises, has been awarded a fee of \$16,000 by O. A. Knehans, acting referee in bankruptcy.

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S.E.C. Reports Hertz Sold 6,000 Para. Common in May

(Continued from page 1)

second preferred stock and 32,000 debentures.

The Paramount return also disclosed that Maurice Newton, New York, another director, through Hallgarten & Co., disposed of 200 shares of common stock and, directly, of 400 shares of common and acquired 400 shares of second preferred. At the close of the month, Newton held 8,118 shares of common, 2,813 shares of second preferred, directly, and 200 shares of first preferred and 97,000 debentures through Hallgarten.

Many Warner Transactions

Other reports for June received by the commission included the following:

Warner Brothers: Disposition by Renraw, Inc., of 858 shares of preferred, leaving holdings at the close of the month, 13,500 shares; disposition by Albert Warner, through Holding Company B, of 286 shares of preferred; disposition by H. M. Warner, through Holding Company B, of 286 shares of preferred; disposition by Jack L. Warner, through holding company, of 286 shares of preferred; acquisition by S. P. Friedman, New York, of 5,000 six per cent debentures. At the end of the month holdings were as follows: S. P. Friedman, 600 shares of common and 46,000 debentures; Albert Warner, 59,260 shares of common, 10,618 shares of preferred and 1,530,000 debentures, direct, and 5,988 shares of common, 4,500 shares of preferred and 269,460 debentures through holding companies; H. M. Warner, 62,860 shares of common, 10,618 shares of preferred and 1,404,000 debentures direct, and 4,500 shares of preferred through holding company; Jack L. Warner, 88,060 shares of common, 10,618 shares of preferred and 1,502,000 debentures direct, and 4,500 shares of preferred through holding company.

Cohn Sells 18,587 Shares

Columbia Pictures: Disposition by Harry Cohn of purchase warrants covering 18,587 shares of common voting trust certificates. At the close of the month, Cohn held 1,639 shares of common and 67,127 common voting trust certificates.

Educational Pictures: Disposition by Bruno Weyers, New York, of 100 warrants for common stock, leaving 1,540 held at close of month.

Loews: Acquisition by Arthur M. Loew, New York, of 2,196 shares of common through distribution in liquidation of his holding company, and sales of 1,901 shares, leaving him with 295 shares at close of month.

Pathe Film: Acquisition by Robert R. Young, New York, of 3,000 shares of common, following acquisition in April (amended report) of 1,900 shares, making his holdings at close of month 34,715 shares direct and 10,283 shares through holding company.

Twentieth Century-Fox: Disposition by A. R. Jenkins, through his wife, of 25 shares of common.

Reports of equity holdings of officers and directors of corporations whose registrations became effective were filed by Educational Pictures, showing that Hugh MacNair Kahler,

Taxes Worry Coast

HOLLYWOOD, June 5. — The bugaboo of high income taxes has the higher salaried people worried stiff, especially when publicity will be given tax dodgers under the new Treasury Dept. plan.

One person, transferred over night into a film draw and who draws a high income from other sources, is pleading daily with a producer who holds his film contract to start his next picture after Jan. 1. If the picture is made this year, the notable will receive less money for more work after the levies have been deducted.

Princeton, N. J., director, held no securities, and that E. W. Hammons, New York, officer and director, held 700 shares of common and 17,683 warrants for common, and Theo R. Williams, New York, officer and director, held five warrants for common; and by Pathe Film, showing that Theodore C. Streibert, New York, director, held 15 shares of preferred.

A report from John E. McAuley, Chicago, elected a director in General Theatres Equipment Corp. in May, showed that he held 100 shares of common stock.

Report Strassberg Seeks L-M Circuit

(Continued from page 1)

operation next month. Both will seat 600. They are the Dale, new Brandt unit at 231st St. and Broadway, which is scheduled to open Aug. 15. The other is the Belvedere, Belvedere, N. J. Alvin Sloan plans to have this house ready Aug. 1.

Meanwhile, many theatres are to be remodeled, including the Capitol on Broadway. Approximately \$200,000 is to be spent by Loew's for this purpose. Moe Kridel will renovate the Palace, East Orange, N. J., and I. A. Roth will have repairs made at the Lyric, Summit, N. J.

Harry Harris will close the Gotham on Aug. 15 for a general overhauling.

Move "Earth" in London

LONDON, June 28. — "The Good Earth," which had to be withdrawn from the Palace after a 12-week run, owing to a theatrical production demanding the house, has been put in to the Empire, Leicester Square, by M-G-M to meet continued demands. It is the first time the Empire has played any picture as a second run.

Daylight Time Beaten

TORONTO, July 5. — The Daylight Saving idea received another setback in Ontario, where it has had hard sledding this year, when the City Council at Stratford decided to abolish "summer time" after petitions of protest had been presented by various local organizations.

Arthur to St. Louis On New Pooling Deal

(Continued from page 1)

Roxy, Whiteway, Columbian and Powhattan.

The nine-theatre pooling deal has been on and off several times. F. & M. will handle the buying and supervise operations. The arrangement will give F. & M. 47 houses in this territory.

Report Wehrenberg to Build

ST. LOUIS, July 5.—Fred Wehrenberg, who operates five local theatres, is planning to add a number of new units to the circuit, according to report. He is said to be planning a 1,200-seat house at Grand and Eichleberger Sts. and probably another at Morganford Road, south of Arsenal St. Other sites mentioned are at Gravois Ave., near Morganford, and South Broadway between Jefferson Barracks and the Sauter's Park.

The expansion plan is described here as a move against F. & M. which recently acquired and pooled a number of theatres here and in South St. Louis. However, F. & M. executives here are not perturbed by the Wehrenberg report and will continue to make whatever deals are beneficial to their interests.

Harry C. Arthur, executive operating head of F. & M., stated over the weekend that he never had a deal on to pool the circuit's St. Louis theatres with Fred Wehrenberg's group.

Sears Urges Change In Big Film Selling

(Continued from page 1)

this type of film the initial key city runs had only fair results, while the subsequent runs found a large audience because of word-of-mouth selling or some award for the picture involved. The plan, to be tried first on "They Won't Forget," involves backing the showings in 30 or 40 key cities with intensive advertising selling campaigns in order to build the film for the territory immediately surrounding the particular key situation.

Bank Night Ban Seen Closing Omaha Spots

(Continued from page 1)

store, opposite the Orpheum, said: "Since the inauguration of Bank Night Wednesday had been our biggest business day, surpassing the volume on Saturdays."

Approximately 300 theatre employees in Omaha are either without work or have suffered loss of overtime as result of Bank Night suspension.

Wilcox Signs Chatterton

LONDON, July 5.—Herbert Wilcox has signed Ruth Chatterton to star with Anton Walbrook in his next production, "The Rat," which will be produced at Denham under the direction of Jack Raymond.

Para. Changes Titles

HOLLYWOOD, July 5.—Paramount has changed the name of "Good Night, Ladies" to "Blonde Trouble" and of "Sophie Lang in Hollywood" to "Sophie Lang Goes West."

AMERICA PLUNDERED FOR A WOMAN'S WHIM!



AN INDUSTRIAL EMPIRE LAID AT THE FEET OF A
CHORUS
GIRL!...



A blazing page in Wall Street's roaring history... the corner on the country's gold!... PANIC!...

The tragic life of a man of blood and fire—Jim Fisk...who lived in those blazing days when the surge of greatness ran through America's veins...when her mighty virgin wealth was plundered by ruthless adventurers who lived by the law of rule or ruin!



EDWARD ARNOLD... CARY GRANT... FRANCES FARMER... JACK OAKIE...

**DIRECTED BY ROWLAND V. LEE
AN EDWARD SMALL PRODUCTION
Screen Play by Dudley Nichols, John Twist, Joel Sayre**

The Toast of New York

LITHO U.S.A.

Radio Personals

HAROLD STRETCH, formerly of the Hearst organization, has joined the sales staff of WHN. . . . Florence Marks of NBC press to Martha's Vineyard on vacation. . . . Vic and Sade celebrate their fifth anniversary in radio on Thursday. . . . Jeannine, new CBS artist, has been booked for two appearances on the Ford "Universal Rhythm" program, through Mack Davis of the network's artist service bureau. . . . Burke Crotty, Bill Haussler and Sid Desfor of the NBC photographic section in Washington for the week to cover the opening of NBC's new Washington studios. . . . Loretta Lee was booked as guest on the Chase and Sanborn show through Jimmy Appell of the CBS artist service. . . .

Bert Parks has been signed as the announcer for the summer Gulf series on CBS. . . . Dick Gaspare succeeds Eddie Duchin at the Palmer House Aug. 6. Duchin will make a vaudeville tour of the Chicago theatres after leaving the hotel spot. . . . The "Wilys Knight Surprise Party" returns to New York for the July 11 broadcast. The Astor ballroom will house the audience. . . .

Johnny Hauser has signed Patricia Carroll to sing with his orchestra. . . . Doug Fairbanks, Jr., will headline the guest cast on the Rudy Vallee show Thursday night. . . . "Hollywood in Person" replaces "Who's Who in the News" on the "Gold Medal Hour" over CBS effective July 12. General Mills, Inc., sponsors the hour. . . . Margaret Brill, harpist recently signed by the NBC artists bureau, has been set for two program with Helen Traubel, July 11 and 18, on the NBC-Red from 5:30 to 6 P. M. . . .

Phil Spitalny's all-girl orchestra will open a week's engagement at the Metropolitan, Boston, beginning July 8. . . . Joe Marsala's orchestra sails for Paris and the Exposition there next week. . . . Rudy Bundy's orchestra, now appearing in Asbury Park, will be heard over a WOR-Mutual wire. . . . Ray Block, CBS maestro, in addition to his baton duties, is one of the busiest arrangers to be found along Radio Row. . . . Hereafter, Martin Starr's "Movie Stardust" will be heard Sundays at 8:45 P.M. on WMCA. . . . WMCA, incidentally, broadcast a special salute program to George M. Cohan on July 4, who celebrated his birthday on Independence Day. . . . Charles Hackett guests on the CBS "Hit Parade" July 10. . . .

Montreal Town Pump

MONTREAL, July 5.—Ted Slade, CRMC sound effect expert, has gone to New York to work for NBC. . . . The corporation's new transmitter at Vercheres, scheduled to take over from CRMC as the Montreal outlet of the government chain, will get a new set of call letters. It will also be twice the power of the present station. . . . Yves Bourassa, program director of CKAC, is off on a two-week rest. . . . Richard Manning, young English tenor, and former Montreal news-

To Hear "Teddy"

The voice of "Teddy" Roosevelt will be heard on the air for the first time through the facilities of the Mutual network, this Thursday from 6:45 to 7 P.M., E.D.S.T.

After having in his possession for 25 years an old type wax disc of the late president's voice, Robert Vincent brought it to WOR and offered it for broadcast. Vincent will be interviewed by Jerry Danzig of the network's special events staff.

paperman, is back on the air in a sustaining spot "Songs That Live." He follows Jack Benny over CFCF.

Pittsburgh Town Pump

PITTSBURGH, July 5.—Ed Harvey, program director of WCAE, is vacationing for two weeks in Bermuda. . . . Dick Hartman and his "Tennessee Ramblers" are back on WWSW following their return from Hollywood, where they appeared in two musical westerns with Gene Autry. . . . Val Varr, the singer, has announced her engagement to Samuel Barboletta, a Fordham law student. . . . Ford Billings, former manager of WCAE, was a visitor here the other day on his way from the coast to New York. . . . Ditto Jesse Kaufman, another former WCAE head, who, by the way, is a cousin of George S. Kaufman, the playwright. . . . Bob Carter has joined the cast of Old Shay Ale's "A Night at the Inn" on WCAE as a permanent singing star. . . . During the two-day newspaper strike here, James Murray, WCAE's press agent, went back to his old job of newscasting on that station. . . . Bernie Armstrong of KDKA and his wife, Dorothy Bushey, are spending all of their summer weekends at Kane, Pa. . . . It's a boy at the Charles Rowes. He's the WCAE announcer.

San Antonio Town Pump

SAN ANTONIO, July 5.—Nell Seaman, local voice teacher, and Beatrice De Leon, pianist, have new programs on KMAC each Sunday and Tuesday afternoon. . . . Johnny Boyer was recently added to the KTSA announcing staff. . . . Among those present at Steve Wilhelm's birthday party at the Plaza were: Mrs. Willetta Mae Wilhelm, Mrs. Nita Butler, Thomas Conroy, Jack Mitchell, John and Mrs. Payne of the Payne Advertising Agency of which Wilhelm is head of the radio department.

Ferris and Fizdale Companies in Merger

Merger of the publicity firms headed by Earle Ferris in New York and Tom Fizdale in Chicago was effected over the weekend. The new publicity firm, specialists in radio, will operate Radio Feature Service, Inc., in New York; the Fizdale organization in Chicago, and the Earle Ferris Radio Feature Service, Inc., in Hollywood. Under the new plan, Irwin Nathanson will be in charge of the Chicago office, Irving Parker will be manager of the Hollywood office and W. F. Mooney will be in charge of the New York offices of the new firm at 420 Madison Ave., New York.

FCC Discloses List Of Week's Hearings

By CLARENCE LINZ

WASHINGTON, July 5.—The F.C.C. has made public its calendar of examiners' hearings for the current week, as follows:

July 6—Applications of Arthur Lucas, Savannah, for a new 1,310-kilocycle, 100-watt station; WBNS, Columbus, for increase of power from 500 watts night, 1,000 watts day to 1,000 watts night, 5,000 watts day, and WDNC, Durham, N. C., for change of frequency from 1,500 to 600 kilocycles and increase of power from 100 to 1,000 watts.

July 7—Application of Galesburg Broadcasting Co., Galesburg, Ill., for new 1,500-kilocycle, 250-watt daytime station.

July 8—Application of KPQ, Wenatchee, Wash., for change of frequency from 1,500 to 1,360 kilocycles and increase of power from 100 watts night, 250 watts day, to 1,000 watts.

July 9—Applications of Great Lakes Broadcasting Corp., Cleveland, for new 1,270-kilocycle station, 1,000 watts power night, 5,000 watts day, and Athens Times, Inc., Athens, Ga., for new 1,210-kilocycle station, 100 watts power night, 250 watts day.

WNOX Seeks Power Increase

WASHINGTON, July 5.—Application for an increase of night power from 1,000 to 5,000 watts has been filed with the F.C.C. by WNOX, the Scripps-Howard station at Cincinnati.

The commission also received amendment applications for new stations from Charles F. Engle, Natchez, Miss., 1,210 kilocycles, 100 watts night, 250 watts day, and for an increase of day power from 1,000 to 5,000 watts from WTOG, Savannah.

Deny Hoherty Sale Plea

WASHINGTON, July 5.—Examiners of the F. C. C. have recommended denial of the application of Frank H. Hoherty for authority to sell all the stock of Radio Broadcasters, Inc., operators of KRKD, Los Angeles, and to transfer the physical assets, license and control of the station to J. F. Burke, Sr., and Loyal K. King. Such authority, the examiners said, would violate the Communications Act.

Philco Promotes Quinn

Frank Quinn, formerly advertising manager for the Philco Radio & Television Corp. of New York, has been appointed eastern division advertising head and will locate in the Philadelphia offices. Succeeding him in New York is Robert N. McKinney, formerly assistant to Quinn.

FCC Studies Change In Birmingham Spots

BIRMINGHAM, Ala., July 5.—A shift in national network programs available to Birmingham listeners is in the offing. Application is pending before the F. C. C. for CBS to take over WAPI, present NBC outlet.

The plan embraces a provision to make WBRC, present CBS outlet, the future outlet for NBC's red network. Columbia plans to increase WAPI's power from 5,000 to 50,000 watts. WBRC has asked the F. C. C. to approve a power increase from 1,000 to 5,000 watts. WSGN, News-Age-Herald affiliate, has taken on NBC's Blue network.

Bordens Among New Contracts for WOR

WOR's new and renewal accounts just placed include:

The Baldwin Laboratories, through the Young Co., participation in the "Allie Lowe Miles Club" beginning July 12.

The Pioneer Division of the Border Co., through Pedlar & Ryan, participation in the "Uncle Don" program beginning Sept. 3.

Gambarelli & Davito, through a direct placement, starts sponsorship of Frank Singiser's Transradio news program, starting Sept. 5.

Refrigeration & Air Conditioning Institute, through Critchfield & Co., renews its electrically transcribed dance program beginning July 11.

Kraft Renews Crosby Program for 1 Year

The Kraft Phenix Cheese Co., sponsors of the "Music Hall" series featuring Bing Crosby as "em cee," has renewed the program for 52 weeks, effective July 29. The series is offered Thursdays from 10 to 11 P. M., E. D. S. T., over 57 stations of the NBC-Red network. J. Walter Thompson is the agency. Crosby is now on vacation.

KYW Adds Three Engineers

PHILADELPHIA, July 5.—Three radio engineers have been added to the Westinghouse staff at KYW this week, James V. Thunell and Leslie E. Schumann, who will be stationed at the studios, and W. Sheridan Gilbert, who will be a transmitter operator at Whitemarsh, Pa.

Thunell was formerly with WOWO-WGL, at Fort Wayne, Ind., and Schumann, a graduate of RCA Institute where he was employed as transmitter testman, was formerly with WHAT, Philadelphia. Gilbert comes to KYW from WIBG, at Glenside, Pa.

Mason New WKRC Announcer

CINCINNATI, July 5.—Lin Mason has been added to the announcing staff of WKRC. He graduated last week from Muskingum College, Zanesville, O., where he had charge of the public address system on the campus, in the chapel and stadium.

During summer vacations he announced from WRAL, Zanesville, and WCOL, Columbus.

Extend "For Women Only"

CINCINNATI, July 5.—"For Women Only," which has been a weekly sustaining feature over WCKY, is now a five-days-a-week broadcast. The program covers the range of beauty, fashion, Hollywood gossip and other subjects of interest to women.

KMTR to Air Del Mar Races

HOLLYWOOD, July 5.—KMTR will air all the races of the new Del Mar track, opened this weekend. Coca Cola Bottling Co. will sponsor the 22-day program, with announcements before and after each event.

LEO SAYS:

Advertisers know that WHN reaches people who want merchandise and who can well afford to buy it.

WHN DIAL 1010
AFFILIATED WITH M-G-M-LOEW'S



Move to End Para. Officer Suits Started

(Continued from page 1)

found in preference to costly litigation which is believed certain to result if the trustee's suits are brought to trial.

The first suit, one to recover for Paramount the damages alleged to have been incurred through the guaranteed redemption at more than market value of the company's stock which had been issued for expansion purposes from 1927 to 1931, has been set for trial on Sept. 27 in N. Y. Supreme Court by Justice Isidore Wasservogel. The second suit, to recover sums alleged to have been paid in excess of reasonable compensation and "actual or potential" profits of the defendants resulting from transactions in the employees' stock purchase plan, has been set for trial in October, without date. The settlement conferences are expected to continue through the summer, and, if no agreement has been reached at the time of the trial dates, postponements probably will be asked to complete the discussions.

Defendants Listed

Defendants whom the actions would compel to return allegedly "unreasonable" compensation for the years 1927 to 1930, inclusive, are Adolph Zukor, Jesse L. Lasky, Sidney R. Kent, Sam Katz and Ralph Kohn. Defendants who would be compelled to return to the company "actual or potential" profits derived from participation in the employees' stock purchase plan are Felix M. Warburg, Jerome J. Hanauer, Gordon Leith, George W. Bovenizer, Lewis L. Strauss, Sir William Wiseman, the estate of Otto H. Kahn and the estate of Mortimer L. Schiff.

All members of the Paramount board of directors from 1927 to 1931 are made defendants in the suit to recover alleged losses to the company resulting from the stock repurchase agreements. These include: Jules Brulatour, Harold B. Franklin, Daniel Frohman, Katz, Kent, Kohn, Lasky, the estate of Elek J. Ludvigh, Maurice Newton, Sir William Wiseman, Herman Wobber, Adolph and Eugene Zukor. The suits were brought by the trustees in the fall of 1934 and were continued by special direction of the Federal court following the court's approval of the Paramount reorganization plan.

Monogram Signs Keene

HOLLYWOOD, July 5.—Tom Keene has been signed by Monogram to star in eight westerns. The first will begin shooting July 7 and is titled, "God's Country and the Man," with R. N. Bradbury producing and directing.

Fox Midwest Dates Meet

KANSAS CITY, July 5.—Fox Midwest Theatres, Inc., will hold its annual convention of managers in a two-day session here Sept. 21 and 22.

Roland Young Re-Signed

HOLLYWOOD, July 5.—Roland Young has signed a new term contract with Hal Roach.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Californian"

(Principal-20th-Fox)

HOLLYWOOD, July 5.—Action and adventure, told against a semi-historical romance background, is the substance of this picture. Well produced and acted, the colorful production should serve acceptably as a companion piece to a more pretentious attraction. Though several novel twists are inserted, the theme follows a familiar vein.

In idea it adopts the Robin Hood motif, a native Spanish Californian compelled to turn outlaw in order to avenge the lawlessness of Americans who invaded the province immediately after its coming of U. S. sovereignty. Not only does the hero, Ricardo Cortez, have the unscrupulous American Morgan Wallace, to combat, but he has to overcome George Regas, bandit leader, in order to change the activity of the bandits from looting just for the pleasure of looting to robbing that Spanish property might be restored to its rightful owners. With a slim, but effective, vein of love interest involving Cortez and Marjorie Weaver and with Maurice Black and William Fletcher contributing good comedy, the film builds to the expected riding, shooting, fighting climax.

The players mentioned do good work and Katherine DeMille, as a jealous menace, and Nigel De Brulier head an effective supporting cast. The story by Harold Bell Wright, Gordon Newell's adaptation and Gilbert Wright's screenplay are credible. Gus Meins directed.

Production Code Certificate 3,469. Running time, 55 minutes. "G."

Looking 'Em Over

"The League of Frightened Men"

(Columbia)

An interesting and entertaining mystery yarn has been made of this latest in the series of screen adventures of the portly and clever Nero Wolfe, as conceived by Rex Stout and portrayed by Walter Connolly. The suspense is maintained, the action moves forward with an unhurried but even pace, and the performance of that consummate player, Connolly, adds measurably to the entertainment of the picture as a whole. Laughs are dropped in neatly now and again, chiefly as they are purveyed by Lionel Stander, who has chiseled a niche for himself as a comedian.

Perhaps an evaluation is best expressed in the words of a masculine patron, who, overheard leaving the theatre where the film was shown, remarked, "I enjoyed that picture." That should be true of most audiences, although for the women the romantic angle is subordinated almost to the vanishing point.

Eduardo Ciannelli, who offers an excellent performance, plays the successful author who is a cripple as the result of a hazing accident when he was in college. The 10 men who participated in the hazing, are in deadly fear, when one of them is killed and the others receive threatening letters which they attribute to Ciannelli, believing him in search of vengeance. One of the group asks the help of Connolly, and he gathers them together and offers to remove their fears—for a price. They agree, and Connolly lifts his bulk from behind his desk to track down the murderer, who is not Ciannelli.

Alfred E. Green directed from a screenplay by Eugene Solow and Guy Endore.

Production Code Seal No. 3,216. Running time, 65 minutes. "G."

Date Moskowitz Hearing

Examination of Charles C. Moskowitz in connection with the suit brought by the I. T. O. A. and its members attacking the new Loew split week booking policy has been scheduled for July 15. The examination probably will be held in Milton C. Weisman's office.

"U" Signs Irene Hervey

HOLLYWOOD, July 5.—Irene Hervey has been signed by Universal to a term contract, drawing as her first assignment the feminine lead in "Behind the Mike."

G. N. Books Three Here

Grand National has booked three pictures for first run Broadway showings. "Killers of the Sea" has been set to open at the Rialto on July 9, the same day "Two Who Dared," starring Anna Sten, will begin an engagement at the Roxy. The third film is "The Juggernaut," which is slated for a Globe showing, starting July 14.

Retitle "Umbrella Man"

HOLLYWOOD, July 5.—M-G-M has changed the title of "The Umbrella Man" to "London by Night."

Short Subjects

"The Wrong Romance"

(Radio)

A nicely turned comedy featuring Leon Errol. The story material is not unusual, but the situations have been freshly treated to provide a maximum of merriment. Vivian Oakland, Barbara Pepper, Harry Bowen and Maxine Jennings aid in the farcical doings. Production Code Seal No. 3,180. Running time, 19 mins. "G."

"Porky's Super Service"

(Vitaphone)

The amusing cartoon character here operates a service station. His work is lightly treated with clever animation. While fixing a tire he is annoyed by a baby with ensuing complications that will be found hilarious. Production Code Seal No. 3,338. Running time, 7 mins. "G."

"A Car-Tune Portrait"

(Fleischer-Paramount)

The cartoon characters decide to show their most serious side. They give a concert. In the midst of a number, a Liszt selection, they cut loose and animated pandemonium breaks loose. All in clever, entertaining fashion. Production Code Seal No. 01,483. Running time, 7 minutes. "G."

"Newsboy's Nocturne"

(Vitaphone)

A clever tabloid musical with many amusing twists. The theme concerns a newsboy's dream. He passes out due to the absence of readers. The fantasy is ingenious. Billy and Beverly Bernis, Tommy Edwards, Evelyn Poe and Jean Travers are featured. It is a first rate offering that will go over. Production Code Seal No. 01,539. Running time, 20 mins. "G."

National Closes All But Three Big Deals

(Continued from page 1)

waukee for preliminary discussions on product and theatre problems.

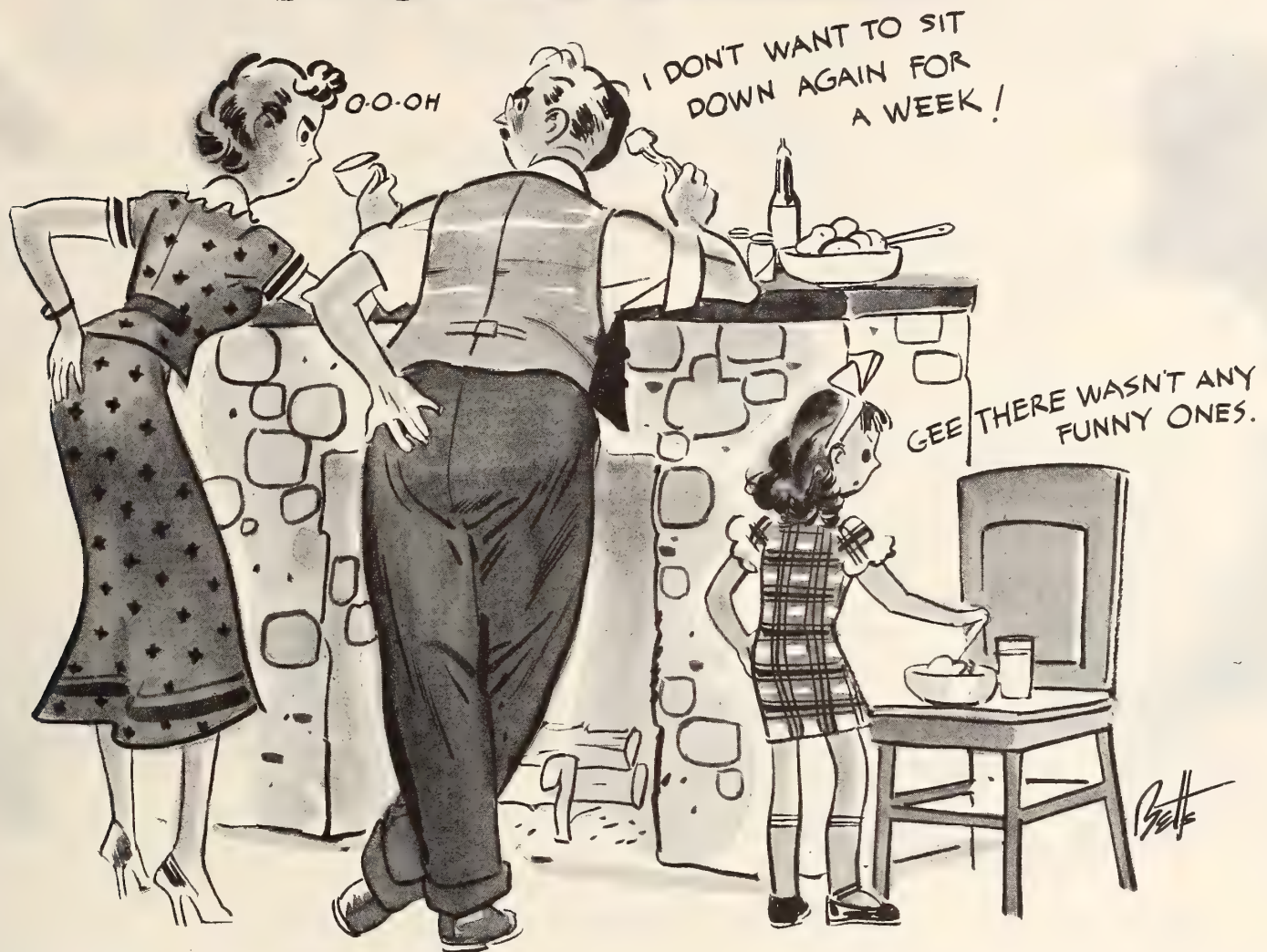
In all probability, the Warner pact will be the first of the three closed. Gradwell Sears and other Warner sales executives have been conferring with Spyros Skouras and his assistants in the past few weeks. This deal may be for two years, the term set with Columbia just previous to the distributor's convention on the coast. The Columbia talks started out on a two-year basis, then shifted to a one-year arrangement and finally ended with Columbia getting a contract for two years.

Skouras is planning a trip to Greece as soon as the three remaining deals are set. He will also visit Luzerne, Switzerland, where his daughter, Daphne, is at school. He will bring her back with him. J. J. Sullivan, Fox West Coast film buyer, will return to the coast where he makes his headquarters, on the completion of present negotiations.

Carpet Prices Going Up

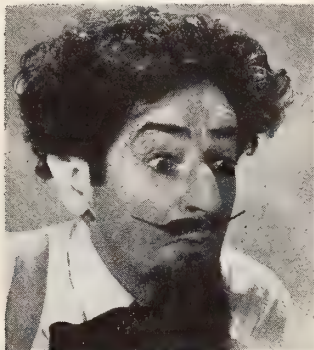
Theatre equipment dealers have been advised that effective today there will be an increase of 10 per cent on all carpets.

THIS FAMILY HAS *Doubletits**



**Kinks in the back, accompanied by mental sluggishness, due to the strain of sitting through double feature shows that are too long and lacking in variety vitamins.*

Statistics show that four out of five are asking for shows of sane length and variety. Give them a chance to get back to normal. Get set now to show them the Showmanship Shorts with these and many other big hit stars.



WILLIE HOWARD



NIELA GOODELLE



BERT LAHR



REG. U.S. PAT. OFF.

DISTRIBUTED IN U.S.A. BY 20TH CENTURY-FOX FILM CORPORATION

Presented by
E. W. HAMMONS



MICKEY ROONEY

"Is Sensational"—*Film Daily*

"Amazing"—*Variety*

"Highly Entertaining"
—*Motion Picture Herald*

"Swell"—*Jay Emanuel*

"HOOSIER SCHOOLBOY"

"Fine Entertainment . . . Moving"—*Motion Picture Daily*

"Superbly Acted and Directed" . . . —*Boxoffice*

"Compelling . . . Forceful . . . Touching" . . . —*Variety*

"Swell Heart Throb Stuff . . . Plenty of Action"—*Film Daily*

"Very Superior . . . Production Excellent"—*Jay Emanuel*

with

ANNE NAGEL

FRANK SHIELDS

EDWARD PAWLEY • WILLIAM GOULD

Directed by WILLIAM NIGH • Associate Producer • KEN
GOLDSMITH • Screenplay by ROBERT LEE JOHNSON
Recorded by Western Electric Mirrophonic Sound

Awarded The
**PARENTS'
MAGAZINE**
medal for the Best Family
Movie of the Month



30 EXCHANGES TO SERVE YOU

MONOGRAM PICTURES CORPORATION

W. RAY JOHNSTON, PRESIDENT

REO BUILDING • ROCKEFELLER CENTER • NEW YORK

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 5

NEW YORK, WEDNESDAY, JULY 7, 1937

TEN CENTS

All National Theatre Heads To Hold Meet

Film Buys, Problems Up At Colorado Springs

All divisional operating heads, film buyers, chief bookers and home office representatives of National Theatres will convene at Colorado Springs, Col., next month for a three-day meeting to discuss new product deals and operating problems. The dates tentatively set are Aug. 10-12 at the Broadmoor Hotel.

New product pacts have been set with all major companies except Warners, United Artists and Universal. Negotiations with Warner sales executives, which began last February, are expected to be culminated this week, following which discussions on final arrangements with U.A. and Universal will get under way.

Among those scheduled to attend the Colorado sessions are Spyros and Charles Skouras, William T. Powers, J. J. Sullivan, Edward Zabel, Milton Hossfeld, Aubrey Schenck, Irving Barry, Arch Bowles, Harold J. Fitzgerald, Etta Weisner, Rick Ricketson, John Hamrick, Frank L. Newman, Sr., Al Hanson, Al and Mike

(Continued on page 8)

M-G-M Will Release Harlow Film July 23

HOLLYWOOD, July 6.—"Saratoga," the film which Jean Harlow was completing at the time of her death four weeks ago, will be released nationally July 23, M-G-M stated today. The company's decision is said to have resulted from favorable fan reaction at previews held in Pomona and Long Beach.

The company completed the picture by shooting around the scenes in which Miss Harlow was to have appeared and by rewriting the script to conform.

G.B. Staff Arriving For Sales Meet Here

Starting tomorrow, various sales representatives from the field will begin to arrive in New York for the three-day annual G.B. sales convention, scheduled to open Friday at the St. Moritz.

Kenneth Hodkinson, special sales representative, has arrived from the

(Continued on page 11)

Radio News—Pp. 10-11

Caffey Gives Approval for Roxy Control

20th-Fox Franchise Wins Despite Objections

Federal Judge Francis G. Caffey yesterday approved the proposed new indenture and film franchise between 20th Century-Fox and the Roxy Theatre at a hearing of the proposed plan of reorganization of the Roxy held in the U. S. District Court. Judge Caffey overruled objections to the franchise made by Harold P. Seligson, counsel for the Tipton Bondholders' protective committee on the ground that a \$30,000 limitation on the budget of the Roxy would be "taking unfair advantage" of 20th Century-Fox.

Otto E. Koegel, attorney for 20th Century-Fox, revealed that he had "very reluctantly agreed to" the limitation of \$7,500 weekly on the advertising budget for the first year with a higher limit if advertising rates increase in the remaining 19 years.

A formal order approving the plan

(Continued on page 8)

Para. Partners to Build Two in South

Paramount theatre partners in the south plan two new theatres, one an 800-seat house at Asheville, N. C., and the other a 450-seat structure at Buford, Ga. Land for the first project has already been purchased and plans are now being drawn. Jack Knight of Y. Frank Freeman's staff will leave July 10 for Asheville to let out contracts for the building. The

(Continued on page 2)

Appeal Court Acts On Big RKO Claim

The U. S. Circuit Court of Appeals yesterday reversed the partial allowance of the claim of the Hippodrome Bldg. Co. against RKO at \$88,666 and returned the claim to the U. S. District Court for further hearing with a recommendation that it be allowed at \$450,000.

The decision is the first appellate adjudication of the rights of holders of guaranteed leases to recover damages from breach of leases from the parent company. Further hearings were ordered by the Circuit Court on technical grounds because a stipulation of facts filed by both sides failed to show that the claimant used its "best efforts" to rent the theatre after default. The claim was based on a 17-year lease for the Cleveland Hippodrome Theatre made in July, 1930, with the Cleveland Hippodrome Theatre Corp., an RKO subsidiary, at \$150,000 annual rental and guaranteed by RKO. The lease was rejected by the Irving Trust Co., RKO trustees, in April, 1933, and the theatre was re-rented by the claimant in November of that year at \$90,000, which was conceded to be a fair rental.

Special Master Thomas D. Thatcher ruled that the new lease terminated

(Continued on page 11)

Loew's, RKO Willing To Agree on Prizes

Although Loew's and RKO recently reinstated games in most of their local theatres, executives of both circuits have expressed themselves as willing to again eliminate the practice providing independent houses in competing situations follow suit.

Loew's did not return the game policy in its Queens and downtown Brooklyn units, an executive of the

(Continued on page 8)

Chamber Control is Factor In U. S. Presence at Paris

By PIERRE AUTRE

PARIS, July 6.—The crucial question of whether or not the complexion of the International Film Chamber will change sufficiently to induce the United States and England to participate in its activities emerged as the dominant issue at the conclusion yesterday of the first day of the International Film Congress here.

The Congress is being held at the headquarters of the French Cinema Confederation, and is presided over by Oswald Lehnich, president of the International Chamber and chief of the

German delegation in his capacity as president of the Reichs Filmkammer.

The participation of the United States and England hinges upon the vital question of whether the Chamber will continue to be dominated by Germany, supported by Italy, Austria, Hungary, Czechoslovakia, Rumania, Yugoslavia and Japan, or France, with the aid of Belgium, Luxembourg and Poland, may be able so to change the attitude of the Chamber as to make possible the entrance of the two

(Continued on page 11)

Clark Is Head Of Condor in Reorganizing

Move Is First Step in Realignment

First moves to reorganize Condor Pictures were put into effect yesterday with the resignation of George A. Hirliman as president and the election of Edward M. Clark of Robb, Clark & Bennett, legal firm, as a director and chairman of the executive committee.

Clark will be top man in Condor and will take complete charge of financial and production affairs. He will leave for the coast in 10 days to formulate new production plans with M. H. Hoffman, who yesterday was named executive vice-president in charge of production. Hoffman returned to the coast last Friday to complete two features and as many shorts remaining on last season's program.

At a meeting of the board yesterday, Frank M. Snell was named treasurer. He will leave for the coast Friday to make his permanent headquarters there. With the exception of sales and exploitation, all business and production will be centered in Hollywood.

Also elected as directors were Harold H. Anderson of Chicago, a trustee of Northwestern University;

(Continued on page 11)

Bank Night Wins in Illinois Test Case

DAVENPORT, IA., July 6.—A jury in a Rock Island County, Ill., court decided that Isadore Brotman, manager of the Paradise in Moline, Ill., was not guilty of operating a lottery because his theatre participated in a Bank Night drawing.

The drawing actually was held in Davenport, although a telephone hookup enabled those attending theatres in Moline and Rock Island, Ill., to participate. The trial was a test

(Continued on page 8)

Opposes Showing of Para's Riot Scenes

ST. LOUIS, July 6.—Opposition to the showing of the Paramount News shots of the Republic Steel riot on Memorial Day is spreading here. Fred Wehrenberg has stated that he will advise members of the M. P. T. O. unit not to exhibit it.

Wehrenberg's action followed the

(Continued on page 11)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MARTIN QUIGLEY
Editor-in-Chief and Publisher

MAURICE KANN, Editor

J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager


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◀ Purely Personal ▶

DOUGLAS FAIRBANKS, JR., having completed a role in "The Prisoner of Zenda," will arrive from Hollywood today en route to Europe for a vacation. While abroad, he is expected to clear up details in connection with Criterion Films, in which he is interested and which recently suspended production.

SPYROS SKOURAS, who became ill over the weekend, will recuperate at his Mamaroneck home for the next few days.

SAM BURGER, M-G-M foreign roving representative, is en route to South Africa. He arrived in England yesterday.

MONROE GREENTHAL is putting on an extensive sniping campaign on "Knight Without Armor," which opens tomorrow at the Music Hall.

I. E. LOPERT, president of Pax Film, Inc., will sail Friday for Europe. He plans to return about Aug. 28.

MILTON WEISS of M-G-M's publicity department returned yesterday after a month at the studios.

DORIS H. MEYER of Best Film Co. is back at her desk after a two-week vacation.

PETE MARTIN and **JACK CURTIS** will leave for the coast today by plane.

ARTHUR LEE returned yesterday from Canada, where he spent the July 4 holiday.

SAM PINANSKI was in town from Boston yesterday.

HARRY BRANDT will reopen the Folk on Aug. 1 at the Century.

JEAN PARKER arrived on the coast yesterday by plane from New York.

CRESSON E. SMITH, southern sales head for RKO, left yesterday on a tour of exchanges under his supervision. His first stop will be Charlotte where he will confer with R. C. PRICE, branch manager.

MERVYN LE ROY has just purchased the rights to "Howdy, Stranger," in which Kenny Baker will appear as star.

HARRY JOE BROWN and **MRS. BROWN (SALLY EILERS)** will arrive today on the 20th Century and will sail Friday on the *Ile de France*.

JACK J. SULLIVAN has put on 12 pounds since he arrived from the coast eight weeks ago. Five more pounds and he's set, he says.

LAZIO WILLINGER, Viennese still cameraman under contract to M-G-M, arrived yesterday on the *Ile de France*. He is on his way to California.

HARRY KALMINE, Pittsburgh theatre zone manager for Warners, arrived in town yesterday on booking arrangements for the Stanley, Pittsburgh.

BEN GOLDMAN of the Werner home office is the father of a baby girl, born to **MRS. GOLDMAN** last Friday at the French Hospital.

LEON LEONIDOFF of the Radio City Music Hall returned yesterday on the *Ile de France*.

BEN GRIMM made a hole-in-one at the Elmwood Country Club Saturday. His first.

BOB WALLACE'S "Hygienic Marriage" has been acquired by Imperial Pictures.

LEW GOLDER, Columbia associate producer, is in town for a visit.

REGINA CREWE back from her Hollywood vacation.

"Courageous" Pulls
\$86,875 in 8 Weeks

"Captains Courageous," which finished a seven-week run at two-a-day at the Astor last Monday night, garnered approximately \$86,875. The gross for the last eight days was \$9,900.

The week by week tally for the picture during its runs follows:

Week Ending	Gross
May 16 (5 days)	\$15,000
May 23	17,200
May 30	14,100
June 6	11,600
June 13	9,975
June 20	9,100
June 27—8 days	9,900

Total\$86,875

"U" and Warners Sign

Universal has closed a deal for showing of its films in the Warner circuit of 485 theatres. Universal was represented by J. R. Grainger, general manager of distribution; F. J. A. McCarthy, E. T. Gomersall and W. J. Heineman. Joseph Bernhard and Clayton Bond represented Warners in the negotiations.

Plan Newsreel Awards

ATLANTIC CITY, July 6.—Outstanding achievements in the newsreel field during the past year are to be honored with plaques at the fourth annual banquet of the National Headliners' Club at the Traymore Saturday night. The awards will be dramatized by March of Time and will be broadcast over CBS.

Lines Up Cartoon Unit

HOLLYWOOD, July 6.—Fred Quimby is lining up artists and technical talent for the new M-G-M cartoon unit to get ready for the opening of the cartoon laboratory Aug. 16. In the meantime the unit is using Culver City facilities for the first serial, "The Captain and the Kids."

Here on Release

Roger Marchetti, Hollywood attorney, arrived in New York yesterday to arrange release of a series of six "Snickerly Nick" shorts which he produced in Dunning color. A second deal is for a series of pictures to be directed by J. N. Ermolieff, who did "Michael Strogoff."

"Spanish Earth" Now
Nearing Completion

"The Spanish Earth," film dealing with life and inhabitants of a war-torn Spanish village on the highway from Madrid to Valencia, is being rushed through final stages of editing by Joris Ivens, its director, and Mark Blitstein, who is writing the music.

Contemporary Historians, Inc., is the releasing company which states the film was made in Spain since January. Ernest Hemingway assisted Ivens. Orson Welles will deliver the narrative and other collaborators include Archibald MacLeish and Lillian Hellman. No professional players will appear in "The Spanish Earth."

Oppose Fund for Weber

ST. LOUIS, July 6.—Resolutions opposing a proposal to create a \$250,000 trust fund for Joseph N. Weber, head of the American Federation of Musicians, have been passed by the Musicians' Mutual Benefit Ass'n.

The plan is to permit Weber to retire with a salary of \$7,500 yearly for life.

Para. Partners to
Build Two in South

(Continued from page 1)

second unit will be an addition to the Lucas & Jenkins circuit.

Freeman returned yesterday from Dallas and Beaumont, Tex., where he conferred with Karl Hoblitzelle and Sol E. Gordon, Paramount partners. Tomorrow, Freeman will leave for Chicago for meetings with John Balaban and Walter Immerman.

Barney Balaban and Stanton Griffiths are due to return from Hollywood in 10 days.

Drop Old Time Name

ALBANY, July 6.—March of Time distributors Corp. has filed a certificate with the Secretary of State surrendering its authority to do business in New York State.

It was explained at the home office yesterday that March of Time Distributors Corp. was the original name of the reel corporation, which has been inoperative for some time, and that the Albany move is merely the elimination of the old name.

"Boy Meets Girl" to
Be Miss Davies Next

Marion Davies' next picture, according to present plans, will be "Boy Meets Girl," with Warners handling distribution, E. B. Hatrick, general manager of Hearst's film enterprises, stated yesterday. Production is slated to get under way in November or December.

The reason for delay in production is due to the fact that the film cannot be released before 1938. Sam and Bella Spewack have already completed the script. Miss Davies is back in Hollywood after a visit here.

Olympic Film Delayed

BERLIN, July 6.—The feature film based on the Olympic games and directed by Leni Reifenstahl, former actress, will not be released before 1938, according to official announcement.



Produced by Experienced Showmen

HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

The All-Year Route
to CALIFORNIA

Just a cool over-night journey on the lower-ground-level, ALL-YEAR Transcontinental Route. Two Overnight Schedules in 14-berth Flagship Skysleepers:

THE MERCURY

3 stops only

Leaves New York 5:10 pm.

Standard time

Arrives Los Angeles 7:30 am.

THE SOUTHERNER

5 stops only

Leaves New York 8:40 pm.

Standard time

Arrives Los Angeles 11:41 am.

Call your travel agent or Phone VANDERBILT 3-2580

Ticket Office—45 Vanderbilt Ave.

AMERICAN
AIRLINES INC.



THUMBS UP MEANS "SWELL!"

The verdict is in on Hal Roach's First Big-Name, Big-Budget Feature Production, "TOPPER"...the Coast preview guarantees a sure-fire top-grosser everywhere!

(Turn, please)



A new career in this industry now begins for this famed producer! His first Big-Budget, Big-Name release is the talk of Hollywood!

WATCH HAL ROACH!

"TOPPER" is THE TOPS!

M-G-M will shortly release Hal Roach's production "TOPPER"
Starring Constance Bennett and Cary Grant

With Roland Young and Billie Burke (*as Mr. and Mrs.*)

This is Mr. Roach's first release

Under a new arrangement with M-G-M

Whereby he will produce a series of
Big-budget, big-name feature attractions!

His first release will make you *demand* more!

"TOPPER" is a new idea in big-time comedy

Based on a Thorne Smith novel, with dialogue

By Eric ("My Man Godfrey") Hatch and others

We urge every showman to start right in

To promote it, on the screen, in the lobby, in ads!

HAL ROACH presents CONSTANCE BENNETT and CARY GRANT in "TOPPER" with ROLAND YOUNG and BILLIE BURKE. Directed by Alan Mowbray, Eugene Pallette. Screen Play by Norman Z. McLeod, Associate Producer Milton H. Bren. Screen Play by Jack Jevne, Eric Hatch and Eddie Moran. Based on the novel by Thorne Smith. A Metro-Goldwyn-Mayer Picture.

ANOTHER BIG ONE IN M-G-M's SUMMER FESTIVAL!

Short Subjects

"The Little Pioneer"

(Vitaphone)

Sybil Jason is featured in this interesting little drama set in South Africa at the time of the Boer War. It is done in Technicolor and contains the usual trivia about the difficulties the English and the Dutch settlers are involved in due to outside influences. Carlyle Moore, Jr., and Jane Wyman provide the romance. Miss Jason's acting abilities should prove touching to the average audience. Production Code Seal No. 3,228. Running time, 19 mins. "G."

"Circus Winter Quarters"

(Van Beuren-Radio)

Fine scenes of the activities of the Ringling Bros. three ring show rehearsing their acts for the coming season. The roving camera catches many unusual aspects of performers and animals. The material is good. Should be well received. Production Code Seal No. 0,157. Running time, 11 mins. "G."

"The Circus Comes to Town"

(Paramount)

Scenes of the arrival, preparations and a performance of a circus. It is a tent show and all the color, excitement and atmosphere is caught. Clyde Beatty is shown at the conclusion doing his stuff with lions. Production Code Seal No. 01,629. Running time, 10 minutes. "G."

"Land of the Magyar"

(Vitaphone)

A nicely fashioned camera tour of Hungary. There are scenes in color of landmarks, cities, native customs and dances. It is lightly narrated by Basil Ruysdael. The musical score is composed of rich, rhythmic Gypsy airs. Reviewed without production code seal. Running time, 10 mins. "G."

"That Man Samson"

(Radio)

The Biblical story of Samson and Delilah is told in song by the Hall Johnson Choir. It is done in a vein similar to "The Green Pastures." In its warm, human way it is pleasant material well done. Production Code Seal No. 2,349. Running time, 19 mins. "G."

"Florida Cowboy"

(Van Beuren-Radio)

Here are many enlightening scenes of the little known cattle raising industry of Florida. The fine photography covers the subject thoroughly, though with quick glimpses. It is well done and interesting. Production Code Seal No. 01,572. Running time, 9½ mins. "G."

Seek Philippine Outlet

HOLLYWOOD, July 6.—Filippine Film Prod., Inc., is seeking a distribution outlet in this country for "Zamboanga," its first production, for world release. Filippine Films for years has produced native features in Tagalog and distributed them throughout the Philippine and Hawaiian Islands.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Exclusive"

(Paramount)

SAN DIEGO, July 6.—Racketeers enter the newspaper business in this exciting melodrama spiced with enough comedy to make it an entertaining film of general appeal.

Frances Farmer continues her climb to stardom, Fred MacMurray turns in a realistic performance as the assistant city editor, and Charles Ruggles, as a slightly tipsy reporter, furnishes both pathos and comedy. Alexander Hall handles the direction expertly. Ben Glazer produced.

Ruggles' headstrong and impetuous daughter, Miss Farmer, and MacMurray are engaged, until she joins the staff of the *Sentinel*, owned by Lloyd Nolan, who is cast as an unscrupulous racketeer. Ridiculing her father's code of newspaper ethics, the girl reporter exposes Ralph Morgan, reform candidate for mayor, as an ex-convict. Morgan, deserted by his friends, shoots himself before a terrified reporter.

Despite the tragedy, Miss Farmer continues her ruthless journalistic tactics and charges that the elevators in the leading department stores are antiquated and dangerous. To bolster up the story and win a libel action, Nolan has his men grease the cables of an elevator, causing it to fall, and seriously injuring MacMurray. The latter, in delirium, mentions the greased cables. Working on this clue, Ruggles uncovers the plot and tricks a confession out of Nolan's men, thus bringing his daughter to her senses. En route with the confession, Ruggles is fatally wounded. In spite of the fact that Nolan has just bought the paper, MacMurray puts out an extra exposing his new boss. Nolan is indicted and Miss Farmer and MacMurray are reunited.

Production Code Seal No. 3,400. Running time, 85 minutes. "G."

"Paradise Isle"

(Monogram)

HOLLYWOOD, July 6.—In a setting of authentic South Sea Island surroundings showing native life as the real inhabitants live it and not as Hollywood extras would play it, "Paradise Isle" emerges as a charming and pleasant love story of a native girl who falls in love with a shipwrecked blind man, and who aids him in his affliction.

It presents Movita in her first starring role. The entire production is a creditable one, albeit it does not feature any deep motivation, but rambles through the attempts of the native girl and her native boy friend to obtain surgical aid for the blind man, played by Warren Hull. All this is against a background of a trader's efforts to get the natives to dive for the taboo pearls.

The script is by Marion Orth from the Allan Vaughan Elston *Cosmopolitan* story, "The Belled Palm." Arthur Greville Collins directed, with Dorothy Reid as associate producer. The cast includes William Davidson, John St. Polis, George Piltz, Pierre Watkin, Kenneth Harlan, Tau Mana and Malia Makua.

Production Code Seal 3,522. Running time, 70 minutes. "G."

"Easy Living," previewed at the Paramount last night, was reviewed from the coast by wire on July 3.

"Knight Without Armor," opening tomorrow morning at the Radio City Music Hall, was reviewed by cable from London on June 10.

"The Emperor's Candlesticks," previewed by wire from Hollywood on June 25, opens tomorrow morning at the Capitol.

"Two Who Dared," to be previewed at the Roxy tomorrow night, was reviewed by cable from London under the title of "Sabotage," on Dec. 14.

Flash Preview

"Galloping Dynamite" — Kermit Maynard in a James Oliver Curwood story, characteristically replete with action and suspense.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

"U" to Start Four Films

HOLLYWOOD, July 6.—Four pictures are to be started this week by Universal, bringing the total in work up to six. The four new ones are: "Merry-Go-Round of 1938," "Adventure's End," "Behind the Mike" and "Carnival Lady."

Five Titles Set

LONDON, July 6.—The five-picture deal recently closed by Basil Dean of Associated Talking Pictures with Grand National for distribution in the States includes "High Command" with Lionel Atwill, "Secret Lines" with Neil Hamilton, "Brief Ecstasy" with Paul Lukas, "Make Up" with Nils Asther and June Clyde and "Cafe Collette" with Paul Cavanagh.

Approve Animal Act

LONDON, July 6.—The Animal Films Act, which restricts the manner in which the treatment of animals may be shown in British pictures, today passed a second reading.

Variety Club

Cincinnati

CINCINNATI, July 6. — According to present plans the annual picnic will not be held this year, the first time that it has been off the calendar.

MAX STAHL, skipper of the local U. A. Exchange, is the father of a baby daughter.

AL KOLITZ, RKO salesman, stopped at Dallas to give the exposition the once over on his way home from the coast convention.

Columbus

COLUMBUS, July 6. — Committees have been appointed by President CLARK of Variety Club.

They are: House—J. R. ROTH, chairman; VIRGIL JACOBSON and P. J. WOOD; finance—JACOB LUFT, chairman; MAX STEARN and WOOD; entertainment—ALBERT REDMAN, chairman; LEW RYER, WILLIAM CUNNINGHAM, LEO HAENLEIN, JOHNNY JONES, ROBERT PULLIN and C. HARRY SCHREIBER; membership — MAX STEARN, chairman; RUSSEL BOVIN, DONALD BURROWS, W. R. ORTMAN and RALPH REISINGER.

Dallas

DALLAS, July 6.—Neely Edwards, erstwhile Universal comedian, entertained 75 members and guests at the weekly luncheon held in the Adolphus Hotel. These luncheons are being discontinued until the fall.

Neely, who is producer of "Murder in the Old Red Barn" now playing at the Exposition here, dedicated many old-fashioned songs to active members of the club.

Cliff E. Adair, trucking executive, is the newest member.

Indianapolis

INDIANAPOLIS, July 6.—Tent No. 10 has made a gift of \$100 to the James Whitcomb Riley Hospital for Children. Presentation was made to J. B. Howe Martin, administrator of the Indiana University School of Medicine and Hospitals, of which the Riley hospital is a unit, by the tent's charities committee. KEN COLLINS is chairman. Other members are R. W. BAKER, EARL PENROD and BERT JOLLEY.

Washington

WASHINGTON, July 6.—A special luncheon, with RODOLPH BERGER as king-for-a-day, was held to introduce FREDDIE STEELE.

STEELE, world middleweight champion, will be on the feature bout at the Variety Club boxing match on July 20.

Present were dramatic and sporting editors of the papers, with barkers totaling some three score.

Warner Outing Is Set

NEW HAVEN, July 6.—The Warner Club has scheduled its annual outing for July 22 at Ye Castle Inn, Saybrook. Sid Weiner of the theatre department is in complete charge of all arrangements, which include luncheon at the Inn, swimming, baseball and other games, dinner and dancing. 125 associates of the theatre and exchange departments are expected.



HOT!

but

"DAY AT THE RACES"
 packs 'em in. Held over 2nd
 week and 3rd week! Give it
 plenty of Extra Time!



HOT!

but

"CAPTAINS COURAGEOUS"
 does sensational business in all pop
 price engagements. It's an extended
 run attraction!



HOT!

but

"EMPEROR'S CANDLESTICKS"
 brings WILLIAM POWELL, LUISE
 RAINER in their first joint hit
 since "Great Ziegfeld." It's a honey!

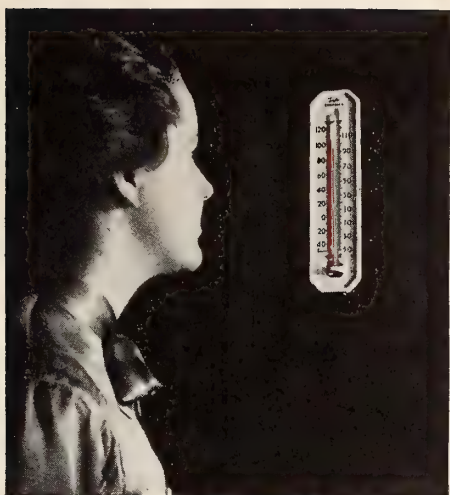


HOT!

but

CLARK GABLE · MYRNA LOY
 in your electric lights in their ro-
 mantic drama "PARNELL" is lovely
 for romantic summer crowds!

M-G-M NOW!



HOT!

but

JEANETTE MacDONALD's glorious musical "THE FIREFLY" is on the way. Her successor to "Maytime" grosses! In mid-summer!



HOT!

but

"GOOD EARTH" COMING! Showmen are preparing far in advance for its pop price presentation. Watch next week's trade press!



HOT!

but

"BROADWAY MELODY of '38" with ROBERT TAYLOR, ELEANOR POWELL and a screenful of stars is the greatest musical comedy of all time!



HOT!

but

HIT FOLLOWS HIT! Flash! "BETWEEN TWO WOMEN" and "TOPPER" just previewed on coast are two more Big M-G-M Summer Sensations! (Are you listening 1937-1938?)

M-G-M ALWAYS!

Caffey Gives Approval for Roxy Control

(Continued from page 1)

is expected at the next hearing on July 9. Closing of the contract between the Roxy and 20th Century-Fox was extended to Aug. 1.

Carlos Israel, attorney for the Pound bondholders' protective committee, proponents of the plan, revealed that consent to the plan had been obtained from holders of \$3,000 more than the required two-thirds of first mortgage bonds and that second mortgage gold notes are within \$5,200 of the required amount.

Judge Caffey ruled that new consents to the plan have to be filed because certain amendments to the plan were offered during the litigation. This ruling is technical and is not expected to delay confirmation of the plan.

Shift "Sawed House" Suit

OKLAHOMA CITY, July 6.—The case of the "sawed house" has been moved up to Federal Court with Mrs. Fern G. Chadwick asking \$25,000 from Standard Theatres, Inc., and three film companies. The suit was transferred from the district court on motion of the theatre company attorneys. It is based on films taken of the cutting in two of her home in a foreclosure in 1935.

Para. Files Stock Shift

Paramount Pictures, Inc., has filed a certificate with the Secretary of State at Albany reducing its capital stock from \$41,000,000 to \$29,856,649. The filing of the certificate was described at the home office yesterday, as the formal carrying out of a decision approved at the recent stockholders' meeting and as necessary to the conversion of preferred into common stock.

Vote Early Sunday Films

BOSTON, July 6.—The New Hampshire Senate has voted favorably on a bill to advance Sunday openings of film houses from 6:30 P. M. to 4 P. M. The bill has been subjected to considerable buffeting during recent months. The bill is now before the House.

G. N. Shifts Branch Men

Cleve Adams, formerly Grand National's exchange manager in Albany, has been promoted to the New Orleans branch. W. M. Richardson leaves the New Orleans branch for the Atlanta exchange.

A. W. Colledge on Coast

HOLLYWOOD, July 6.—A. W. Colledge of the consulting engineering department of Erpi is here on his semi-annual tour. He will stay for several weeks checking on local Erpi developments.

Barrymore Out of 'Fargo'

HOLLYWOOD, July 6.—Lionel Barrymore, because of illness, has been forced out of the cast of Paramount's "Wells, Fargo."

Out Hollywood Way

HOLLYWOOD, July 6.—Warners' "Tovarich" will get under way this week with CLAUDETTE COLBERT and CHARLES BOYER in the top spots, and ANITA LOUISE and FRITZ FELD in supporting roles.

Because of the favorable reaction to "New Faces," in which they appear, RKO has spotted PARKYAKARKUS with JOE PENNER in "An Apple a Day." . . . A baby girl has been born to the FRANK W. DAVISES. He is assistant to Warren Newcombe of M-G-M's art department.

M-G-M studio employees will gather August 29 at the Valley Park Country Club for the third annual picnic. . . . JOHNNY DAVIS, formerly with FRED WARING's band, will make his film debut in Warner's "Block That Kick," a football picture.

RKO has borrowed ROCHELLE HUDSON from 20th Century-Fox for "Saturday's Heroes," opposite VAN HEFLIN. . . . GEORGE KING has been signed by M-G-M as assistant dance director to ALBERTINA RASCH on "Rosalie." . . . Another loanout deal arranged by RKO is borrowing GLENDA FARRELL from Warners for "A Love Like That" which stars HERBERT MARSHALL and BARBARA STANWYCK.

Casting — WARREN HYMER in "Black Lightning," M-G-M. . . . OSLOW STEVENS and CORA WITHERSPON in "Don't Forget to Remem-

ber," RKO. . . . PHYLLIS BARRY signed for the feminine lead in "Renfrew of the Mounted," Grand National. . . . LLOYD NOLAN, PORTER HALL and MARY NASH in "Wells, Fargo," Paramount.

FRITZ LEIBER in Warner's "The Great Garrick." . . . RICHARD TUCKER, DWIGHT FRYE, JOHN ARTHUR and ERNEST WOOD in "Something to Sing About." . . . CLAY CLEMENT, MAHLON HAMILTON and HARRY TYLER in "Black Lightning," M-G-M. . . . EDNA MAY OLIVER in "Rosalie," M-G-M. . . . HELEN TROY, REGIS TOOMEY and JANET BEECHER in "Big City," M-G-M. . . . DOROTHEA KENT and ROBERT WILCOX top the cast of Universal's "Carnival Queen." . . . STERLING HOLLOWAY in a comedy part in Universal's "Behind the Mike."

Writers—Grand National assigned RICHARD ENGLISH to write added dialogue for "Face the Facts." . . . JOHN FRANCIS LARKIN is at the same lot scripting an original musical to be produced by VICTOR SCHERTZINGER.

Story Buys—"A Straw Hat in the Summertime" by GEORGE BRADSHAW bought by Paramount. . . . "Crime in a Skyscraper," by Norman Springer, and "They Knew What Happened," by Vera Caspary, acquired by the same studio.

Bank Night Wins in Illinois Test Case

(Continued from page 1)

case on theatre Bank Night brought by the Illinois States Attorney, F. C. King, following the passing of an anti-Bank Night law by the Illinois legislature.

Theatres in Moline and Rock Island that discontinued Bank Night pending the outcome of the trial, again will participate in the drawing held in Davenport.

Form Collective Films

Herman Rebusch and Edgar G. Ulmer have formed Collective Film Producers, Inc., to produce and distribute films with international appeal. The first is a Jewish picture, "Green Fields," based on Peretz Kirshbein's play. Shooting is scheduled to start July 26 at Producers' Service Studio.

The company has acquired American distribution rights for "Le Chemineau," French film which may be distributed as "The Wanderer," and "Les Deux Gosses," which will be released as "The Two Children."

Miss Gaynor to Selznick

HOLLYWOOD, July 6.—David O. Selznick has signed Janet Gaynor to an exclusive term contract following favorable public reaction to "A Star Is Born." Selznick will star her in "Angel on Broadway," an original by Russell J. Birdwell, Selznick publicity director. Ben Hecht will script the story, which will be filmed in Technicolor. Either John Ford or George Cukor will direct. It will mark the re-entry into active production status of Merian C. Cooper, who will co-produce with Selznick.

Loew's, RKO Willing To Agree on Prizes

(Continued from page 1)

circuit stated because none of the competitive situations adopted the practice. A representative of RKO said that this circuit did not put Screeno and Bank Night back in a number of situations for the same reason.

Skouras Theatres, which dropped Screeno and Bank Night several months ago, refused to put them into any of its houses, despite the action of Loew's and RKO.

Reports that a number of independents were pooling theatres for the purpose of staging a \$50,000 Bank Night were declared so much talk by some exhibitors who were said to have been interested.

Wins Game Case Verdict

OKLAHOMA CITY, July 6.—District Judge O. C. Wybrandt at Woodward, Okla., has ruled in favor of the Woodward Amusement Co. in a suit filed by Mrs. E. M. Morrison, for \$100 allegedly due her at a recent Bank Night drawing. Judge Wybrandt's ruling reversed a verdict by a Justice Court jury.

Barrymore as Drummond

HOLLYWOOD, July 6.—John Barrymore has been signed by Paramount to head the cast of the tentatively titled "Bulldog Drummond Comes Back," in the role of Scotland Yard Inspector Nielson, who was characterized by Sir Guy Standing in his final film role before he died. Louis King is directing and John Howard, Louis Campbell, Reginald Denny and E. E. Clive are in top spots.

All National Theatre Heads To Hold Meet

(Continued from page 1)

Rosenberg, Elmer C. Rhoden, William Steege and Larry Kent.

Sales heads of all organizations were invited to last year's conclaves and it is likely Spyros Skouras will again extend the invitation.

Fitzgerald and Weisner, who were due from Milwaukee yesterday, are now slated to arrive today for preliminary meetings with Skouras.

New Orleans Bookers Refuse to Unionize

NEW ORLEANS, July 6.—Bookers here have decided against affiliation with the new Film Workers' Union. This defection leaves shippers and inspectors standing alone and considerably weakens their front. It is believed here that the new union lacks sufficient strength to effect any changes in hours and wages as established by the exchanges.

Delay Fleischer Talks

The conferences looking to a settlement of the strike of the Commercial Artists' and Designers' Union against the Fleischer studio, scheduled to have been held yesterday in the offices of Louis Nizer, attorney for Max Fleischer, may be held today instead, it was indicated by Nizer yesterday.

Remove K. C. Pickets

KANSAS CITY, July 6.—The United M. P. Operators have removed pickets from the Moka, Westport, Central and Roanoke here. Pickets of Local 170, I.A.T.S.E., continued at E. S. Young's Central and Roanoke, which use United operators.

Wall Street

All Film Stocks Gain

	High	Low	Close	Net Change
Columbia	30½	30½	30½	+1
Columbia, pfd.	43	43	43	+1½
Consolidated	3¼	2¾	3¼	+½
Consolidated, pfd..	11¼	10¾	11¼	+½
Eastman	176½	175	176½	+1½
Gen. T. Equip.	25	24½	24¾	+¾
Loew's, Inc.	80	78¾	80	+2½
Paramount	21¾	20¾	21¼	+½
Paramount 2 pfd..	19½	19¼	19½	+1½
Pathe	7¾	7¼	7½	+¾
RKO	8½	8	8½	
20th Century-Fox.	34¾	33¾	34¾	+1¾
Universal, pfd.	75	75	75	
Warner Bros.	13¾	13¾	13¾	+½

Sonotone Up on Curb

	High	Low	Close	Net Change
Grand National ..	23½	23½	23½	
Sonotone	15½	15½	15½	+½
Technicolor	29½	29	29	-½
Trans-Lux	4½	4½	4½	

Bonds Rise Fractionally

	High	Low	Close	Net Change
Loew's	99¼	99	99½	+½
Paramount Pict.				
6s '55	100¾	100	100¾	+¼
Paramount 6s '47.	92	91¾	92	+1½
Warner Bros. 6s				
'39 wd	95	95	95	+½

(Quotations at close of July 6)

"Music" Sets Fast Pace in Los Angeles

LOS ANGELES, July 6.—"Mountain Music" was the big noise of the week with a take of \$28,500 at the Paramount. This was \$10,500 over normal.

"Slave Ship" and "Married Before Breakfast," playing day and date at the Chinese and Loew's State, went into the profit column at both spots. At the former the gross was \$12,800 and at the latter it was \$16,000.

"Wee Willie Winkie" took \$11,200 in five days at the Carthy Circle. This included the \$5.50 opening. "Lost Horizon" held up to \$7,500 in its 14th week at the 4 Star.

Total first run business was \$108,450. Average is \$109,750.

Estimated takings for the week ending June 30:

"WEE WILLIE WINKIE" (20th-Fox) CARTHAY CIRCLE—(1,518), 50c-\$1.50, 5 days. (Including \$5.50 premiere). Gross: \$11,200. (Average, \$17,000)

"SLAVE SHIP" (20th-Fox) "MARRIED BEFORE BREAKFAST" (M-G-M)

CHINESE—(2,500), 30c-55c, 7 days. Gross: \$12,800. (Average, \$12,500)

"TWO WHO DARED" (G. N.) "THE MAN IN THE MIRROR" (G. N.)

CRITERION—(1,640), 30c-55c, 7 days. 2nd week. Gross: \$2,250. (Average, \$1,800)

"LOST HORIZON" (Col.) 4 STAR—(900), 50c-\$1.50, 7 days. 14th week. Gross: \$7,500. (Average, \$3,250)

"FOREVER YOURS" (G. N.) GRAND INTERNATIONAL—(750), 35c-40c, 7 days. 2nd week. Gross: \$2,200. (Average, \$1,200)

"MEET THE MISSUS" (RKO) "BEHIND THE HEADLINES" (RKO)

HILLSTREET—(2,700), 30c-65c, 7 days. Gross: \$6,900. (Average, \$8,000)

"SLAVE SHIP" (20th-Fox) "MARRIED BEFORE BREAKFAST" (M-G-M)

LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$16,000. (Average, \$14,000)

"MEET THE MISSUS" (RKO) "BEHIND THE HEADLINES" (RKO)

PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$6,700. (Average, \$8,000)

"MOUNTAIN MUSIC" (Para.) PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: F. & M. revue, Rita Rio and her orchestra. Gross: \$28,500. (Average, \$18,000)

"ANOTHER DAWN" (W. B.) "FLY AWAY BABY" (W. B.)

WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. Gross: \$7,700. (Average, \$14,000)

"ANOTHER DAWN" (W. B.) "FLY AWAY BABY" (W. B.)

WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. Gross: \$6,700. (Average, \$12,000)

"Mountain Music" Oklahoma's Leader

OKLAHOMA CITY, July 6.—"Mountain Music" made an excellent showing at the Criterion with a take of \$6,600, over par by \$1,600.

"Captains Courageous" was strong at \$4,600 at the Midwest. "Melody for Two" and "Slim" at the Liberty were good for \$2,700.

Total first run business was \$13,900. Average is \$11,500.

Estimated takings for the week ending June 26:

"MOUNTAIN MUSIC" (Para.) CRITERION—(1,700), 10c-25c-35c-55c, 7 days. Gross: \$6,600. (Average, \$5,000)

"MELODY FOR TWO" (W. B.) "SLIM" (W. B.)

LIBERTY—(1,500), 10c-20c-35c, 8 days. Gross: \$2,700. (Average, \$2,500)

"CAPTAINS COURAGEOUS" (M-G-M) MIDWEST—(1,500), 10c-25c-35c-55c, 7 days. Gross: \$4,600. (Average, \$4,000)

"Love" Only Film to Beat Par in Phila.

PHILADELPHIA, July 6.—Flanked by the Louis-Braddock fight pictures and a Benny Davis stage show, "You Can't Beat Love" topped the Earle average with \$14,000, the only attraction in town to beat par. The fight films bolstered the Stanton program—"Behind the Headlines" to a \$7,000 par and aided the Karlton gross.

"Slave Ship" started strongly at the Stanley but broke during the run. It will have stayed 11 days to an approximate \$18,500. The second week of "Damaged Lives," playing at the Erlanger—a legitimate house—brought \$10,500 for this novelty attraction. "Another Dawn" faded at the Boyd with an \$11,000 gross and "A Day at the Races" ended fairly strongly with \$12,500 for its third and last week at the Fox.

Total first run business was \$82,600; the average, not counting an average for "Damaged Lives," is \$80,370.

Estimated takings for the week ending July 1:

"MAN WHO COULD WORK MIRACLES" (U. A.)

ARCADIA—(600), 25c-40c-50c, 3 days. Gross: \$900. "Pick at Stage" (M-G-M), 4 days. Gross: \$1,100. (Average, 7 days, \$2,800)

"ANOTHER DAWN" (Warners) BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$11,000. (Average, \$14,000)

"YOU CAN'T BEAT LOVE" (RKO) EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Benny Davis' "Stardust Revue." Also Louis-Braddock fight films. Gross: \$14,000. (Average, \$12,000)

"DAMAGED LIVES" (Weldon) ERLANGER—(2,000), 25c-40c-55c, 7 days. 2nd week. Gross: \$10,500.

"A DAY AT THE RACES" (M-G-M) FOX—(3,000), 40c-55c-65c, 7 days. 3rd week. Gross: \$12,500. (Average, \$14,000)

"MEET THE MISSUS" (RKO) KARLTON—(1,000), 25c-35c-40c, 7 days. Also Louis-Braddock fight pictures. Gross: \$3,400. (Average, \$4,000)

"WOMAN CHASES MAN" (U. A.) KEITH'S—(2,000), 30c-40c-50c, 8 days. 2nd run. Gross: \$3,700. (Average, 7 days, \$4,000)

"SLAVE SHIP" (20th-Fox) STANLEY—(3,700), 40c-55c-65c, 11 days. Gross: \$18,500. (Average, 7 days, \$14,000)

"BEHIND THE HEADLINES" (RKO) STANTON—(1,700), 30c-40c-50c, 7 days. Also Louis-Braddock fight films. Gross: \$7,000. (Average, \$7,000)

"SLAVE SHIP" (20th-Fox) STANLEY—(3,700), 40c-55c-65c, 11 days. Gross: \$18,500. (Average, 7 days, \$14,000)

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"BEHIND THE HEADLINES" (RKO) STANTON—(1,700), 30c-40c-50c, 7 days. Also Louis-Braddock fight films. Gross: \$7,000. (Average, \$7,000)

Does Quick Change

HOLLYWOOD, July 6.—When Glenn Morris attempted a pole vault for Pete Smith's M-G-M short, "Olympic Champion," recently, the pole broke and Morris fell into the sawdust pit.

Director Felix Feist changed the story to conform with the accident and it will appear in the final version.

"Courageous" Is High Draw In Milwaukee

MILWAUKEE, July 6.—"Captains Courageous" and "Married Before Breakfast" were the week's high grossers with a \$10,000 take at Fox's Wisconsin, just \$2,000 to the good. The film played the house for 10 days, grossing \$3,500 in its first three days. "Another Dawn" and "Meet the Missus" were good for \$6,500 at the Warner, \$1,500 above average, while "Mountain Music" and "The Great Gambini" grossed \$6,200 at Fox's Palace in nine days. Average for the house is \$5,000 for seven days.

Other business was just average. Total first run business was \$31,200. Average is \$26,500.

Estimated takings for the week ending July 1:

"MOUNTAIN MUSIC" (Para.) "THE GREAT GAMBINI" (Para.)

PALACE—(2,400), 35c-40c-50c, 9 days. Gross: \$6,200. (Average, \$5,000)

"CIRCUS GIRL" (Rep.) RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Folies d'Amour. Gross: \$5,000. (Average, \$5,000)

"I MET HIM IN PARIS" (Para.) "THE GREAT HOSPITAL MYSTERY" (20th-Fox)

STRAND—(1,400), 35c-40c-50c, 7 days. Gross: \$3,500. (Average, \$3,500)

"ANOTHER DAWN" (W. B.) "MEET THE MISSUS" (RKO)

WARNER—(2,400), 35c-50c, 7 days. Gross: \$6,500. (Average, \$5,000)

"CAPTAINS COURAGEOUS" (M-G-M) "MARRIED BEFORE BREAKFAST" (M-G-M)

WISCONSIN—(3,200), 35c-40c-50c, 7 days. Gross: \$10,000. (Average, \$8,000)

"CAPTAINS COURAGEOUS" (M-G-M) "MARRIED BEFORE BREAKFAST" (M-G-M)

WISCONSIN—(3,200), 35c-40c-50c, 7 days. Gross: \$10,000. (Average, \$8,000)

"CAPTAINS COURAGEOUS" (M-G-M) "MARRIED BEFORE BREAKFAST" (M-G-M)

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"CAPTAINS COURAGEOUS" (M-G-M) "MARRIED BEFORE BREAKFAST" (M-G-M)

"Marine" Top Chicago Take With \$17,200

CHICAGO, July 6.—"Singing Marine" march into the big money in the Loop last week to garner \$17,200 at the Roosevelt, \$6,200 better than normal.

The Palace, with the Braddock-Louis fight pictures as an added attraction, grossed \$20,000 for the week, which is \$1,000 over par. "This Is My Affair" at the Garrick for a return Loop engagement did \$7,700, to beat the average figure by \$1,200.

Business was off generally in most houses as the warm weather brought the outdoor fans out for their favorite summer activities. Aftermath of the championship fight activity also slowed things somewhat.

Total first run business was \$117,200. Average is \$118,000.

Estimated takings:

"KID GALAHAD" (W. B.) APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$6,000. (Average, \$6,500)

"MOUNTAIN MUSIC" (Para.) CHICAGO—(4,000), 35c-55c-75c, 7 days. 2nd week. Louis-Braddock fight films. Stage: Sylvia Froos and revue. Gross: \$25,000. (Average, \$32,000)

"LAST TRAIN FROM MADRID" (Para.) ORIENTAL—(3,490), 35c-55c, 8 days. Stage: "Rhythm Follies" revue. Gross: \$14,700. (Average, \$15,000)

"WINGS OVER HONOLULU" (Univ.) PALACE—(2,500), 35c-55c-75c, 7 days. Louis-Braddock fight pictures. Stage: Vaudeville Revue. Gross: \$20,000. (Average, \$19,000)

"LEAGUE OF FRIGHTENED MEN" (Col.) STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Vaudeville revue. Gross: \$13,600. (Average, \$13,000)

"THIS IS MY AFFAIR" (20th-Fox) GARRICK—(900), 35c-55c-75c, 7 days. Gross: \$7,700. (Average, \$6,500)

"SINGING MARINE" (W. B.) ROOSEVELT—(1,590), 35c-55c-75c, 7 days. Gross: \$17,200. (Average, \$11,000)

"PARNELL" (M-G-M) UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. 3rd week. Gross: \$13,000. (Average, \$15,000)

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Circuit Has Bonus Plan

DES MOINES, July 6.—Tri-States Theatre Corp. employees, up to assistant managers, now are participating in a quarterly bonus system, based on a schedule of seniority and merit. The circuit plans to continue the bonuses, the first of which already has been paid, as long as business warrants.

Form Atlas Pictures

WILMINGTON, July 6.—Atlas Pictures Corp. was formed at Dover today to engage in general amusement and theatrical business. Capital was listed at \$250,000. The incorporators are J. M. Townsend, A. L. Raughley and G. G. Geiger, all of Dover.

Holland Attendance Up

AMSTERDAM, June 26.—Attendance at film theatres in this chief city of Holland has increased markedly in the past few years. In 1936 the total was 9,135,312, which compares with 7,287,265 in 1929 and 8,412,854 in 1935.

Film Firms Chartered

ALBANY, July 6.—The following theatre and one radio company have been chartered by the Secretary of the State here:

Misam Theatrical Corp., Brooklyn, to operate theatres, by Nettie Dubin, George W. Brodsky, Harry Gassman; Pitwin Amusement Corp., Brooklyn, operate theatres, by Milly Adellane, Irving Richman, Ambrosio Coato-bello; Roosevelt Theatre Corp., New York, exhibition, by Gertrude Schorr, Marian S. Cohen, Lilyan Manilla; Hood Educational Broadcasts, Inc., New York, broadcasting and exhibition, by L. A. Bremer, M. O. Bowman, A. M. Bremer.

Also, Reade Hudson Amusements, Inc., Hudson, to operate theatres, by Henry R. Frieder, William Grossman, Walter Reade; Pakatakan Theatres, Inc., Oneida, to operate theat

Radio Personals

JAP GUDE and Link Dellar of CBS station relations division, arrived back in New York after several weeks spent on the road visiting CBS stations. . . . Dr. John K. Curtis, NBC attending physician, has left for California to vacation for one month. He has been temporarily replaced by Dr. D. B. Fishwick. . . . Ted Church and Lief Eid of NBC press staff back at their desks after vacationing. . . . Warren Gerz leaves Friday. . . . Walter O'Keefe is dropping his "Broadway Hill Billy" tag. . . . Roy E. Blossom of WFEM, Indianapolis, and Cecil Price of KFH, Wichita, are visiting CBS here. . . . Jacques Renard celebrates his 12th year in radio July 11. . . .

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The "Tastymasters," through Henry Frankel of WOR's artist bureau, have been booked into the Michigan Theatre, Detroit, for a week's engagement beginning July 16. . . . Lester Gottlieb, Mutual's publicity coordinator, leaves on vacation this Friday. . . . Emery Deutsch's orchestra has been signed as the next stage attraction at the Paramount here. . . . William A. Schudt, Jr., general manager of WBT, Charlotte, was a holiday visitor here. . . . Ovid Riso, RCA Victor advertising manager, and Henry Kasner, in charge of the display and show division, are en route to Mexico to attend a convention there. . . . And William J. Avery, export manager of RCA Victor, is en route to Hawaii, the Philippines, China and India to visit dealers in those countries. . . .

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Philadelphia Town Pump

PHILADELPHIA, July 6. — Elliot Lester, playwright and author, will take over a "Current Events Bee" on WFIL sponsored by Strawbridge & Clothier department store. . . . Albert A. Cormier, vice-president and general manager of WIP, will leave for an auto vacation. . . . Sears, Roebuck has renewed the Jewish news flashes of Nathan Fleisher over WDAS. . . . A. W. Dannenbaum, WDAS president, back in the grind of things after an appendix operation. . . . Newest addition to the WIP secretarial corps is Hilda Grudgings, who is with Clifford C. Harris, WIP's technical supervisor. . . . WFIL's "Jolly Man," Wayne Cody, celebrates his 1,700th consecutive broadcast this week, entertaining the kiddies six mornings weekly since 1931. . . . Paul Metcalf, cousin of Ethelbert Nevin, is the newest artist to be heard over WHAT, doing a weekly vocal series on Saturdays. . . . Honors in a poll conducted among listeners for the most popular 6 P.M. program on local airlines went to Ben Alley and his singing for Household Finance Corp. over WCAU. . . .

Mary Alcott Leaves WLW

CINCINNATI, July 6. — Mary Alcott, WLW blues singer, who returned to the station in February after an absence of several months, has resigned to join Benny Goodman's orchestra. She is a daughter of Howard Richardson, formerly sales manager of Crosley Radio Corp.

NBC-CBS "Exclusives" Get Less So as Heat Increases

Paying for exclusives and then finding they are not exclusives has become one of the chief outdoor sports of NBC and CBS. Announcers haven't taken to wearing long whiskers with short wave sets concealed on their chests beneath, but they are sitting with the bats in church steeples or cruising over their rival's sporting events in planes.

Anything can happen anywhere, and does.

Saturday CBS dispatched Ted Husing to Milwaukee to cover the A.A.U. track and field meet in Marquette stadium. The meet was a guaranteed NBC exclusive, the network having paid a cash price for the broadcast privileges. Of course Husing could not obtain admittance to the field, so he did the next best thing and clambered up the steeple of a church adjoining the stadium. NBC was not aware of the CBS-Husing shenanigans until the meet was well under way, and then it was too late to do anything about it.

Bird's-Eye View of Races

CBS again poached on an exclusive NBC preserve Monday by broadcasting a description of the running of the Vanderbilt Cup automobile racers from an aeroplane cruising above the track. NBC had paid to keep this race to itself.

NBC doesn't relish being scooped on its own exclusives, of course, but the network isn't saying much, probably because it recognizes that turn about is fair play. Recently NBC cut in on two CBS exclusives, the Poughkeepsie Regatta and the National Open golf championship, both of which were cut into by the Radio Cityites.

CFCF Cuts Evening "Spots"

MONTREAL, July 6. — A drive against "spot" advertising has been opened by Marconi's station, CFCF. It will "clean up" the daily time from 6:30 to 7 P.M., notably one of the worst periods on Montreal airwaves.

Daily from 6:45 to 7:00 CFCF will carry the male trio, "Buccaneers," sponsored by the Imperial Tobacco Co., while the 15-minute period starting at 6:30 will be taken up Mondays, Wednesdays and Fridays by the Canada Starch Co. and on alternate days by sustaining pickups from American stations.

Next before the axe will be "spot" advertisers who get large audiences by cutting in after big-time commercials.

WCPC Has Two-Hour Sing

CINCINNATI, July 6. — WCPC Scripps-Howard station, is conducting a two-hour community sing weekly from Eden Park where Hy. C. Geis accompanies the singers on an electric organ. The program is broadcast from 8:45 to 10 P. M., E. S. T., on Tuesdays, and is believed to be the first of its kind on such an elaborate scale as a sustainer.

Tearle to Narrate for CBS

Conway Tearle has been signed by CBS as narrator for the eight Shakespearean plays to be offered by CBS beginning with the presentation of "Hamlet" July 12.

Overpaid!

San Francisco, July 6. — KPO's commentator, Gypsy, didn't know whether to laugh or cry when offered a job on a Honolulu station, during her recent vacation. The salary proffered was \$2 a day!

Just returned from the islands, Gypsy reports that announcers in Honolulu are frequently paid as low as \$12.50 weekly; that Phillips H. Lord, when stranded there after his attempt to sail around the world, set an all-time high by drawing down \$36 a week at one of the studios.

CBS Pays W. S. Paley \$237,524 in a Year

William S. Paley, president of CBS, Inc., for the fiscal year ended Jan. 2, 1937, was credited with a total compensation of \$237,524, of which \$91,369 was paid in the fiscal year and the remainder accrued, according to the company's annual report filed with S.E.C. and released through the New York Stock Exchange.

Paley also received during the year \$4,097, the balance due for services rendered in 1935. The sum of \$237,524 was about two per cent in excess of the amount which would have been payable, if the year ending Jan. 2, 1937, had comprised the customary 52 weeks instead of 53 weeks. The amount also included additional compensation of \$196,155.

Paley's agreement with CBS provides for the payment by the company and its subsidiaries to him of \$40,000 annually, plus 2½ per cent of the annual consolidated net profits up to \$600,000, plus five per cent of the sum by which such net profits exceed \$600,000.

Edward Klauber, executive vice-president, received \$71,359; while Paul W. Kesten, vice-president, received \$38,800, and Hugh K. Boice, vice-president, received \$45,098.

WMCA Overtime for Earhart

WMCA was on the air until 4:12 A. M. yesterday, with intermittent flashes on the search for Amelia Earhart. Other stations also worked overtime as news of the search filtered through press wires, but WMCA remained on after all other stations closed, excepting WNEW, which broadcasts on a regular 24-hour schedule.

Station KME Burned Out

MEDFORD, ORE., July 6. — Station KME was destroyed in a \$75,000 fire which wiped out an entire business block here, Mrs. Irvine, owner of the station, declared it will be off the air for two weeks.

WCOL Offices to Move

COLUMBUS, O., July 6. — Business and administrative offices of WCOL, NBC station, will move to new headquarters at 33 North High St., about July 10.

Kaltenborn Is Given Headliners' Plaque

The National Headliners' Club has voted plaques to H. V. Kaltenborn and Joseph Eaton and W. L. Coulson for the year's best foreign and domestic radio reporting, respectively. Kaltenborn is a CBS commentator; Eaton and Coulson are on the news staff of WHAS, Louisville affiliate of CBS. The plaques are to be presented to the award winners at the club's annual dinner at the Hotel Traymore, Atlantic City, Saturday.

Kaltenborn won his citation for his radio coverage over CBS of the Spanish war front Sept. 2 when he took his microphone onto the battlefield, "making possible first transmission of artillery and machine gun fire during actual combat."

Eaton and Coulson earned their accolade for their radio services during the flood last January.

National Radio Register Out

The first issue of the *National Radio Register*, now being mailed, is a monthly classified directory of radio talent and personnel. The publication is intended to serve as a clearing house for those engaged in radio work, and lists the names, whereabouts and background of artists, copywriters, directors, engineers, writers, talent scouts, receptionists, secretaries, coaches, etc.

Iowa Air Law in Effect

DES MOINES, July 6. — A law pertaining to radio stations, passed by the last General Assembly, which became effective this week relieves the owner or operator of a station from liability for a defamatory statement by one other than the owner, operator or agent. The exemption, however, applies only if the owners or operators can prove they exercised "due care."

NBC Gains \$3,003,387

NBC time sale billings for June this year were \$3,003,387, compared to \$2,323,456 in June, 1936, a gain of 29.3 per cent. Of this figure, the Red network accounted for \$2,211,560, and the Blue for \$791,827. The percentage of increase as compared to June last year is up 48.4 per cent for the Red, and down 4.9 per cent for the Blue.

CBS Signs Dan Seymour

Dan Seymour, announcer on the Gillette Razor Co.'s CBS Sunday night programs, has been signed under exclusive management of the CBS artists' service. Under the terms of the contract, Seymour has been given the status of special announcer, available only for limited commercial assignments.

WOR Signs Rev. R. A. Jardine

Rev. R. Anderson Jardine, who married the Duke of Windsor and Mrs. Warfield, will make his first American radio address over WOR and the Mutual network this Friday, from 10 to 10:30 P. M., E.D.S.T. He will talk on "The Spiritual in Everyday Life."

Corinna Mura in WOR Series

Corinna Mura has been signed for a new WOR series to begin tomorrow from 8 to 8:30 P. M., E.D.S.T. The series will be titled "International Salon."

Summer Shows On the Air

Born on the Fourth

Radio, along with the rest of the country, celebrated the Fourth of July in typical style by lighting the fuses to a packet of firecrackers labeled as a new set of summer entertainments—the Jane Froman-Don Ross replacement for Jack Benny; the Harry Von Zell substitution for Phil Baker, and the new Fleischmann musical session featuring the orchestrations of the Werner Janssen's band. Two programs detonated nicely, the third sputtered somewhat.

The most effective explosion was registered by Harry-Von Zell as the star of the new Gulf gasoline series. Those close to Von Zell have long suspected that given the opportunity he would prove to be more than just an announcer, albeit one of the very best in the business. He obtained his opportunity Sunday. On what he showed, Von Zell is good enough right now to permanently hang up his laurels won as an announcer and branch out as an emcee forever more and after. He's just about tops as a show pacer and as a foil for comedians.

Von Zell's highlight guests for the evening were Stoopnagle & Budd, and the trio worked beautifully. Between them they practically bore the whole burden of the half-hour's entertainment, and they bore it in bang-up, hilarious style. Oscar Bradley's band and the coloraturing of Vivian Chiesa rounded out an eminently satisfactory period. . . .

Froman-Ross Click

The Jane Froman-Don Ross period is a first-rate musical show, with Jane and hubby Ross dispensing vocals in likeable fashion, and a comparatively unknown radio band, the D'Artega orchestra, dealing out the musical rhythms efficiently. These, in addition to a trio, are the permanent features in the series. The inaugural guest was Freddie Lightner in a comedy role.

The songs included "Tomorrow Is Another Day" by Miss Froman, "I'm in Love Again" by Ross, "Gone with the Wind" by Miss Froman, and "Whispers in the Dark," a duet.

D'Artega's orchestra proved a surprise—a pleasant surprise. While Lightner's lines and delivery were more than passable, the humor somehow failed to register—due probably to the unfair but hard-to-shake feeling that no one can step into the Jack Benny spot. . . .

Yeast Show Weak

The new Fleischmann Yeast program features the music of Werner Janssen's orchestra and weekly guest vocalists. Sunday night's guest was Loretta Lee.

It seems to us that Janssen is off on a wrong tangent in treating popular melodies in heavy symphonic style. He was criticized for this when he was appearing on the Chase and Sanborn series, but apparently the criticism fell lightly in his ears, for Sunday evening he tried the style again, with rather uncomfortable results. This is unfortunate because

Herrick, of NLRB, Hears WHN, ARTA

Decision was reserved yesterday by Myron Herrick, regional director of the National Labor Relations Board, in the hearing arising from a dispute between the A.R.T.A., a C.I.O. affiliate, and WHN. Present at the meeting, in addition to representatives of WHN and the labor unit, were members of the M.P.T.O.A. and the Musicians' Union. The latter group, A.F.L. affiliate, claims that a prior contract with the Marcus Loew interests entitles it to first consideration in labor affairs.

Decision in the case, which will be made in Washington, is not expected for several weeks.

Brunton Heads Unit To Get NAB Meeting

SAN FRANCISCO, July 6.—Ralph Brunton of KJBS has been named chairman of a civic and radio committee to bring the NAB convention here in 1939, the year of the Golden Gate International Exposition.

Brunton officially invited the NAB at the recent conclave in Chicago. Brunton, a NAB director, is owner and general manager of KJBS, San Francisco, and KQW, San Jose.

Tirado on Radio Tour

MEXICO CITY, July 6.—Dr. Alfonso Ortiz Tirado, Mexico's leading radio tenor and ranking surgeon, who has performed in the United States, is making a radio tour of South America. He is a noted bone specialist and donates his considerable radio earnings to a child clinic, free to the poor, which he conducts here. Several wealthy Americans who admire his singing have made handsome cash donations to his clinic.

KFEL in New Studio

DENVER, July 6.—Changing from the first to the second floor of the Albany Hotel here, KFEL has moved into its new studios. Furnished in white pine furniture, the studios are Indian in decoration, with clocks faced with Indian signs, Navajo rugs on the walls, and Indian lighting fixtures.

The station now has two studios, control room between, and an audition room adjacent to the salesmen's room.

Ruth Chilton to Join WSyr

BOSTON, July 6.—Ruth Chilton, on the staff of WEEL for years, is to leave the Hub about July 10 to take up new duties at WSyr, Syracuse. Miss Chilton will sing over the outlet Mondays through Fridays from 1:30 to 1:45 P.M., and in addition will take part in dramatic shows and will handle continuity. She has been associated for some nine years with WEEL.

the Janssen orchestra is unquestionably a fine unit. An occasional dressing up of a tune is desirable, of course, but an entire period of over-embellished pep tunes is not only hard on the ears but downright annoying. The band numbers included "Shall We Dance," "El Relicario," "My Temptation," and "Star Dust." Loretta Lee, a hot warbler, offered several vocals, including the torrid "St. Louis Blues."

BANNER

Clark Is Head Of Condor in Reorganizing

(Continued from page 1)

Clark, George A. Fry of Booz, Fry Allen & Hamilton of Chicago; Lewis C. George of B. E. Buchman & Co., Madison, Wis. B. E. Buchman & Co., original underwriters, will maintain their position and interest in the company.

Condor's board yesterday accepted Hirliman's resignation with regret. Hirliman will continue to produce independently, but not for Condor, with Richard Dix as star, it is understood. Next season's commitments by Condor call for 20 features and 26 shorts, of which four features have been completed as well as three shorts for RKO and Grand National.

A. J. Van Beuren, chairman of the board, will retain that post and continue to make his headquarters in New York.

Bobb, Clark & Bennett have been counsel for various New York investment companies as well as financial advisors. The meetings to reorganize Condor have been under way for two weeks with negotiations for the new banking groups completed yesterday.

Appeal Court Acts On Big RKO Claim

(Continued from page 1)

the guarantee and limited damages to actual rent loss between the date of default and the new lease, and was upheld by Federal Judge William Bondy last December. The Circuit Court ruled that RKO should be compelled to pay the difference between the \$150,000 rental fixed by the lease and the \$90,000 now being received. Damages were limited, however, to a maximum of \$450,000, which represents three years' gross rental as required by Section 77B of the Bankruptcy Law.

G. B. Staff Arriving For Sales Meet Here

(Continued from page 1)

coast and he will be followed by other men tomorrow. George W. Weeks, general sales manager, will preside at the meetings, which will be attended by numerous home office representatives.

Delegates en route for the meeting include Fred Abelson, Minneapolis; Fred Wagoner, Indianapolis; R. W. Selig, Denver; C. F. Rose, Salt Lake City; Paul de Outo, Los Angeles; Jack Erickson, San Francisco; Walter Wessling, Portland, and Jean Spear, Seattle.

Daughter to Haywards

HOLLYWOOD, July 6.—Margaret Sullivan gave birth to a daughter, her first child, Monday, at the Cedars of Lebanon Hospital. Miss Sullivan is the wife of Leland Hayward.

Open at Philadelphia

National Screen has opened an office in Philadelphia with Stanley Goldberg in charge.

Participation By U.S. Issue At Paris Meet

(Continued from page 1)

most important film countries in the world.

Besides the French Confederation and the German delegation, 17 other nations were represented, with a total of 82 delegates in attendance, divided as follows: Germany, 17; Italy, 12; Austria, 10; Belgium, 14; Czechoslovakia, three; Norway, four; Switzerland, two, and one each from Finland, Denmark, Luxemburg, Hungary, Yugoslavia, Sweden, Rumania, Japan and India.

In his address to the press, Lehnich insisted on the necessity of the presence of the United States and England for the development and progress of the Chamber. He declared it is his understanding that the two countries wished first to see the results of the work of the Chamber before participating, and expressed the hope that they would soon join the organization.

Georges Lourau, vice-president of the French Confederation, manager of the French Films Sonores Tobis, and head of the French delegation, was named president of the International Chamber for two years, succeeding Lehnich.

Defer Naming Demaria Successor

Following the resignation of Jules Demaria, president of the French Confederation, who is now in the United States, it has been decided that a successor will not be named before September. In the interim, the Confederation will be managed in turn by its four vice-presidents.

Neville Kearney, secretary of the Film Group of the Federation of British Industries, is attending the Congress as a member of the authors' rights commission. He expressed the hope that the French Confederation will change the existing spirit of the Chamber.

Harold Smith, European representative of the M.P.P.D.A., was invited as a guest to attend the Congress, and was present at the first meeting of the authors' rights commission. American interests are interested in the copyright situation, which will be discussed by the commission.

Opposes Showing of Para's Riot Reel

(Continued from page 1)

decision of F. & M. not to put it on in their houses.

Assistant Chief of Police Aylward saw the film in a projection room and expressed the opinion that its exhibition might tend to stir up hatred against police officers, but he and Acting Chief John M. Glasmon admitted they had no authority to interfere with its exhibition.

Fight St. Louis Taxes

ST. LOUIS, July 6.—Retail business firms under the leadership of Independents, Inc., are lining up opposition to the amusements and other taxes recently passed by the Board of Aldermen.

As Expected -

**20TH'S "SLAVE SHIP" SETS
BOXOFFICE PACE
IN HOLIDAY RUNS
EVERYWHERE!**



P.S.

Proving Broadway's long-run, big-money champion as Rivoli holds it for 4th sock week!



THE KEYSTONE OF YOUR FUTURE

**Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry**

MOTION PICTURE DAILY

**First in
Film and
Radio News
Brief.
Accurate
and
Impartial**

VOL. 42. NO. 6

NEW YORK, THURSDAY, JULY 8, 1937

TEN CENTS

Loew 40-Week Net Jumps to \$11,714,722

**Hits \$85.68 Preferred;
\$7.07 on Common**

Loew's, Inc., yesterday reported net profit for the 40 weeks ended June 3, last, of \$11,714,722, without provision for surtaxes on undistributed profits, and after depreciation and taxes. The net is equal to \$85.68 per share of preferred stock, and \$7.07 per share of common.

The 40-week net profit compares with a net profit of \$7,390,495 for the 40 weeks ended June 4, 1936, which was equal to \$54.06 per share on the preferred and \$4.47 on the common. The company's share of the operating profit after provision for subsidiaries' preferred dividends for the 1937 period amounted to \$17,018,081, compared with \$11,488,106 in the similar period last year. Depreciation and taxes for the 1937 period amounted to \$5,303,359, compared to \$4,097,611 for the previous period.

Loew's yesterday declared the quarterly dividend of \$1.62½ on the preferred stock, payable Aug. 14 to stockholders of July 29.

Lewis Named M-G-M Argentine Manager

David Lewis, formerly manager for M-G-M in Japan, has been named to a similar post in the Argentine. He succeeds Ralph Moner, who will be assigned elsewhere by Arthur M. Loew, in charge of foreign affairs for the company.

Lewis will sail July 30 on the *Santa Lucia* for Santiago, Chile, from which point he will fly to Buenos Aires where he will make his headquarters.

Dan Greenhouse, Dutch East Indies manager, is due shortly for a new assignment.

Leonard Given New U.A. Studio Ad Job

Charles A. Leonard, exploitation director for U. A., has been named west coast advertising representative for the company. It is a new post created by George J. Schaefer, vice-president and general manager, and Monroe Greenthal, director of advertising and publicity.

Leonard will contact Goldwyn, Selznick and Wanger offices for the home office. He will be located in offices with Dr. A. H. Giannini.

Carl Krueger succeeds Leonard in the home office.

Nazi-Fascist Cabal Cools Film Congress Enthusiasm

By PIERRE AUTRE

PARIS, July 7.—Enthusiasm in evidence yesterday at the session of the International Film Chamber Congress disappeared today when it became apparent that the congress is being used primarily by Germany and Italy as a vehicle for Nazi and Fascist propaganda.

It is felt now that there is no chance that England or the United States will join the Chamber and the feeling is being expressed that France, Belgium and Luxemburg ought to withdraw and tie up with England and America. It is pointed out further

that due to the fact that the 1939 congress will be held in Rome, under the sponsorship of Italy, all hope of a change in the attitude of the International Film Chamber would seem to be destroyed automatically.

It appears that the Chamber is now definitely in the hands of Nazi Germany and Fascist Italy and their supporters, which include virtually all the countries of central Europe. France, Belgium and Luxemburg are left alone in a democratic group facing the Nazi-Fascist bloc. Besides the official

(Continued on page 4)

Allied Policy Is Unchanged, Bulletin Says

WASHINGTON, July 7.—In an effort to end any worries which Allied members may have felt recently about the future of the organization as a result of the Michigan resignations, national headquarters has sent out a bulletin saying there will be no change in the setup. It is also stated that the legislative campaign will be continued.

"Assurances are hereby given," the bulletin reads, "that what has transpired in Michigan had no reference to and will have no effect upon the policies, program and activities of Allied States Ass'n. Frank Wetsman, a strong Allied supporter, has succeeded to the presidency of Michigan Allied and Ray Branch resumes his position on the national board—which

(Continued on page 6)

Details of Condor Shifts Ironed Out

Final details in connection with the reorganization of Condor Pictures were ironed out yesterday by the company's board of directors at a meeting at the office of Edwin N. Clark of Robb, Clark & Bennett. Clark on Tuesday was named a director and chairman of the executive committee and in all probability will succeed George Hirliman, who recently resigned as president.

Frank M. Snell, treasurer, will leave tomorrow for the coast where he will make his permanent headquarters. He will precede Clark by about 10 days and will clear up matters

(Continued on page 6)

Court Studies Move to Halt Orpheum Sale

Decision was reserved yesterday by the U. S. Circuit Court of Appeals on the application of the preferred stockholders' bid for the same assets and Orpheum Circuit, Inc., for permission to appeal from two orders by Federal Judge Robert P. Patterson who approved the sale of Orpheum assets to Stadium Theatres, Inc., RKO subsidiary, for \$700,000, rejected the stockholders' bid for the same assets and denied a stockholders' motion to compel Marcus Heiman, Orpheum trustee, to intervene in the RKO reorganization proceedings. Judge Patterson's order upheld the bankruptcy referee, Oscar W. Ehrhorn, who made similar recommendations. The Circuit Court also reserved decision on a motion to

(Continued on page 6)

Pact Protection to Coast Labor Unit

HOLLYWOOD, July 7.—A temporary order restraining producers from signing a labor agreement with the Society of M. P. Set Designers was granted here today in Superior Court by Judge Emmet H. Wilson.

The order, which is returnable Monday, was requested by the United Scenic Artists, a local of the crafts which recently were on strike and which is currently negotiating an agreement with the producers.

The local alleges that Felix Cunningham, attorney for the Society of M. P. Set Designers, interfered with the processes of collective bargaining

(Continued on page 6)

No Clearance Changes Here Are Expected

Major Circuits Contend Present Setup Fair

With the new season getting under way the latter part of next month, major circuits do not plan any changes in the local protection and clearance schedules, it was learned yesterday. Both Loew's and RKO have seven-day clearances, the former staggering dates on pictures with the latter circuit day-and-dating product.

Executives of the two major circuits contend that the present booking arrangements are fair and equitable both for the circuits involved and subsequent houses. Several years ago a 14-day protection period prevailed.

Within the past few months, Government agents have been investigating the local zoning and protection setup. Loew's, RKO and numerous independent circuits are known to have been visited by the Dep't of Justice agents who have been given carte blanche at the files. Complaints are

(Continued on page 6)

Wisconsin Theatre Bill Fails to Pass

No action had been taken on the theatre divorce bill when the Wisconsin legislature adjourned recently, Harold J. Fitzgerald, divisional operating head for Fox Wisconsin Agency, subsidiary of National Theatres, stated yesterday upon his arrival from Milwaukee with Etta Weisner, partner in the circuit.

"The legislature adjourned and the bill didn't come up," Fitzgerald said. Business is off as a result of the hot weather, he said. After a week, during which time he will confer with Spyros Skouras and other National Theatre executives, Fitzgerald will return to his headquarters with Weisner.

Washington 2% Tax On Tickets Sought

WASHINGTON, July 7.—A two per cent tax on admissions to Washington places of amusement today was proposed by the Senate District Committee in a new \$7,000,000 tax bill for the District of Columbia.

The levy is provided for in provisions calling for a two per cent tax

(Continued on page 6)

Radio News—Page 9

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

Vol. 42 July 8, 1937 No. 6

MARTIN QUIGLEY
Editor-in-Chief and Publisher

MAURICE KANN, Editor

J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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HELSINKI: Fredriksgatan 19C; Charlotte Laszio, Representative.

LONDON: 4 Golden Square, W. 1; Bruce Allan, Representative. Cable address, Quigpubco, London.

MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.

PRAGUE: Uhelný trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Viale Gorbica; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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◀ Purely
Personal ▶

ROGER FERRI, editor of the *Dynamo*, 20th Century-Fox house magazine, joined J. P. O'LOGLIN, Kent Drive leader, in Chicago yesterday. They will go to the coast for a series of conferences. FERRI will return here in August.

WALTER GOULD, assistant to ARTHUR W. KELLY of U. A., is back from a three-month trip. He spent considerable of the time in India, he says, and is glad to be back.

GLORIA DICKSON, EDWARD NORRIS and LANA TURNER who appear in "They Won't Forget," will fly to New York for the opening of the film at the Strand next Wednesday.

SAM ECKMAN, who will sail tomorrow on the *Ile de France*, says this is the 10th time he has planned to visit Hollywood on his vacation trip here and has missed out.

HARRY SHAW, operating head of the Poli circuit in New England for Loew's, in town on a short visit, will leave for New Haven today.

NAT SALAND, independent producer, will leave for the coast Monday on a number of deals for next season's lineup.

BERNARD SOBEL of the M-G-M publicity department will return from a European vacation July 19.

HARRY C. ARTHUR, Jr., left last night by plane for St. Louis. He will return Monday.

WILLIAM F. RODGERS is due to return from a swing of M-G-M exchanges today.

MILTON WEISS, slated to return from the coast Tuesday, is now due tomorrow.

MALCOLM KINGSBURG, vice-president of KAO, has returned from Hollywood.

HOWARD DIETZ is scheduled to return from Hollywood on Monday.

WILLIAM HACKEL, independent producer, has returned to Hollywood.

FLOYD ODLUM and EDWIN L. WEISL left for the coast yesterday.

MIKE MARCO has gone to Honolulu and is due to return July 12.

DAVID LODGE of Philadelphia was in town yesterday.

... New Haven

HARRY F. SHAW, Loew's-Poli division manager, celebrated his 39th birthday before leaving for New York.

BILLY ELDER, Bijou manager will try his luck at fishing in Maine.

MORRIS JOSEPH was presented with a watch for selling 98 per cent of his territory.

B. E. HOFFMAN has assumed chairmanship of a local Community Center drive.

HENRY GERMAINE looked for a golf ball and found poison ivy.

EDWARD G. RUFF will be a frequent

Dietz Overboard

Not a nautical yarn, but about the wire sent into the Metro home office by Howard Dietz from the studio yesterday. It appears he had seen a new one called "Topper" with Roland Young in the lead. Like little Audrey, Howard raved and raved and raved.

New Union in K. C.
Dissolved by Court

KANSAS CITY, July 7.—Judge Darius A. Brown of the Circuit Court here has set aside the decree of incorporation granted several weeks ago to the United M. P. Operators' & Workers' Union of the Film Industry, Inc. Certain members of the new union had, Judge Brown said he had learned, been sending threatening messages to theatre owners. He had reference to "Invitations" sent out by U. M. P. O. several weeks ago to theatre and film workers to join the organization.

Judge Brown's action came after the projectionists, members of Local 170, I. A. T. S. E., working in houses U. M. P. O. had been picketing—Westport, Mokane, Baltis, Bijou and Admiral—and J. F. Rigney, owner of the Westport, had signed a petition asking that the union's charter be dissolved. Rigney pointed out that the union was picketing his house, although he had no union trouble. Front door glass at the Westport was broken over the weekend by bricks, causing approximately \$25 damage.

Painters in Short
Strike at Warners

HOLLYWOOD, July 7.—Warners were the object of a 10-minute strike here yesterday following the refusal of the company to discharge eight non-union painters. About 20 members of the Studio Painters' local walked out and began to picket the studio, but returned to work when the company capitulated and discharged the eight men.

The walkout was called by Herb Sorrel, business agent for the local, following the asserted repudiation of a verbal agreement that the non-union workers would be discharged over the weekend.

Plan Talks on WPA Cuts

A conference will be held within the next few days for the purpose of redefining the principles on which any alterations in the Federal Theatre Project will be based, it was decided at a meeting of the council of Actors' Equity. The council meeting followed a conference in Washington late last week at which it was promised that consideration would be given to the demands of the theatrical unions with respect to the expected cuts in the appropriation for the Federal Theatre Project, which are due to take effect on July 15.

visitor at his cottage in Naples, Me., this summer.

PHIL SHERMAN is a daddy for the first time.

EUGENE BRASSIL is doing relief duty at the State for Warners.

Para.'s Answer on
Zukor Suit Delayed

The answer of Paramount to the action brought by A. Ella Heyan, a stockholder, to enjoin the company from putting into effect the new employment contract for Adolph Zukor, will be delayed until early in August as the result of a mutual agreement reached by counsel for both sides, it was learned yesterday.

The exact date for the filing of Paramount's answer has not yet been determined, it was indicated. The contract recently was approved by the Paramount stockholders.

Nebraska Ascap Trial Sept. 11

The U. S. District Court in Lincoln, Neb., has set Sept. 11 as the date for the opening of the trial of the action of Ascap to enjoin the Secretary of State, other state officials and 12 county attorneys from enforcing Nebraska's new anti-Ascap law, it was learned here yesterday.

Warner Bookers Will
Meet Here Next Week

Warner bookers and ad salesmen will hold their fourth and final regional meeting at the Hotel Warwick July 17-18, with A. W. Schwalberg, supervisor of exchanges, in charge.

Bookers and ad salesmen from Pittsburgh, Washington, Buffalo, New Haven, Albany, Boston, Philadelphia, Montreal and Toronto will attend. One of the principal topics will be the company's new accessories rental plan.

I. H. Dolid, Arthur Sachson, H. M. Doherty, C. C. Ryan, Phil Abrahams and Bernie Goodman will be present from the home office.

Budd Rogers to Talk
At G.B. Convention

Budd Rogers, American representative for B. I. P., will be one of the speakers at the first of the three-day sales sessions G. B. will hold at the St. Moritz starting tomorrow.

Sales representatives from all over the country will arrive by late evening, preparatory to the opening of the meetings tomorrow. George W. Weeks, general sales manager, will preside. Arthur A. Lee, vice-president, is expected to greet the delegates in the opening speech.

"Manhunters" Ready

Luis Rojas de la Torre, president of Inter-Continent Film Corp., stated yesterday "Manhunters of the Caribbean," a drama of the jungles of Central America, is ready for release. The picture, featuring the explorers, Andre Roosevelt and Captain E. Erskine Loch, and also Carol Jeffries, was two years in the making.

Inter-Continent controls distribution for United States, Canada and Latin America and the remaining foreign rights are handled by Modern Film Corp.

Rockettes Start Back

PARIS, July 7.—The 48 Rockettes from the Music Hall left today for Havre and will sail on the *Normandie*.

Para. Retitles "Ladies"

HOLLYWOOD, July 7. — "Blonde Trouble" will be the release title of Paramount's "Good Night Ladies."

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TWICE-A-DAY
DELIVERY SERVICE

**BONDED FILM
STORAGE CORP.**

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CIRCLE 6-0091-2-3-4

IT'S A BIG

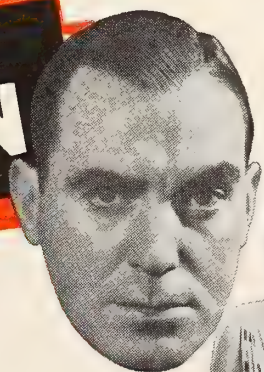
BREAK

-And there are dozens of other blazing sequences just as big that make

"SAN QUENTIN"

Your Next Great Thrill Show from WARNER BROS.

**PAT
O'BRIEN**



**HUMPHREY
BOGART**



YOU CAN TAKE IT WITH YOU
to a new high in hot weather pro-
motion if you study the 48 easy
exploitation ideas in the
PRESS BOOK OUT TODAY!

Supporting Cast Includes
Ann Sheridan · Barton MacLane
Joseph Sawyer and others
Directed by Lloyd Bacon
A First National Picture

French Chill Developing on Film Congress

(Continued from page 1)

delegations, the majority of those attending are from Germany, Italy and other central European countries. The chief of the Italian industry, Luigi Freddi, also is present. Another point that leads numerous observers to believe that Italian-German dominance is assured, is the fact that the new president of the International Chamber, Georges Lourau, a Frenchman, is manager of the French branch of Tobis.

Numerous speakers at yesterday's session, including a representative of Jean Zay, French Minister for National Education; Henri Clerc, French Deputy and general commissioner to the congress; Oswald Lehnich, retiring president of the Chamber, and Jean Chataigner, French film leader, all claimed that the aim of the Chamber is to raise the intellectual level of the screen and bring about a closer relationship among all nations.

Telegrams were addressed to the President of France, to Prime Minister Camille Chautemps and to Louis Lumiere, film pioneer. A surprise to the congress was the decision, forced by the German and Italian delegates, to send a telegram to Dr. Joseph Goebbels, Nazi Propaganda Minister, because the last congress was held in Berlin. Another was sent to Italian Propaganda Minister Comte Alfieri because the next congress, in 1939, will be held in Italy. The latter wire was demanded by the chief of the Polish delegation.

K. C. Firm to Handle Monogram Deliveries

KANSAS CITY, July 7.—Inspection and shipping of film for Monogram Pictures of Kansas City, Inc., will be handled by Exhibitors Film Delivery, beginning July 12. The latter company has been making plans for some time to handle product of independent companies.

Beyond this lies the possibility of a central depot for the physical distribution for other film companies, an idea that has been brewing for some time.

Ohio Censors Reach 2-Year High in June

COLUMBUS, July 7.—The Ohio censors reviewed a total of 825 reels in June from which 43 eliminations were ordered. This is the largest number of reels submitted in two years.

In May 582 reels were reviewed, and 39 eliminations ordered, while there were 390 reels and 15 eliminations in June, 1936.

Author Sues 20th-Fox

WASHINGTON, July 7.—A suit charging plagiarism was filed in District of Columbia Federal Court today by Robert H. Sheets of Jackson, Tenn., against 20th Century-Fox. He alleges that "The Road to Glory" plagiarized a play written by him under the same title. He asks \$1,000,000 damages.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Marry the Girl"

(Warners)

HOLLYWOOD, July 7.—It would appear that Warners, who have turned out some really amusing pictures, in "Marry the Girl" attempted to go overboard in the direction of comedy, and what was meant to be insanely funny turns out rather to be merely inane. The comedy has its moments, of course, but on the whole the story is so ridiculous that it amounts to a regrettable waste of a handful of the best comedians in the business.

The showman should have no trouble bringing in the crowds, in any case, with a lineup which includes Frank McHugh, Hugh Herbert, Mary Boland, Allan Jenkins, Mischa Auer and Hugh O'Connell. William McGann, who directed, may be accused of piling it on a bit too heavily for intelligent consumption, but then, it might do for summer entertainment, if the audience can succeed in leaving all sense of credibility outside the theatre. Carol Hughes and Alan Mowbray fill in the cast.

The story is from a published novel by Edward Hope and it was probably funnier in the reading than it appears to be in the seeing. To repeat, there are a number of really amusing moments. It could not be otherwise with a host of comedians such as this film contains.

Herbert is the virtually half-witted head of a newspaper feature syndicate, Miss Boland his not too brilliant sister. O'Connell is the comic strip man; Auer the balloon writer with a penchant for the "beautiful things of life;" Jenkins a gang leader; Mowbray the sanitarium head and health writer, and McHugh, Herbert's slow-thinking and timid secretary. He is in love with Miss Boland's niece, and Auer is in love with her money. When McHugh suddenly is named general manager of the company and is told by Miss Boland to stop the impending romance of her niece and Auer, things begin to happen, with insane rapidity and situations, and a happy ending.

Production Code Seal No. 3,034. Running time, 66 minutes. "G."

Looking 'Em Over

"Speed to Spare"

(Columbia)

The high spots in this melodrama of auto racing are the stock shots of horrible accidents. The real thing is blended with a rather standard story for dramatic punch.

Charles Quigley, an orphan who becomes a champion driver, discovers that Eddie Nugent, a clever midget car driver, is his brother. Aided by Dorothy Wilson, his fiancée, Quigley sets out to land Nugent in the big time events. They do this more or less incognito. Nugent is a very egotistical fellow who flirts with Miss Wilson and is generally the self-centered braggart. Unaware that Quigley is his brother, Nugent seriously injures Quigley and kills his mechanic in a preliminary race due to a grudge. After the race Nugent learns of the family tie and together they go on to win the Indianapolis classic.

The film is acted with average hokum. The camera work is good, particularly in the track scenes. Patricia Farr, Gene Morgan and John Gaillardet lend their talents to the unfolding of the story. Lambert Hillier directed.

Production Code Seal No. 3,051. Running time, 60 minutes. "G."

Push Omaha Petitions

OMAHA, July 7.—Regina Molseed, secretary of the Omaha Film Board of Trade and of the M. P. Exhibitors' Ass'n, said that the Bank Night cooperative's collection of thousands of signatures to petitions asking that the gift nights be retained will continue, although no definite use for them has been found.

Patrons entering the theatre are asked by ushers to sign the petitions, which were placed there soon after Attorney General Richard Hunter sought a restraining order from the Nebraska Supreme Court against Omaha Bank Night.

L-M Denies Circuit Sale

Abraham Leff of Leff-Myers yesterday denied negotiations are under way with Sam Strassberg for the purchase of the L-M circuit of 10 houses. Leff, however, admits he is interested in producing Jewish pictures, but not to the extent of selling his theatres.

Kane Signs David Niven

LONDON, July 7.—David Niven has been signed to play opposite Annabella in "Follow the Sun," to be produced by Robert T. Kane for New World Pictures, English producing subsidiary for 20th Century-Fox.

Short Subjects

"March of Time No. 12"

(RKO)

Perhaps containing less of drama and general appeal than numerous previous issues of the reel, this number of the "March of Time" is nonetheless of real interest and includes at least one sequence of genuine significance. High-lighting the issue is the pictorial and verbal detailing of the problem which is Hawaii, perhaps the most important outpost of the United States. Heavily fortified, the nation's protection in the Pacific, its population is 40 per cent Japanese. The people of the island, American citizens by law, are burdened with the obligations of citizenship, but are without many of its privileges. Hawaii seeks statehood, but the Army and Navy insist full military control is necessary to maintain the island as a defensive outpost.

The women, especially, will be interested in the sequence which is devoted to a study of the homeless child problem. The episode describes the method of handling the 300,000 homeless children in the country, and the fight which is being waged by welfare organizations against the commercialized "baby farm," which is developing into a bootleg baby racket.

The enormous real estate and amusement development which is Rockefeller Center is described in the concluding sequence. What was started as a new home for New York opera developed into a gigantic project of office buildings and theatres, which with Rockefeller money to weather the depression, is today 85 per cent rented, and attracts thousands of visitors.

Running time, 18 minutes. "G."

"Earth" for Long Island

M-G-M will roadshow "The Good Earth" in two Long Island houses starting July 14. The theatres are RKO's Columbia, Far Rockaway, and the Laurel, Long Beach. Elliott S. Foreman is handling the shows and advance for the distributor. Both two-a-days are on a 50-50 arrangement.

Wall Street

Board Gains Continue

	High	Low	Close	Net Change
Columbia	31 1/4	31	31	+ 1/2
Consolidated	3 1/2	3 1/4	3 1/2	+ 1/4
Consolidated, pfd.	11 1/2	11 1/4	11 1/2	+ 5/8
Eastman	178 1/2	176 3/4	178 1/2	+ 2
Gen. T. Equip.	25 1/2	24 3/4	24 3/4	
Loew's, Inc.	81 1/2	80	81 1/4	+ 1 1/4
Paramount	21 1/4	21 1/4	21 1/4	
Paramount 1 pfd.	150 1/2	150	150	
Paramount 2 pfd.	20	19 1/2	19 3/4	- 1/8
Pathe	7 3/4	7 1/2	7 5/8	+ 3/8
RKO	8 1/2	8 1/8	8 1/8	
20th Century-Fox.	35 3/4	35	35 3/4	+ 7/8
20th Century, pfd.	44 1/2	44 1/2	44 1/2	+ 4 3/4
Warner Bros.	14 1/8	13 3/4	13 7/8	+ 1/8

Light Curb Movement

	High	Low	Close	Net Change
Grand National ..	2 1/2	2 1/8	2 1/8	
Sonotone	1 5/8	1 1/2	1 1/2	
Technicolor	29	27 3/4	28	- 1
Trans-Lux	4 1/4	4 1/8	4 1/4	+ 1/8
Universal	4 1/4	4 1/4	4 1/4	+ 1/4

Bonds Generally Rise

	High	Low	Close	Net Change
Loew's	99 3/8	99 3/8	99 3/8	+ 1/8
Paramount Pict.				
6s '55	99 7/8	99 7/8	99 7/8	- 1/4
Paramount '47 ..	92 5/8	92 5/8	92 5/8	+ 5/8
RKO 6s '41 pp.	106 1/4	106 1/4	106 1/4	+ 7/8
Warner Bros. 6s				
'39 wd	94 1/2	94	94	- 1/2

(Quotations at close of July 7)

TIP TOP!

"TOPPER"!

Metro-Goldwyn-Mayer
urges you to get upon your stage
today and tell your audience that
"TOPPER" is one of the best enter-
tainments of the entire year!

[Personal to Eric (My
Man Godfrey) Hatch.
"You've done it again!
Best screen writing job
of the year!"]



"TOPPER" a Great Comedy starring

CONSTANCE BENNETT, CARY GRANT, ROLAND YOUNG,
BILLIE BURKE, Alan Mowbray, Eugene Pallette. Directed by
Norman Z. McLeod, Associate Producer Milton H. Bren. Screen
Play by Jack Jevne, Eric Hatch and Eddie Moran. Based on the novel
by Thorne Smith. A Hal Roach, Metro-Goldwyn-Mayer Picture.

Don't waste a minute!

See the Picture and you'll tell the world:
M-G-M's "TOPPER" is the TOPS!

Allied Policy Is Unchanged, Bulletin Says

(Continued from page 1)

position he held for the two years from 1933 to 1935."

A statement by H. M. Richey is also quoted in the bulletin as follows: "While the complexion of the local organization will be materially changed by this new setup no change is contemplated in the national picture as far as Michigan is concerned. Co-operative directors have announced their intention to support national Allied and Abram F. Myers, with Mr. Richey active in its national affairs to the limit of his time as before."

The bulletin expresses the hope that "in the near future all interests in Michigan will find a way to coordinate their efforts in behalf of the national organization so that they will be productive of the best results."

A new membership drive is predicted.

Richey Assumes New Post

DETROIT, July 7.—H. M. Richey, general manager of Michigan Allied for 16 years, today assumed his new post as director of theatre operations and public relations for Co-Operative Theatres of Michigan.

Repair Providence House

PROVIDENCE, July 7.—The RKO Albee has closed temporarily and is expected to reopen in a few weeks following extensive alterations.

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Fastest available service. Immediate free pickup with direct delivery to first plane out. Immediate delivery to consignee any hour, day or night—Saturdays, Sundays and holidays. Flight progress reports. Economical rates. Complete insurance protection.

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Court Studies Move to Halt Orpheum Sale

(Continued from page 1)

stay Stadium from disposing of the assets pending the appeal.

Isidore Kresel, representing the stockholders, argued that Orpheum was solvent and demanded "fair, equitable and non-discriminatory treatment" for its creditors and stockholders. He pointed out that although creditors of other RKO subsidiaries would receive 100 per cent payment on their claims under the reorganization plan, Orpheum creditors who did not participate in the reorganization will receive only 30 per cent and that stockholders of Orpheum get nothing as compared with a 50 per cent exchange for stock for other RKO subsidiaries. Kresel charged that RKO stripped Orpheum of all its assets except \$3,000 in cash before Orpheum bankruptcy and transferred them to KAO, another subsidiary. The assets had a book value of \$6,800,000, according to Kresel. He also pleaded for an opportunity to bring suit against the officers and directors of Orpheum and RKO for alleged mismanagement of the bankrupt's assets.

Hanlon Denies Solvency

Edward Hanlon, representing the trustee, denied that Orpheum was solvent. He asserted that the Stadium bid was the best obtainable and the only one approved by the creditors. He argued that stockholders had no standing in a bankruptcy court and that only creditors were paid in full.

Phillip J. Snyder, successor trustee under a defaulted debenture issue guaranteed by Orpheum, was represented by Jules C. Randall. He urged the court to uphold the sale to Stadium. He told the court that he originally approved a suit against the officers and directors of the bankrupt, but later decided to take an immediate settlement instead.

Circuit Judge Learned Hand observed during the argument that if the recent appraisal of Orpheum was correct, the corporation was clearly insolvent and stockholders would have no voice in distribution of the assets. Circuit Judge Augustus N. Hand concurred with this.

Houston House Is Set

HOUSTON, July 7.—The last obstacle in plans of Interstate Theatres, Inc., to erect a suburban theatre in West End of Houston, flanked by a \$175,000 community center was removed when the First National Bank of Galveston deeded a part of the site to Interstate for \$15,500.

The new theatre will be the sixth in the string of suburbs built by Interstate, and the ninth operated by the circuit in Houston.

Plans Boston Reel House

BOSTON, July 7.—Boston's first regular newsreel theatre may be opened in the basement of the Tremont by Frederick E. Lieberman who already runs a double-feature grind policy overhead. Plans are materializing to reconstruct the basement of the mid-town theatre to accommodate such a house.

"New Faces" Pulls \$73,000 in 7 Days

"New Faces" tallied approximately \$73,000 in seven days at the Music Hall. The picture will be replaced this morning by "Knight Without Armor."

"Easy Living" and Martha Raye on the stage in person opened to big business at the Paramount yesterday. By 5 P. M., the management reported a take of \$4,000, which meant that 12,000 persons paid admissions up to that time. "Mountain Music," which finished a second week, took in about \$30,000.

"The Last Train from Madrid," at the Criterion, garnered about \$6,000 in the second and final week. The third week of "Slave Ship" at the Rivoli got \$15,000. The picture is being held for another week. "Wee Willie Winkie" will open shortly at the Roxy. The date will probably be set as soon as John D. Clark returns from the coast.

On Saturday, "The Great Gambini" will succeed "King of Gamblers." Loew's has dated "Saratoga" to follow "The Emperor's Candlesticks" into the Capitol.

Washington 2% Tax On Ticket Sought

(Continued from page 1)

on all retail sales except of food, clothing and medicine, to be paid by the purchaser, wherever possible. The method of applying the tax to sales of less than 50 cents, however, would be left for determination by the district commissioners.

The sales tax was offered as a substitute for a privilege tax of three-fifths of one per cent to be paid on the gross receipts of all business enterprises in the District, contained in a tax bill passed by the House last month.

Owners of Washington theatre properties also will have to bear an increase in the rate of tax on land, but not on the improvements thereon, from \$1.50 to \$2.50 per \$100 of valuation, under the bill.

Details of Condor Shifts Ironed Out

(Continued from page 1)

which will permit the immediate resumption of production. Two of six George O'Brien pictures remain to be produced on the 1936-'37 program. These will be released through RKO.

Attorneys for Condor have advised executives that SEC will clear registration papers in connection with a stock issue in a few days. No more testimony is required by SEC, it was stated, and word is being awaited from Washington as to when to proceed with the issuance of stock.

In addition to Clark, the following were named directors at Tuesday's session: Harold H. Anderson of Chicago, George A. Fry of Chicago and Lewis C. George of Madison, Wis.

Takes Boston Theatre

BOSTON, July 7.—Louis Boas has taken over the Park in the downtown theatre section. Harry Brandt had the house for a few weeks acquiring it from Ben Welansky. Grand National has made a deal whereby it will take the house in 1939.

No Clearance Changes Here Are Expected

(Continued from page 1)

reported to have been made by A. H. Schwartz of Century Circuit and a number of other important independent theatre operators on the alleged ground that they have been unable to secure product first run. The complaint by Century is said to have been made about four years ago at the time of the NRA code.

During the last days of the code authorities for industries, the Century complaint against RKO on clearance involving Rockville Center and Far Rockaway was one of the most important issues before the local board. Louis Nizer represented the major circuit and Mitchell Klupt acted for Century.

Tieup Forced Dropping of One

Some time ago, RKO took over the Strand, Rockville Center, and was forced to drop the house because film buyers said they could not get product. This was said to have been due to the three-circuit tieup between Century, Skouras and Prudential, which control much of the first run booking time on Long Island.

Executives of Loew's and RKO state there is nothing to hide from Government investigators and that the probe is welcomed. In numerous instances, it was said, independents have been helped out by prior runs waiving protection rights. Film buyers and operating heads of Loew's and RKO hold that their operations have been above board at all times, that they have not tried to squeeze the small man out of business and that they feel when the investigation is over they will come out with clean hands.

Games Elimination Attempted

Recently the major circuits tried to get independents to cooperate with them in the elimination of games. After Screeno and Bank Night had been dropped for two months or more by Loew's and RKO as independents continued to operate with them, the two circuits reinstated the practice.

At the time of the code several attempts were made to change the local clearance and zoning schedule, but nothing developed.

It was stated then that clearance and protection are part of the bargaining price for pictures and that the man who pays more for films is entitled to prior run. This has been the rule down the years. Product deals now being completed by Loew's with Paramount and United Artists will carry the same protection schedules as in the past. RKO contracts for new product will not find any changes, except where new theatres are about to be added.

Pact Protection to Coast Labor Unit

(Continued from page 1)

and further charges that he represented to the producers that his unit controlled the majority which at the present time is claimed by the Scenic Artists local.

**SHE RUINED JIM FISK
WITH THE MONEY HE**

**GAVE
HER!**





"BLACK FRIDAY!" When Jim Fisk's flood of cornered gold turned crimson! . . .

One of the big moments in this sweeping screen epic...this mighty living drama written in the blood and fire of those stirring days when America awoke to her riches—to find the ruthless robber barons at her throat!



EDWARD ARNOLD . . . CARY GRANT . . . FRANCES FARMER . . . JACK OAKIE . . .

**DIRECTED BY ROWLAND V. LEE
AN EDWARD SMALL PRODUCTION
Screen Play by Dudley Nichols, John Twist, Joel Sayre**

The Toast of New York

LITHO U.S.A.

Radio Inquiry Not Expected This Session

By **BERTRAM F. LINZ**

WASHINGTON, July 7.—In view of the general desire for early adjournment of the session, it is not believed that the Interstate Commerce Committee of the Senate will be willing to undertake an inquiry into the activities of the F.C.C., and related matters, as suggested in a resolution introduced yesterday by Senator Wallace H. White of Maine.

White's resolution called for a thorough investigation of the F.C.C., alleged broadcasting monopolies, trafficking in licenses, newspaper ownership of stations and other phases of the broadcasting situation.

White I.C.C. Member

White, co-author as a member of the House of the original radio act a decade ago, and one of the few Congressional radio authorities, is the ranking Republican member of I.C.C.

The resolution calls for a probe of charges that rights in frequencies beyond the terms of licenses are being asserted by the holders thereof and recognized by the F.C.C.; that licenses are treated by both holders and the commission as though granted for much longer terms than designed therein; "that the licensing authority has in effect recognized vested property rights of great value in licenses and in frequencies contrary to the letter and spirit of the law;" that control of licenses and of frequencies has passed to others than the original licensee without the written approval of the commission "or with commission approval given in disregard of Congressional purpose," and that there has been trafficking in stations, licenses and frequencies.

Station Concentration Hit

The resolution also recited charges "that the licensing authority has permitted concentration of stations in some parts of the country and has failed to give equitable radio service to the people of the several states and the communities thereof; that with the approval of the commission there has come about a monopolistic concentration of ownership or control of stations in the chain companies of the United States; that through exclusive traffic arrangements and otherwise monopolistic control of the facilities of foreign communication by radio is being accomplished, and that the acts and attitude of the commission are aiding and encouraging such monopoly; that the commission in its decision of causes disregards its own rules and standards; that in the determination of matters before it the commission has been affected and controlled by political and other influences not contemplated by statute and not entitled to consideration by a regulatory and quasi-judicial body, and that it has failed to observe and effectuate the purposes of the Congress and the laws enacted by it in the foregoing and other respects."

In addition to these points, the investigation also would go into investments in stations, charges for use of facilities, and profits therefrom; the

Radio Personals

PARAMOUNT Pictures yesterday called WNEW to ask the identity of the young lady who portrayed "Juliet" on the station's "Shakespeare a la Carte" program. She is Joyce Kalouse, and she will be screen tested . . . Milton Berle will be Ben Bernie's guest July 20 . . . Margaret Huemer of the sales department, and Julius Halis of sound effects, have resigned from NBC as of next week . . . Bill Rainey, production manager, C. W. Farrier, television coordinator and Robert Shelby, television supervisor in Radio City, all of NBC, return from Europe tomorrow aboard the *Europa* . . . Ken Murray and his stooge, Oswald, will appear on "Hollywood Hotel" with Madeleine Carroll and Frances Lederer in "It's All Yours" . . .

+

William A. Brady is writing a

Crosley Unit Asks Increase of Power

WASHINGTON, July 7.—Authorization to increase power from 2,500 to 5,000 watts for daytime operation has been asked of the F.C.C. by WSAI, the Crosley Radio Corp. station at Cincinnati.

The commission also has received applications for three new broadcasting stations, from the Panama City Broadcasting Co., Panama City, Fla., 1,420 kilocycles, 100 watts, daytime only; Fred M. Weil, Grand Coulee, Wash., 1,420 kilocycles, 100 watts night, 250 watts day; and Port Angeles Broadcasters, Port Angeles, Wash., 1,500 kilocycles, 100 watts night and 250 watts day.

Crosby Race Commentator

Bing Crosby will turn sports commentator on NBC tomorrow from 9 to 9:20 P. M., E.D.S.T., when he will describe the running of the Motion Picture Handicap at his own racetrack, Del Mar, Cal. Entries in this race are restricted to horses owned by screen personalities. Those who have entered their horses include Crosby, Joe E. Brown, Raoul Walsh, Constance Bennett, Dave Butler, William LeBaron, Harry Cohn and Sam Briskin.

Ashby Abroad on Copyright

Judge A. L. Ashby, NBC vice-president and general counsel, sailed for Europe yesterday aboard the *Hansa*. On the continent, Judge Ashby will discuss copyright and musical matters with the principal copyright and musical concerns. He will return here the first week in September.

extent to which stations are used to build up other businesses or enterprises in which the licensees or persons financially interested are engaged; the extent to which stations are owned or controlled by or affiliated with newspapers; effects of chain operation upon member stations and upon the financial status of chain and independent stations; censorship by broadcasters of programs offered them for transmission, and the extent to which stations carry political programs.

Embarrassing

Lincoln, July 7. — Jack Hanssen, senior man on the street with KFAB here, is still hiding his face in embarrassment after an attempt to fry an egg on a manhole cover on the main drag during a broadcast turned out badly. It wasn't that it wasn't hot enough, that there wasn't a big enough crowd—the egg selected by him was bad.

series of articles for CBS on the Shakespearean plays to be presented over that network. . . . Alice Marble, tennis star, will be a guest on the Heinz "Magazine of the Air" July 16. . . . All desks at WMCA are littered with flowers these days, thanks to Al Rose, sales promotion manager. He brings them in from his garden. . . . Donald Flamm, president of WMCA, now on a European tour, is sending back to friends here pictures of scenes on the continent snapped by himself.

WHN Union Dispute Sent to Washington

Trial Examiner Samuel Gusack, after hearing the dispute between CIO and AFL in connection with WHN radio engineers, has sent his report of findings to the NLRB in Washington. Gusack comes from Washington.

The question involved was whether CIO or AFL is the collective bargaining agency for radio engineers.

The station is likely to lean to AFL because it is the parent unit for projectionists and other union help employed in theatres operated by Loew's, which owns the station.

Irving Greenfield is attorney for Loew's. He represented the company at the hearing.

Pillsbury Sponsors Contest

Pillsbury Flour Mills Co., sponsors of "Today's Children," a daily script series on NBC, this week launches a six-week contest with \$2,000 in cash prizes for best names for a new cake product. There will be 110 prizes, ranging from \$1,000 to \$5. The contest will close Aug. 15. The Hutchinson Advertising Co., Minneapolis, is the agency.

NBC to Air Polar Trip

The MacGregor Arctic Expedition, which is leaving Nova Scotia for 15 weeks of meteorological study and exploration at the North Pole, will be described in a series of more than a dozen exclusive NBC broadcasts from the Polar regions, beginning in August.

To Describe Insurance Field

An expose of conditions in the weekly premium life insurance field will be undertaken by Morris H. Siegel, insurance analyst, in a series of broadcasts over WMCA beginning Monday, from 10:45 to 11 P. M. Siegel will describe the lack of security in weekly premium insurance.

Cabinet Members for CBS

CBS has scheduled a new series which will bring each member of the President's cabinet to the air each Friday from 10:30 to 11 P. M., E.D.S.T., beginning July 16.

FCC Approves Licenses for Three Firms

By **CLARENCE LINZ**

WASHINGTON, July 7. — Operating licenses have been granted to three broadcasting stations by the F.C.C., as follows: KRGV, Weslaco, Tex., 1,260 kilocycles, 1,000 watts; WORL, Boston, 920 kilocycles, 500 watts, daytime; KNEL, Brady, Tex., 1,500 kilocycles, 250 watts, daytime. The commission also authorized WQAN, Scranton, Pa., to increase its power from 500 to 1,000 watts.

At its weekly meeting, the broadcast division ordered hearings held on a number of applications, as follows: William C. Smith for new 1,310-kilocycle, 100-watt station at Bogalusa, La.; M. M. Valentine, for 1,500-kilocycle station at Laredo, Tex., 100 watts night, 250 watts day; WFBR, Baltimore, for increase of power from 500 watts night, 1,000 watts day to 5,000 watts; WLVA, Lynchburg, Va., change of frequency from 1,200 to 1,390 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts; WDSU, New Orleans, increase power from 1,000 to 5,000 watts.

Construction Permits Granted

Acting on examiners' reports, the commission has granted construction permits for new stations, as follows: Sioux City Broadcasting Co., Sioux City, Ia., 1,420 kilocycles, 100 watts night, 250 watts day; State Capital Broadcasting Ass'n, 1,120 kilocycles, 1,000 watts; Red Lands Broadcasting Ass'n, Lufkin, Tex., 1,310 kilocycles, 100 watts, daytime; Community Broadcasting Co., Toledo, O., 1,200 kilocycles, 100 watts, daytime only; *Telegraph Herald*, Dubuque, Ia., 1,340 kilocycles, 500 watts, daytime only; Times Publishing Co., St. Cloud, Minn., 1,420 kilocycles, 100 watts; George Harm, Fresno, Cal., 1,310 kilocycles, 100 watts; Hildreth and Rogers Co., Lawrence, Mass., 680 kilocycles, 1,000 watts; daytime only; and Frank M. Stearns, Salisbury, Md., 1,200 kilocycles, 250 watts, daytime only.

Renew Thesaurus Service

Two more stations have renewed their subscriptions to the NBC Thesaurus program service, for the third consecutive year. WJDX, Jackson, Miss.; and WIRE, Indianapolis, are the stations, and the renewals are effective Aug. 1.

Pickering Takes Offices

Baxter Pickering, who recently resigned the presidency of Kelsey-Pickering, Inc., to establish an advertising agency under his own name, has leased offices in the RCA Bldg. The new agency will specialize in radio.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every
Sustaining and Commercial Need

"Courageous" Washington's 2d Week Top

WASHINGTON, July 7.—Top honors during last week's summer weather went to "Captains Courageous," playing its second week at Loew's Palace, and taking \$14,700, to slip \$1,200 under the first run par. It went into a third week.

Of the first runs—all of which were poor—the Earle took \$17,700 for "Another Dawn" and a stage show, dropping \$700 under par. Loew's Capitol, with a stage show and "The Last Train from Madrid," took \$17,000, or \$3,900 below the average.

Total first run business was \$64,600. Average is \$76,700.

Estimated takings, exclusive of tax:

Week Ending June 29:

"RIDING ON AIR" (RKO)

RKO-KEITHS—(1,836), 25c-55c, 7 days. Gross: \$5,800. (Average, \$10,600)

Three Days Ending June 30:

"ECSTASY" (Eureka)

BELASCO—(1,140), 25c-65c, 3 days (third return engagement, evenings only). Gross: \$600. (Average, full seven days, \$3,000)

Week Ending June 30:

"CAPTAINS COURAGEOUS" (M-G-M)
LOEW'S PALACE—(2,370), 35c-55c, 7 days, 2nd week. Gross: \$14,700. (Average, first week, \$15,900)

Week Ending July 1:

"ANOTHER DAWN" (W. B.)

EARLE—(2,218), 25c-77c, 7 days. Stage: Owen McGivney, Arren & Broderick, Barr & Estes, Three Weire Brothers. Gross: \$17,700. (Average, \$18,400)

"THE LAST TRAIN FROM MADRID" (Para.)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Charlie Smith & Joe Dale, Mario & Lazarin, Eing Troupe, Joe Morrison, Karre Lebaron Dancers. Gross: \$17,000. (Average, \$20,900)

"PARNELL" (M-G-M)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$4,000. (Average, first run, \$4,300)

"I MET HIM IN PARIS" (Para.)

METROPOLITAN—(1,591), 25c-40c, 7 days (return engagement). Gross: \$4,800. (Average, first run, \$4,300)

Northwest Golf July 22

SEATTLE, July 7.—The Northwest Film Club of this city will hold its second annual golf tournament July 22. All members of the film and theatre industry throughout the northwest have been invited.

Golf in the afternoon will take place at Maplewood Golf & Country Club. A buffet supper and evening entertainment will follow.

Cleveland Variety Golf Planned

CLEVELAND, July 7.—The Cleveland Variety Club will hold the second golf tournament of the season at the Beechmont Country Club on July 19. Prizes are on display in the windows of National Theatre Supply Co. through the courtesy of Barker L. H. Walters.

Party for Boston Club

BOSTON, July 7.—The Boston Cinema Club has scheduled a clam-bake at the Labor-In-Vain Golf Club on Cape Ann July 17. William Cuddy is head of the committee in charge.

Para. Sets Football Film

HOLLYWOOD, July 7.—Paramount's addition to the football cycle. "Yesterday's Cheers," has been placed on the August production schedule, with Mary Carlisle, John Howard, Marsha Hunt and Robert Cummings tentatively set for the leads.

"Music" Dual Frisco's 2nd Week Leader

SAN FRANCISCO, July 7.—"Mountain Music," on a dual with "Outcast," was a second week leader among first runs. It grossed \$15,600, up by \$2,600, at the Paramount.

"Hollywood Cowboy" and the Louis-Braddock fight films went \$1,000 over the line on a take of \$17,000 at the Golden Gate. "Another Dawn" and "Angel's Holiday" were profitable at \$6,400 in the St. Francis, also in a second week, but elsewhere business was quiet.

Total first run business was \$79,500. Average is \$81,000.

Estimated takings:

Week Ending June 29:

"HOLLYWOOD COWBOY" (RKO)

LOUIS-BRADDOCK FIGHT

GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: vaudeville. Gross: \$17,000. (Average, \$16,000)

Week Ending June 30:

"SINGING MARINE" (W. B.)

"KING OF GAMBLERS" (Para.)

FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$15,400. (Average, \$17,000)

"GIRLS CAN PLAY" (Col.)

"ARMORED CAR" (Univ.)

ORPHEUM—(2,440), 15c-30c-40c, 7 days. Gross: \$5,800. (Average, \$7,000)

"MOUNTAIN MUSIC" (Para.)

"OUTCAST" (Para.)

PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$15,600. (Average, \$13,000)

"ANOTHER DAWN" (W. B.)

"ANGEL'S HOLIDAY" (20th-Fox)
ST. FRANCIS—(1,400), 15c-35c-40c-55c, 7 days, 2nd downtown week. Gross: \$6,400. (Average, \$6,000)

"A STAR IS BORN" (U. A.)

UNITED ARTISTS—(1,200), 15c-35c-40c-55c, 7 days, 9th week. Gross: \$4,600. (Average, \$7,000)

Week Ending July 1:

"A DAY AT THE RACES" (M-G-M)
"THE GREAT HOSPITAL MYSTERY" (20th-Fox)

WARFIELD—(2,680), 15c-35c-40c-55c, 7 days, 3rd week. Gross: \$13,200. (Average, \$14,000)

Week Ending July 2:

"FOREVER YOURS" (G. N.)

CLAY—(400), 15c-35c, 7 days. Gross: \$1,500. (Average, \$1,000)

Lead Colombia Imports

WASHINGTON, June 7.—Of the 10,323 gross kilograms of film equipment and accessories imported into Colombia during 1936, 8,902 kilograms came from the United States, according to a report to the U. S. Dept. of Commerce from Jack B. Neathery, assistant trade commissioner at Bogota. The United States furnished 11,647 kilograms of the total of 15,362 kilograms of films imported in 1936.

Rock Studios Formed

LONDON, June 29. — Rock Studios (Land Trusts), Ltd., has been registered with a capital of £150,000 in 125,000 6½ per cent cumulative preference shares of £1 and 500,000 ordinary shares of £1. The company will enter into an agreement with J. H. Iles, backer of the Rock Studios and of Joe Rock Prod. The directors are J. H. Iles, Joe Rock, H. F. D. Iles and H. L. Goldby.

Randall Film Titled

HOLLYWOOD, July 7.—"Where the West Begins" has been selected by Monogram for the title of the second Jack Randall musical western. R. N. Bradbury will direct.

Landmark Gone

Toronto, July 7. — One of Toronto's most noted theatrical landmarks, the Regent in the downtown financial district, is vanishing under the sledge hammers of the wrecking crew. Erected in the 1870's as Jacob and Sparling's Theatre, it passed through the various phases of entertainment, and in 1917 became the birthplace of what is now the Famous Players Canadian Corp., when N. L. Nathanson took it over and remodeled it into the first de luxe film house in Canada, changing the name to the Regent.

It ended its days as a storehouse.

"Races" 2nd Week Seattle High, \$6,250

SEATTLE, July 7.—"A Day at the Races," in its second week at the Paramount with "Girl Loves Boy," was the only attraction in town to get into the profit column. The \$6,250 take was \$250 over par. The dual was moved to the Music Box.

After getting a weak \$5,450 in the second week at the Orpheum "Mountain Music" and "You Can't Buy Luck," were moved to the Blue Mouse.

Total first run business was \$33,450. Average is \$36,500.

Estimated takings for the week ending June 28:

"PARNELL" (M-G-M)

BLUE MOUSE—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. Gross: \$3,100. (Average, \$4,000)

"CAPTAINS COURAGEOUS" (M-G-M)

"THERE GOES MY GIRL" (RKO)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$7,600. (Average, \$7,000)

"A STAR IS BORN" (U. A.)

LIBERTY—(1,800), 25c-35c-40c-55c, 7 days, 8th week. Gross: \$3,400. (Average, \$5,000)

"I MET HIM IN PARIS" (Para.)

MUSIC BOX—(950), 30c-40c-55c, 7 days, 5th week, extended run from Fifth Avenue. Gross: \$3,250. (Average, \$4,000)

"MOUNTAIN MUSIC" (Para.)

"YOU CAN'T BUY LUCK" (RKO)
ORPHEUM—(2,450), 30c-40c-55c, 7 days, 2nd week. Gross: \$5,450. (Average, \$6,000)

"MELODY FOR TWO" (W. B.)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Jan Rubini. Gross: \$4,400. (Average, \$4,500)

"A DAY AT THE RACES" (M-G-M)

"GIRL LOVES BOY" (G. N.)
PARAMOUNT—(3,050), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,250. (Average, \$6,000)

Plan Newsreel Theatre

LONDON, June 29.—The London County Council has granted the application for a newsreel theatre, planned by H. P. C. Properties, Ltd., adjoining M-G-M's Empire in Leicester Square. The Metro show-window is already flanked on the east by a news theatre owned by Jack Davis's Monseigneur group.

Switches to Stage Shows

PROVIDENCE, July 7.—The New Empire, second-run, has changed its policy and is presenting a number of Broadway stage shows.

"Courageous" Pittsburgh's Holdover Top

PITTSBURGH, July 7.—Only "Captains Courageous," holding over at the Warner after a spectacular week at the Penn, and "Night Must Fall," with Ozzie Nelson's orchestra, at the Stanley, managed to withstand the general business decline last week. "Captains" was good for an above par by \$3,150 take of \$8,150, while the Robert Montgomery-Ozzie Nelson combination clicked off a nice \$19,500 for Warners' de luxe house.

Elsewhere the moaning was loud and long. The Alvin brought in the Louis-Braddock fight pictures with "Angel's Holiday" for a week after playing the Jane Withers picture on a double bill with "League of Frightened Men" for two days and the gross of \$5,000 was a disappointment. The appearance in the cast of a Pittsburgh girl, Polly Rowles, didn't help "Wings Over Honolulu" any at the Fulton, where the take was barely \$3,450, and "Another Dawn" gave the Penn one of its poorest weeks in several months at \$8,200.

Total first run business was \$44,500. Average is \$44,000.

Estimated takings for the week ending July 1:

"ANGEL'S HOLIDAY" (20th-Fox)

LOUIS-BRADDOCK FIGHT

ALVIN—(2,000), 25c-40c, 9 days. Gross: \$5,000. (Average, for 7 days, \$5,500). Fight pictures for only 7 days, before that "League of Frightened Men" (Col.) with "Angel's Holiday" for two days.

"WINGS OVER HONOLULU" (Univ.)

FULTON—(1,750), 25c-40c, 7 days. Gross: \$3,450. (Average, \$4,500)

"ANOTHER DAWN" (W. B.)

PENN—(3,300), 25c-50c, 7 days. Gross: \$8,200. (Average, \$11,000)

"NIGHT MUST FALL" (M-G-M)

STANLEY—(3,600), 25c-60c, 7 days. Stage: Ozzie Nelson's band, Shirley Lloyd, Three Radio Ramblers. Gross: \$19,500. (Average, \$18,000)

"CAPTAINS COURAGEOUS" (M-G-M)

WARNER—(2,000), 25c-50c, 7 days, 2nd week. Gross: \$8,150. (Average, \$5,000)

Plan Big Canada Opening

TORONTO, July 7.—The Canadian Government, Columbia Pictures of Canada, Ltd., Canadian Broadcasting Corp., and Famous Players Canadian Corp. are combining for the special premiere of "Salute to Valour" at Shea's, Toronto, tomorrow, presentation being under the auspices of the Canadian Legion.

Thousands of Toronto war veterans will parade because "Salute to Valour" is the official record of the pilgrimage to the battlefields of France last year by Canadian ex-servicemen and the first performance will be attended by Col. H. A. Bruce, Lieut.-Governor of Ontario, and other high dignitaries. The whole program will be broadcast over the Canadian network.

Nice Names Theatre Men

BALTIMORE, July 7.—J. Louis Rome, president of the Associated Theatres, has been appointed by Gov. Harry W. Nice for his lifetime to the Board of Managers of the Rosewood State Training School. Another appointment by Governor Nice of a film man was that of Bernard Seamon, manager of the Hippodrome, as a justice of the peace.

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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
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VOL. 42. NO. 7

NEW YORK, FRIDAY, JULY 9, 1937

TEN CENTS

Expect G. B. To Offer 12 Next Season

Three-Day Sales Meeting To Open Here Today

G. B. is expected to announce a total of 12 features for the 1937-'38 season at the annual sales convention of the company which will open this morning at the St. Moritz Hotel here, and continue through Sunday. The three-day meeting will be presided over by George W. Weeks, general sales manager.

The outline of the new product will be the feature of tomorrow morning's session. Weeks also will discuss at that time the new season's sales policy. Arthur A. Lee, vice-president, will follow with additional comment on the new program and sales policy.

Attending the meeting from the home office will be: Lee, Weeks, Clinton M. White, assistant sales manager; Albert Margolies, publicity director; Al Selig, advertising and exploitation manager; Arthur Greenblatt, circuit sales manager; Charles W. Leach, secretary; Reg Wilson, Kenneth Hodgkinson and William Berry, special sales representatives; Claude Macgowan, comptroller; C. E. Schwengeler, head of the print and negative department; B. J. Kearney,

(Continued on page 8)

Production Holds With 38 in Work

HOLLYWOOD, July 8.—Production is expected to reach its high for the summer this weekend and next week when at least eight new pictures are scheduled to go before the cameras. At present 38 are shooting—an even keel—as five finished, and four started during the week.

Twenty-one are in the final stages of preparation, and 70 are being edited. The four started are M-G-M's

(Continued on page 11)

Labor Bill Relieves Fears of Regulation

WASHINGTON, July 8.—Fears of Government regulation of hours and wages in the film industry were dissipated today with approval by the Senate Labor Committee of a broadly modified Connery-Black Bill authorizing the administrative agency to fix

(Continued on page 11)

Radio News—Pp. 10-11

Loew's and United Artists Sign a One-Year Contract

After months of negotiations, Loew's yesterday signed a one-year deal for the entire United Artists lineup in more than 100 theatres throughout the country. The contract will replace the 10-year franchise between the circuit and distributor which expires with this season's product.

Signing the deal for Loew's were C. C. Moskowitz, Joseph R. Vogel and Eugene Picker. For the distributor were George J. Schaefer and A. W. Smith. The first picture to be played under the new arrangement will be "Stella Dallas," which has been booked into the Music Hall, starting July 29.

Loew's is understood to have sought a long term pact, but U. A. executives some time ago announced that no new franchise deals would be considered. The Loew deal represents the first important contract for U. A. for 1937-'38. The second, which has been in work for months with National Theatres, is expected to be consummated shortly. Illness of Spyros Skouras is holding up discussions.

Negotiations between representatives of the major circuit and Paramount sales executives are expected to be closed next week. While the term of the deal has not yet been discussed, it is likely that the Paramount arrangement may extend over a period of years. As soon as this contract has been signed, Loew executives will sit down with independent companies and work out new deals.

Nat Levine Joining M-G-M as Producer

Nat Levine, former head of production for Republic, has been signed as a producer by M-G-M, effective Aug. 1. John Zantf acted for Levine in the negotiations.

The producer will make between 10 and 12 pictures annually in the B classification, but, according to Zantf, several will fall "between A and B."

Opening Big

The Music Hall yesterday reported "Knight Without Armor", up to two o'clock, was running ahead of the first day's gross of "A Star Is Born." The Dietrich film, it was added, furnished the theatre with its biggest summer business opener.

Report Doyle Will Resume In Australia

SYDNEY, July 8.—Stuart F. Doyle, who recently resigned as managing director of Greater Union Theatres and associated companies, is reported to be planning a return to exhibition in this territory on his own.

The reports follow an announcement made by Doyle that he has accepted the post of managing director of London Theatre Center, Ltd., which is completing plans for a large amusement center in Regent St., Piccadilly, London, and two other theatres, the Regent and the Rex. The latter two houses will be ready next February. These are intended to be the nucleus of a large circuit in England, the announcement reads, and ultimately will embrace principal cities of the Empire.

Doyle is said to be planning to visit the United States in August, presumably to work out details for a new group of theatres in Australia.

When Doyle resigned from Greater

(Continued on page 11)

More DeMille Research

Cecil B. DeMille's researchers are at it again—this time on "The Buccaneer." Several years ago, it will be remembered, they discovered DeMille owned a coin dated 38 B. C., not realizing the designer must have been a prophet.

This time they have found out how the terms "son of a gun," "Dixie" and "two bits" originated.

In the early 19th century women fought alongside the men, they say. The boys born prematurely due to concussion were "sons of guns." Early dimes were called "dix," by the French around New Orleans. These later became "dixies." Split quarters looked like "bit-heads" through which the boat hawsers slipped.

Pretty soon they'll find out why they split the quarters.

Chicago Will Drop Doubles In the Fall

B. & K. to Take Lead in Discarding Practice

CHICAGO, July 8.—Double featuring is expected to be abandoned in Chicago with the beginning of the fall release season, in view of the understanding that Balaban & Katz, which sets the local theatre pace, will drop duals in all its theatres. Thus will be terminated the lengthy controversy which developed when B. & K. started duals last fall.

The intention of discarding double features is said to have been the result of conferences with Paramount production and distribution heads regarding new season releases and the fall in local business which was attributed directly to the practice of doubling. The production plans of Paramount, which call for the production of a number of high-cost pictures, are said to have been a deciding factor, since such expensive pictures as are planned could not feasibly be dualled.

The use of duals in Great States theatres led to the employment of the practice in the city. B. & K., with duals in its out-of-town houses, was forced to use doubles here as the release schedule is such that pictures do not get bookings in the outlying towns until after they have played a Loop or city engagement. The system of singles in the city and duals out of town made necessary a shift in the release schedule, and duals were

(Continued on page 11)

Philadelphia Drive Against Para. Set

PHILADELPHIA, July 8.—One hundred members of the U.M.P.T.O. this morning pledged moral and financial support to the anti-Paramount drive. Cash contributions amounted to approximately \$5,000. Dave Barrist presided.

Outlining the proposed campaign, he

(Continued on page 11)

Rose Extends London Stay for U. A. Sale

LONDON, July 8.—David Rose, vice-president and financial adviser of Samuel Goldwyn, Inc., is extending his stay here to complete arrangements with interests identified with Alexander Korda on the purchase of

(Continued on page 11)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorient, Representative.

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St. Louis Tax Bills
To Be Reconsidered

ST. LOUIS, July 8.—With Fred Wehrenberg, of the M.P.T.O.A., and Leto Hill, general manager of the local F. & M. houses, leading the opposition to the four recently-passed tax bills, Mayor Bernard F. Dickmann and the Board of Aldermen today voted to reconsider the measures, one of which is an amusement admission levy which, if put into effect, will cost local exhibitors \$500,000 annually. The bills will now be sent back to the Legislative Committee for further consideration. Since summer vacations are now in effect, this means that action on the bills cannot be taken until next October. The vote to reconsider was unanimous.

Mayor Dickmann is hopeful that the collection of delinquent real estate and personal taxes due the city will eliminate the necessity for the special tax bills.

Uphold Georgia Sunday Law

ATLANTA, July 8.—The Georgia Court of Appeals has upheld an ordinance of the city of Dublin banning film shows on Sunday except between the hours of 1 and 2 P. M.

The case before the court was that of Charles I. Hicks, tried in Dublin Recorder's Court.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Topper"

(Roach-M-G-M)

HOLLYWOOD, July 8.—This is utterly sophisticated and good-humored comedy predicated on the unseriously-taken assumption that the dead have power to manifest themselves in ectoplasmic form, or invisibly, in the lives and affairs of the living.

The technique originally employed in "The Invisible Man" is resorted to and enlarged upon and the giddy goings-on, developed by Jack Jevne, Eric Hatch and Eddie Moran, screen playwrights, from Thorne Smith's characteristically fantastic story are offered as real and without dream or other explanation. They kept a preview audience at the Chinese in stitches, but may seem less hilarious to the straightlaced small town public addicted to plot logic and practical premises.

Roland Young's fine performance of the name role plus polished and tactful portrayals by Constance Bennett, Cary Grant, Billie Burke, Alan Mowbray and Eugene Pallette keep attention upon the comedy element, which ranges from crisp dialogue humor to sheerest slapstick.

The story has a wealthy married couple who have lived none too thoughtfully returning after death to emancipate a henpecked bank president, Topper. The scene is New York in its most affluent aspect. Hoagy Carmichael has contributed what is probably a hit number titled "Old Man Moon." The picture calls for explicit exploitation and has a lot of rich entertainment for the correct type of audience.

Production Code Seal No. 3,272. Running time, 98 minutes. "G."

"War Lord"

(Warners)

HOLLYWOOD, July 8.—Unless so told few will recognize "War Lord" as Porter Emerson Browne's "The Bad Man" in disguise. Such lack of knowledge is just as well inasmuch as this treatment makes but average, melodramatic entertainment. Some of the spirit of the original has been retained and, in several situations, the theme is reminiscent. Nevertheless, "War Lord" is entertainment in its own right.

Although there is love interest and comedy, the film primarily is an action picture in which all the elements common to such type of pictures have been included. There are several good performances, especially by Boris Karloff, Ricardo Cortez, Beverly Roberts, Douglas Wood, Sheila Bromley and Gordon Oliver.

Death is War Lord Karloff's reward for doing a good deed in ways that are ethical to Oriental bandits. Rival oil men Cortez and Wood soon come under the menace of Karloff in a wild country where Cortez discovers his estranged wife, Bevelry Roberts. The dramatic situation builds with Karloff apparently about to claim Miss Roberts for himself and craven Cortez attempting to foment revolution mainly to get rid of Oliver, oil field discoverer. But as romance grows between him and Miss Roberts, Karloff kills Cortez to save Oliver and he himself is killed by Chinese troops.

Crane Wilbur's screenplay possesses novelty and John Farrow's direction, while not always consistent, concentrates on accentuating action.

Production Code Seal No. 3,210. Running time, 65 minutes. "G."

Looking 'Em Over

"The Shadow Strikes"

(Grand National)

This film falls short of the mark in bringing to the screen the famous radio and magazine story character. The acting is unconvincing and the plot is carried forward in a series of disconnected episodes.

The story is one of those yarns about the mysterious doings of the heirs of a murdered man. Care was taken to create suspense that fails to give audiences an inkling of who is guilty so they can deduce. Rod La Rocque plays the title role. He poses as an attorney and investigates with the aid of Norman Ainsley, his English butler. Their adventures are interesting enough, but the story is mostly concerned with La Rocque's gradual sifting of suspects. Unprovoked by him, the criminals solve the case right in his own apartment when they shoot it out.

Included in the cast are Lynn Anders, Walter McGrail, James Blakely, Kenneth Harlan and John Carnavale. Lynn Shores directed.

Production Code Seal No. 3,428. Running time, 63 minutes. "G."

New Statute in Iowa
May Hit Bank Night

DES MOINES, July 8.—Although a bill to eliminate Bank Night failed to pass the last session of the Iowa Legislature, a new statute intended to control pin-ball and slot machine devices and not regarded as a Bank Night bill when passed, may cover Bank Night and prevent its continuance in Iowa. The law includes in the same class as gambling devices "any slot machine or device with an element of chance in such operation."

Some attorneys believe the chance element might stop Bank Night, although it does not have the legal definition of a lottery. The word "device" in legal terms has not only the meaning of equipment and apparatus but of "something worked out for exhibition or show."

Iowa's Attorney General, John Mitchell, has said that as yet there has been no formal request for an opinion. The legality of Bank Night in Iowa was upheld by a decision of the Supreme Court before the last legislature changed the state gambling laws.

Consolidated Net in
Five Months \$335,483

Consolidated Film Industries has reported net earnings for the first five months of this year of \$335,483, equal to 83 cents per share on the outstanding preferred stock. However, the company is still unable to declare any preferred dividends, because of the delay in obtaining a decision from the Chancellor of Delaware on the pending recapitalization plan.

The situation was explained in a letter to stockholders, in which it was stated that the chancellor will shortly begin hearings on further questions before him. He had enjoined the filing of the certificates of amendment carrying into effect the recapitalization plan on the ground that such a plan was invalid. It is expected that a dividend will be declared by the company immediately after the final decision of the Delaware Supreme Court on the new preference stock, if the plan is held valid, and on the participating preferred stock if the plan is held invalid.

Kelly Picks Lawlor
For U.A. India Post

ARTHUR W. KELLY, in charge of foreign activities for U.A., has appointed Jack Lawlor in temporary charge of the company's office in India, following the resignation of Pat O'Connor.

Norman Westwood is en route to China where he will arrive Aug. 1 to assume management of sales in that country. He succeeds Alexander Krisel, who is returning to this country to retire.

Coast Ascap Confers

HOLLYWOOD, July 8.—West coast members of Ascap met last night to consider ways of combatting unfavorable legislation. It was voted to delay action pending further study of a plan to tieup with the A.F. of L. E. C. Mills left today for a swing around the country.

"Topper" Out July 16

M-G-M will release "Topper" July 16. Constance Bennett and Cary Grant are co-featured with Roland Young also playing a feature role.

◀ Purely Personal ▶

CHARLES LEONARD, newly appointed advertising representative for U. A., will leave by train for Hollywood today. MONROE GREENTHAL will leave by plane Sunday. Both will meet on the coast Monday, following which GREENTHAL will introduce LEONARD to various producers on the lot. GREENTHAL is due back the latter part of next week.

ARTHUR C. BROMBERG, franchise holder for Republic in Atlanta, will leave for his headquarters today or tomorrow after conferring with home office executives for a few days.

Capt. E. ERSKINE LOCH, explorer, featured in the forthcoming production "Man Hunters of the Caribbean," is back in town after a lengthy trip to the South American jungle.

TERRY GINSBERG, of Warners' home office playdate department, will leave tomorrow on the *Munargo* for a 12-day cruise to Havana, Nassau and Miami.

JACK BENNY and MARY LIVINGSTONE are due on the *Century* this morning. They sail next week on the *Normandie* for a European vacation.

JACK BARNSTYN, foreign head for Grand National, is due back from abroad Monday on the *Normandie*.

ELIZABETH JANE GEORGE, palmist, will start a week's engagement in the Criterion lounge starting tomorrow.

MAX REINHARDT, DOUGLAS FAIRBANKS, JR., and SALLY EILERS, are sailing today on the *Ile de France*.

SID RECHETNICK, Warner home office publicist, will leave Sunday by plane for two weeks at the studios.

SIMONE SIMON will arrive on the *Normandie* Monday. She is en route to the 20th Century-Fox studios.

ABE LYMAN will sail tomorrow on the *California* for the coast to visit his family for the first time in years.

J. J. MILSTEIN on Wednesday was the guest of EDGAR HOOVER at a ball game in Washington.

EDWARD SCHNITZER, who returned Wednesday from Washington, left yesterday for Philadelphia.

ROSE STRADNER, M-G-M Viennese find, is due Monday on the *Normandie*.

HARRY GOETZ will leave the coast by plane today for New York.

WILLIAM K. HOWARD is due next Tuesday on the *Aquitania*.

HAROLD RODNER returned yesterday from Saranac.

MARY DORAN will leave for the coast today.

GEORGE RAFT returned to the coast yesterday.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Wild Money" (Paramount)

HOLLYWOOD, July 8.—Lively and entertaining, although unpretentious fare, this should do very well for the warm weather. It recounts the yarn of the somewhat timid and economy-obsessed auditor of a big newspaper, who suddenly has a real story tossed in his lap, and proceeds to take command, beat the competition, solve the mystery and capture a girl for himself, all in rapid succession.

The entertainment that is in the story is largely the result of the ingratiating performance of Edward Everett Horton, in the lead. The picture is his all the way and he makes the most of the opportunity. In support, the romantic angle is handled by Louise Campbell.

Louis King directed from a story by the versatile Paul Gallico. The film lacks names in the selling, but should do more than satisfactorily on a dual bill or midweek single program in the lesser situations.

Horton can get no where with Miss Campbell, active girl reporter, and goes off to the country to fish. Suddenly he is informed that one of the nation's wealthiest men has been kidnapped from his nearby estate and finally it dawns upon Horton that a big story has happened right under his nose and no other paper is aware of it. The rest of the yarn is an entertaining combination of humor and drama, as Horton wins the confidence of the victim's wife, sews up the story, bosses his fellow-reporters and captures the kidnappers and Miss Campbell.

Production Code Seal No. 3,360. Running time, 70 minutes. "G."

Looking 'Em Over

"Venus Makes Trouble" (Columbia)

Entertaining in the minor league class, "Venus Makes Trouble" is all right as dual bill material. It has little sales value in cast names, but showmen may make something of it by reason of its theme, that of the live wire young sales promotion expert whose exploitation ideas get him in and out of hot water, in the small town and big city.

James Dunn has the lead, supported by Patricia Ellis, the girl who has faith in him; Gene Morgan, his partner, who is not too smart and serves to supply a small measure of comedy, and Thurston Hall and Astrid Alwyn. Gordon Wiles directed.

When a couple of Dunn's "sure-fire" schemes go awry in the home town, he turns down an offer and goes to New York to knock them over. Morgan goes with him. Miss Ellis arrives to find them subsisting on peanuts and no prospects. Then an idea comes, and success with it, until he runs into Miss Alwyn, who is helping Spencer Charters to get rid of some bad property in Long Island. He falls for it and thinks it is great until the Grand Jury calls him to answer charges of fraud. At that point he learns the property is largely under water.

But he outsmarts the district attorney with a plan for a "Venice in America," and before he is through the official and members of the Grand Jury are fighting for first choice of the lots.

Production Code Seal No. 3,049. Running time, 60 minutes. "G."

"Range Defenders" (Republic)

Another thoroughly satisfying western is delivered here. The Three Mesquiteers' further adventures is vigorous and clever material handled to bring out its full entertainment worth.

The moving factor in the story is a range feud between sheepherders and cattlemen. Thomas Carr, Robert Livingston's brother, is wrongly accused of murdering Eleanor Stewart's father, a sheep man. The trio returns to Green Valley, the scene of the crime, and set about tracking the responsible parties. This is done with a good deal of clever maneuvering and exciting situations. Ray Corrigan is put up for sheriff and on election day affairs reach a roaring climax that is replete with fistcuffs, gunplay, a pitched battle between opposing factions and a jail-break. The corrupt element is wiped out and the ranchers find peace.

The support includes Max Terhune, Harry Woods, Earle Hodgins, Yakima Canutt and John Merton. The outdoor settings and riding sequences are well filmed. Mack V. Wright directed.

Production Code Seal No. 3,454. Running time, 56 minutes. "G."

Variety Club

Buffalo

BUFFALO, July 8.—Tent No. 7 is busy on three summer programs. One of these is the second annual entertainment for patients at the J. N. Adams Memorial Hospital at Perrysburg, N. Y. Another is a free-film program with a specially constructed truck which has been donated for this purpose. A schedule is being worked out. The third is the first annual picnic-dance at Angola Beach, July 26.

The hospital show will go on Sunday afternoon with about 20 acts—a amateur and professional. TED O'SHEA, CARL KEMPKE, JAKE LAVENE and W. E. J. MARTIN are in charge.

JACK BERKOWITZ of Republic is in charge of the projection truck.

SID LEHMAN is chairman of the picnic-dance committee. About 100 men are working on the details, including a committee to get neighboring Canadian exhibitors and distributors to attend. Exchanges will close for the afternoon and it is expected about 500 will be present.

Indianapolis

INDIANAPOLIS, July 8.—More than 100 barkers have bought tickets for the annual golf tournament to be held at the Highland Golf and Country Club July 19.

The occasion will open with a luncheon at 11:30, with golf in the afternoon, and dinner at 6:30 P.M. A floor show and presentation of awards will take place at 9 P.M. Musical and other entertainment features will be plentiful through the afternoon and night.

CARL NIESSE, chief barker, says 90 prizes have been rounded up. FLOYD BROWN is tournament chairman.

Republic Seeks Pickford

HOLLYWOOD, July 8.—Republic, it is reported, has offered Mary Pickford \$150,000 to star in "Portia on Trial," Faith Baldwin story.

Warner Office Closed

Warners' home office was closed yesterday at 3 o'clock because of the heat.

Wall Street

"U." Drops 5 Points on Board

	High	Low	Close	Net Change
Consolidated	3 3/4	3 1/2	3 1/2	
Consolidated, pfd.	13	12	13	+1 1/2
Eastman	178	177	177	-1 1/2
Gen. T. Equip.	25	24 1/2	25	+ 1/4
Loew's, Inc.	81 1/2	80 1/4	80 1/2	- 1/4
Paramount	21 1/2	20 3/4	21	- 1/4
Paramount 2 pfd.	19 1/2	19 1/2	19 1/2	- 1/4
Pathe	7 1/4	7 1/4	7 1/4	- 1/4
RKO	8 1/4	8 1/4	8 1/4	+ 1/4
20th Century-Fox.	35 1/4	35 1/4	35 1/4	- 1/4
Universal, pfd.	72	70	70	- 1/2
Warner Bros.	14 1/2	13 3/4	14	- 1/4

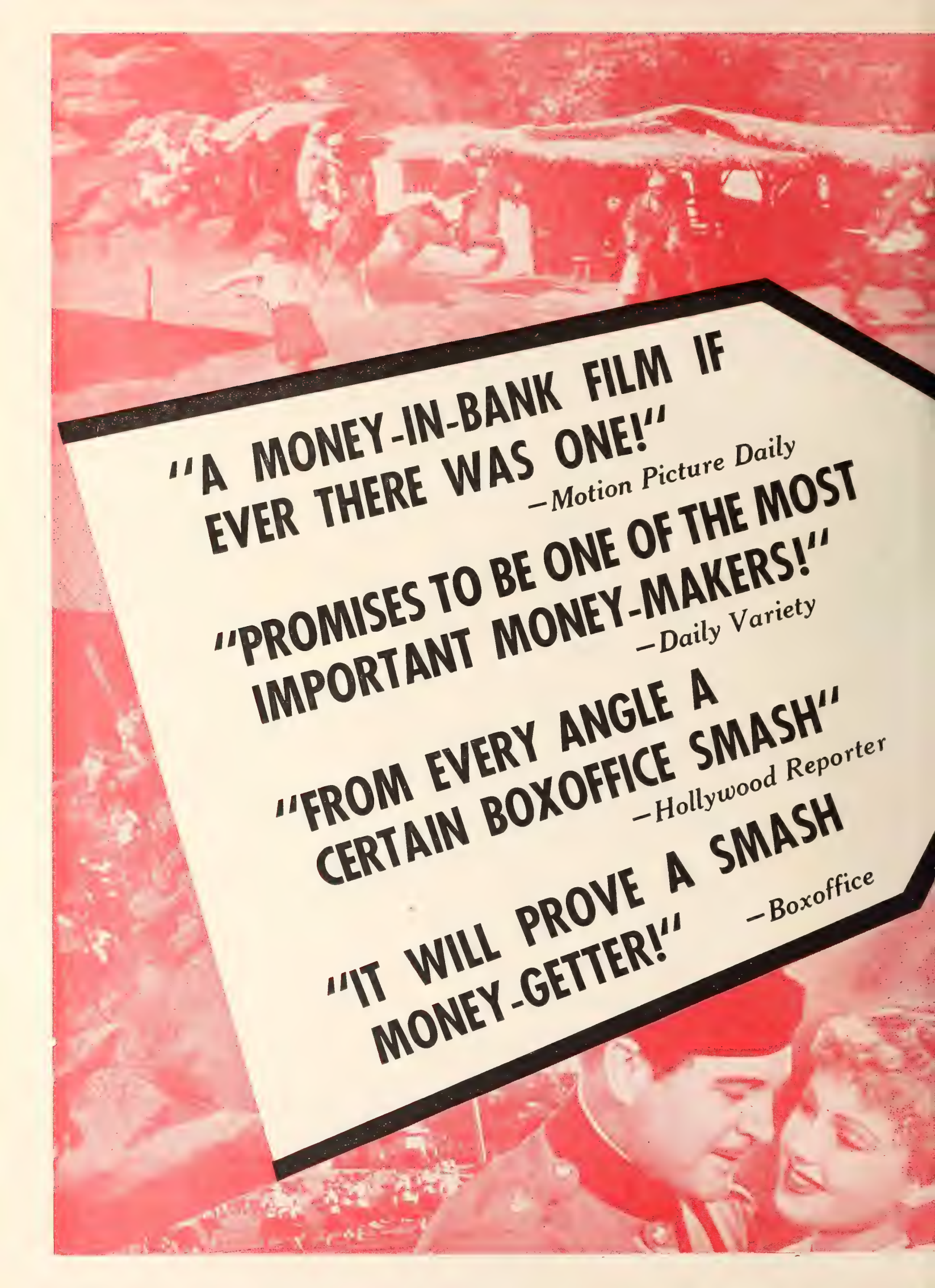
Light Curb Gains

	High	Low	Close	Net Change
Grand National ..	2 1/2	2 1/4	2 1/4	
Sonotone	1 1/2	1 1/2	1 1/2	+ 1/4
Technicolor	28 1/2	27 1/2	28 1/2	+ 1/4

Bonds Move Upward

	High	Low	Close	Net Change
Loew's 6s '41	99 1/2	99 1/2	99 1/2	+ 1/4
ex war	92 1/2	92 1/2	92 1/2	+ 1/2
Paramount '47.	106 1/4	106 1/4	106 1/4	
RKO 6s '41 pp.	106 1/4	106 1/4	106 1/4	

(Quotations at close of July 8)



**"A MONEY-IN-BANK FILM IF
EVER THERE WAS ONE!"**

—Motion Picture Daily

**"PROMISES TO BE ONE OF THE MOST
IMPORTANT MONEY-MAKERS!"**

—Daily Variety

**"FROM EVERY ANGLE A
CERTAIN BOXOFFICE SMASH"**

—Hollywood Reporter

**"IT WILL PROVE A SMASH
MONEY-GETTER!"**

—Boxoffice



"HAS COME THROUGH
FAR AND BEYOND THE MOST
OPTIMISTIC PREDICTIONS CLAIMED
FOR IT!" —says "Chick" Lewis in
Showmen's Trade Review . . .

as
"WEE WILLIE WINKIE" SWINGS
INTO ITS 3rd SOCKO WEEK
AT THE CARTHAY CIRCLE!

Rudyard Kipling's
WEE WILLIE WINKIE
starring
SHIRLEY TEMPLE
and
VICTOR McLAGLEN

with C. AUBREY SMITH • JUNE LANG
MICHAEL WHALEN • CESAR ROMERO
CONSTANCE COLLIER • DOUGLAS SCOTT

Directed by John Ford, Academy Award Winner!
Associate Producer Gene Markey
Screen play by Ernest Pascal and Julien Josephson

Darryl F. Zanuck in Charge of Production



THE KEYSTONE OF YOUR FUTURE

TO MY EXHIBITOR FRIENDS:

I have just returned from the coast after the first four releases for the 1937-38 season. They will be among the outstanding motion pictures in terms of quality and box office results.

Samuel Goldwyn

presents

"STELLA DALLAS"

with BARBARA STANWYCK
JOHN BOLES • ANNE SHIRLEY

From the novel by Olive Higgins Prouty • Directed by KING VIDOR
Dramatization by Harry Wagstaff Gribble and Gertrude Purcell

WARNER BAXTER *and* JOAN BENNETT

in

"*Walter Wangers'* VOGUES OF 1938"

IN TECHNICOLOR

HELEN VINSON • MISCHA AUER • ALAN MOWBRAY • JEROME COWAN
Directed by Irving Cummings • Original screenplay by Sam and Bella Spewack

*attending sneak audience previews for our
fter seeing them, I predict that these four
ictures of the new season, both as to*



GEORGE SCHAEFER

Selznick International presents

RONALD COLMAN

in

"THE PRISONER OF ZENDA"

with

MADELEINE CARROLL and DOUGLAS FAIRBANKS, Jr.

Mary Astor • C. Aubrey Smith • Raymond Massey • David Niven

Produced by DAVID O. SELZNICK • Directed by John Cromwell

Based on Edward Rose's dramatization of Anthony Hope's novel

Samuel Goldwyn

presents

"DEAD END"

starring

SYLVIA SIDNEY and JOEL McCREA with

**HUMPHREY BOGART • WENDY BARRIE • CLAIRE TREVOR • Based on the
play by Sidney Kingsley • Screenplay by Lillian Hellman • Directed by William Wyler**

ITED ARTISTS

Expect G. B. To Offer 12 Next Season

(Continued from page 1)

purchasing agent; H. William Fitelson, counsel.

The sessions will be called to order this morning by White, who will be followed by Lee and Weeks, who will welcome the delegates. Then White will discuss exchange matters and Macgowan will talk on exchange accounting. Budd Rogers, B.I.P. representative, will address the men.

In the afternoon, Weeks and Lee will discuss the unreleased remainder of the current season's product, followed by a screening of "King Solomon's Mines." Another screening will be held after dinner in the evening.

On Saturday morning the product for the 1937-'38 season will be outlined and discussed and the new sales policy considered. Margolies and Selig will speak to the delegates on publicity and advertising, and Hodgkinson will discuss selling problems.

Individual meetings among sales executives and exchange representatives will occupy the afternoon session tomorrow, followed by a screening of "Look Out for Love," and a banquet in the evening. The individual sales meetings will be continued on Sunday morning, and the men will depart for their territories in the afternoon.

Delegates from All Sections

The following delegates will attend from the various exchanges:

New York—Irving Gumberg, Irving Landes, Rudolph Bach, Sol Kravitz; Philadelphia—W. A. V. Mack, Herbert Given, John Schaeffer; Washington—Joseph Kaliski, Milton Caplon; Boston—Marcel Mekelburg, Sam Levine; New Haven—Carl Goe; Buffalo—George Rosenbaum; Cincinnati—Herman L. Booth; Pittsburgh—Mark Goldman, George Wheeler; Cleveland—Joseph E. Loeffler; Detroit—M. Harlan Starr; Indianapolis—Fred Wagoner; Chicago—A. H. Fischer, Max Mazur; Milwaukee—W. R. Marshall; Minneapolis—Fred Abelson; St. Louis—Al Kent; Des Moines—Lester Rosenthal; Kansas City—Ray Halpern; Dallas—J. L. Franconi; Atlanta—Scott E. Chesnutt; Charlotte—F. E. Dyer; New Orleans—William G. Minder; Denver—R. W. Selig; Salt Lake City—C. F. Rose; Los Angeles—Paul de Outo; San Francisco—Jack Erickson; Portland, Ore.—Walter Wessling; Seattle—Jean Spear.

Delay Imperial Meet

The second regional for Imperial Pictures, scheduled to start today in Chicago, has been postponed until July 13-14 at the Congress Hotel, William Pizor stated yesterday. Accompanied by E. J. Smith, general sales manager, Pizor will leave Sunday night for the Windy City.

"Legionnaires" Booked

Fenn Kimball, president of General Pictures, stated today "Three Legionnaires," will go into the Brooklyn Strand July 22. He intends to leave in a week for the coast to start production on his schedule which calls for 14 features.

G. B. Convention Heads



ARTHUR A. LEE
Vice-President
of G. B.



GEORGE W. WEEKS
General Sales
Manager



CLINTON M. WHITE
Assistant Sales
Manager



ARTHUR GREENBLATT
Circuit Sales
Manager



ALBERT MARGOLIES
Director of
Publicity



A. L. SELIG
Adv., Exploitation
Manager

Banter from G.B.

Vice president ARTHUR LEE and Sales Manager GEORGE WEEKS were down bright and early to informally greet the conventioners informally.

REG WILSON's 3,000-mile shirts are just as boisterous as ever.

RAY HALPERN, recently transferred from New York to Kansas City, fortunately saved his address book, and spent most of last evening getting wrong numbers.

W. A. V. MACK didn't let the boys down. He still holds top honors as a spinner of merry tales.

Whenever BILL MINDER of New Orleans was around, the boys' conversation became very guarded. BILL, whose first novel is being prepared for publication, is seeking material for his next, and the boys aren't anxious.

That staccato sound on the 32nd floor was AL MARGOLIES' typewriter.

CHARLES SCHWENGELER turned down "DIMPLES" GIVEN's invitation to the latter's summer camp at Culver Lake.

N. J. SCHWENGELER says the great outdoors stimulates his appetite and he can't depend on GIVEN's rations.

MARK GOLDMAN, who is rooming with JOE KALISKI, said he was kept awake all night by JOE's loud pajamas.

IRVING GUMBERG was spotted on the St. Moritz terrace at 7 A.M., taking a sun bath. Sun or no sun, IRVING has got into the habit since his trip to Florida some weeks ago.

HARLAN STARR of Detroit insists on telling all who will listen that the Detroit Tigers will win the American League pennant. His reasons are so complicated that even Schoolboy Rowe wouldn't be able to figure it out.

RUDOLPH BACH of the New York exchange, who has a record collection of tickets, will be safe from the traffic cops for at least the next three days. There'll be no time for driving.

AL KENT, C. F. ROSE and R. W. SELIG, recently-appointed managers of the St. Louis, Salt Lake City and Denver offices, respectively, were busy receiving congratulations.

Mrs. Heidingsfeld Dies

CINCINNATI, July 8.—Ida Heidingsfeld, mother of Ben L. Heidingsfeld, who was associated with Ike Libson in many theatre enterprises, died at her home here yesterday. Another son and a daughter survive.

"Courageous" Holdovers

M-G-M reports 14 new holdovers in key cities on "Captains Courageous," bringing the total of extended bookings thus far to 31. The film has played a third week in Cleveland and Washington.

Charge of Monopoly Is Denied by Arthur

St. Louis, July 8.—Answering allegations which charged Fanchon & Marco with an attempt to injure the business of local exhibitors, Harry Arthur, Jr., F. & M. executive, today declared that his company has no intention of destroying or harming the business of any exhibitor in St. Louis or elsewhere. In his statement Arthur said:

"I know there has been much gossip concerning our reported plans and I wish you would make this clear to everyone. We are peaceful and law-abiding and wish to be helpful to other exhibitors where we can. If, in any given location in St. Louis or elsewhere in our operations, our interests appear to be in conflict with those of other exhibitors we are willing to sit down in conference with them to iron out the situation on a mutually satisfactory basis.

"Our recent deal with Ansell Brothers was a logical deal to make. Our proposed pooling arrangement with the houses of Bessie Schuler and Alex Papand is also logical in view of the territory covered. And perhaps there may be other situations where a somewhat similar arrangement would be desirable for both sides. But on the other hand there are other spots where we could not be of any benefit to the other exhibitor. And you can tell the world we will not deliberately invade any man's territory to destroy his business or hurt him in any way.

"Naturally we are in the business to make money. But not to the injury of other exhibitors. It is our purpose to be helpful in the general exhibition situation here and to work in harmony with others in the business of showing motion pictures."

Condor-Hirliman Statement Assured

HOLLYWOOD, July 8.—M. H. Hoffman said today that a joint statement would be made Tuesday or Wednesday of next week from Condor Pictures and George Hirliman on the division of properties affected by Hirliman's resignation.

Snell Goes West Today

Frank M. Snell, recently appointed treasurer of Condor, will leave today for the coast with his family to establish permanent residence there.

Republic Files in Dover

DOVER, Del., July 8.—Republic Pictures Corp. of Delaware has been formed here to engage in general motion picture business. Capital is listed at \$1,500,000. Incorporators are: Mildred Benjamin, Emma Maio of Brooklyn, N. Y., and Mollie Waller of Mt. Vernon.

The G. F. Rinard Amusement Corp. also has been formed to operate amusement parks. Capital of \$6,000 is listed. Incorporators are C. F. Rinard, Katherine Bowser, S. C. Bowser and Mrs. E. Rinard, all of Everett, Pa.

Hancock Joins Castle

Don Hancock, production supervisor for Van Beuren Prod., has resigned to join Castle Films in an editorial and directorial capacity handling industrial and 16 mm films.

WATCH FOR IT



OUT SOON

Summer Shows On the Air

O'Keefe—in Part

Young and Rubicam may have thought it good generalship to hold down Walter O'Keefe's lineage to an absolute minimum in his opening "Town Hall Tonight" broadcast, but in our estimation it wasn't a particularly bright thought. While even O'Keefe will admit he is not a second Fred Allen, whom he succeeded on the program, he, nevertheless, is one of the best comedians in radio, and warrants more trust than he obtained Wednesday evening. If the agency will but give him a decent percentage of the 60 minutes allotted to "Town Hall Tonight," he'll keep the program almost as high in the official ratings as Fred Allen has kept it the past few seasons. If they don't, we're afraid "Town Hall Tonight" is due for a drop.

Not that the initial "Town Hall Tonight" series with O'Keefe at the helm was a bad program. Musically, it was as adequate as always and the guests, if anything, were slightly better even than those heard on many of the Allen shows. But aside from the 15-minutes allowed O'Keefe during the "dramateur" episode, one was hardly aware of his presence on the program. O'Keefe is too good a comedian, with one of the most successful records in the business, to warrant such precautions by the agency.

Most satisfying minutes during the session were those devoted to the "dramateurs." They are, if one must be told, studio spectators who are called to the microphone and, with no previous warning, given scripts to read.

BANNER

Winchell Heading East

Walter Winchell will head back to New York from Hollywood today, according to advices received here, and will stop off en route in Chicago for his Sunday night broadcast. Winchell will remain in New York until production begins about Aug. 30 on his new 20th Century-Fox picture, "Love and Hisses."

Helen Menken to CBS

Helen Menken's "Famous Actors Guild" series, heard formerly on NBC, will be transferred to the CBS airways beginning Aug. 3. Sterling Products sponsors, through the Blackett-Sample-Hummert agency.

The series will be offered Tuesdays from 7:30 to 8 P. M., E.D.S.T. The contract is for 52 weeks.

Loretta Lee Signed

The Fleischmann-Yeast Co., through the J. Walter Thompson agency, has signed Loretta Lee as featured vocalist on the new Fleischmann series starring Werner Janssen's orchestra. The contract is for 13 weeks. Miss Lee appeared on the program last week as a guest singer.

Mitchell WCKY Salesman

CINCINNATI, July 8. — Thomas Mitchell has been appointed to the sales staff of WCKY. Mitchell for the past several years has been connected with theatres in the Cincinnati area.

"Skillet" Duo Held For 13 Weeks More

East & Dumke, the "Sisters of the Skillet," broadcasting for the Kellogg Co. three times weekly over WJZ only, have been renewed for an additional 13-week period, starting July 23.

Beginning with the renewal, the players will be hosts to a group of radio listeners in a series of theatre parties. Each week a party of 50 guests will be taken to a Broadway show following the Friday evening broadcasts at 7:45 P. M.

The parties will be made up of winners in a limerick contest to be announced on the aforementioned date as a feature of the contest. Twenty-five winners will be selected from the contestants living in the WJZ listening area, and each winner will be invited to bring a friend. After the theatre parties the guests will be sent home in specially chartered taxies.

The first show on the list is "Having Wonderful Time." Others to which the guests will be taken include "Brother Rat," "Excursion," and "Babes in Arms."

Kenyon & Eckhardt handles the program.

To Change "March of Time"

"The March of Time," currently heard Thursdays from 10:30 to 11 P. M., E.D.S.T., on CBS, will be heard on another day and time beginning Aug. 13, according to the terms of the new contract placed by Time, Inc., yesterday, through Batten, Barton, Durstine & Osborne. The program currently is sponsored by Servel Electrolux Co.

Cincy Mayor to Broadcast

CINCINNATI, July 8.—Mayor Russell Wilson, formerly dramatic critic of the Cincinnati *Times-Star*, will be the first of a series of literary authorities to be interviewed by Ruth Lyons, program director WKRC, Columbia outlet, on the adaptation of Shakespeare's works for radio presentation.

Broadcasts will be conducted each Monday from 6:30 to 7 P. M., E.S.T.

Pittsburghers to Marry

PITTSBURGH, July 8.—Two Pittsburgh announcers have just announced their engagements. John Davis of WWSW and also newscaster for the Pittsburgh *Post-Gazette* on that station, will marry Elaine Poulton, a local girl, while Jack Parr of WCAE intends to take Irene Gubbins, Youngstown radio pianist, for his bride in the fall.

WDAF Using New Station

KANSAS CITY, July 8.—WDAF, Kansas City *Star*, station, has switched its broadcasting to its new 5,000-watt transmitting apparatus and tower in Johnson County, Kan. Erection of the new transmitting station marked WDAF's 15th anniversary.

M-G-M Signs Ruth Hussey

Providence, July 8.—Ruth Carol Hussey, WPRO fashion news commentator, has been signed to a five-year film contract by M-G-M.

C. T. Hagman WTCN Manager

MINNEAPOLIS, July 8.—Clarence T. Hagman has been appointed manager of WTCN, the *Minneapolis Tribune*, *St. Paul Dispatch-Pioneer Press* station.

Sold!

While Arthur Mosby, manager KGOV, Missoula, Mont., was pounding the pavements in New York City this week, drumming up business for his station, the Coca-Cola boys slipped into his home town and bought his "Man On the Street" program.

NBC to Air a Shaw Play on August 30

Continuing its plan to bring the works of famous authors and dramatists to radio, NBC yesterday made known that a work of George Bernard Shaw, "Back to Methuselah," will be presented on the Blue network Aug. 30, in a 75-minute dramatization, from 9:30 to 10:45 P. M., E.D.S.T.

Shaw himself has written the air version of the play.

The production will mark the second time that a Shaw play will have been presented on the air in America. The play was "How She Lied to Her Husband," and was presented over NBC in the winter of 1930.

Fitzgerald Made V-P Of Fletcher & Ellis

Clifford L. Fitzgerald, who joined Fletcher & Ellis, Inc., a short time ago after having been president of the Fitzgerald agency in New Orleans for many years, has been elected vice-president and director of Fletcher & Ellis and will be placed in charge of the Chicago office, effective July 15. Richard Barrett, who has been manager of that office, will divide his time between New York and Chicago, according to word received here.

"Audio-Grafs" Gets Sponsor

PITTSBURGH, July 8. — "Audio-Grafs," the program devised by Allen Trench, announcer and salesman, some months ago, has been sold by WWSW to Jerome Wolk & Brother, furriers, for 13 weeks. It will be aired every Monday, Wednesday and Friday night during that period for 15 minutes.

"Audio-Grafs" is a contest game in which different sound effects are given and the audience is supposed to guess what popular name or title they suggest. Originally, this novelty program was sponsored by Kelvinator-May-Stearn Co.

Boake Carter Goes on KRNT

DES MOINES, July 8.—The Boake Carter CBS news programs sponsored by Philco will be carried over KRNT on Mondays, Wednesdays and Fridays at 5:45 P. M. starting immediately. The time of the Des Moines Electric late news program by Benedict Hardman, KRNT news editor, has been changed to 5:35 in order to carry the Carter broadcast over KRNT.

American Fur Renews

SALT LAKE CITY, July 8.—Renewing for 52 weeks, the American Fur Co. enters its fifth year as consistent campaigners over KSL. Its schedule calls for three quarter hours nightly per week, a regular news spot service, and a heavy spot contract on informal time. Frank McLatchy is the account executive. Byron Ray produces the shows.

Mutual Sets Series On "Les Miserables"

Not to be outdone by NBC and CBS in the way of cultural presentation, Mutual yesterday announced plans to match the rival networks' Shakespearean cycles with a seven-installment radio adaptation of the famous classic, "Les Miserables," with Orson Welles of the Broadway stage in the leading role of Jean Valjean. The first episode will be presented July 23 from 10 to 10:30 P. M., E.D.S.T.

Other well known stage figures will be selected to support Welles, and Alfred Wallenstein's orchestra will supply the musical background.

Campbell's Soups Sign Amos 'n' Andy

HOLLYWOOD, July 8. — Amos 'n' Andy have been signed by Campbell's Soups for broadcasts to follow the expiration of their current Pepsodent contract Jan. 1. Particular network is as yet undecided.

Blind Entertainers Draw

SAN FRANCISCO, July 8.—Two blind radio entertainers are attracting the attention of local agency scouts.

One is Glenn Hurlburt, who plays a piano and accordion, and makes all arrangements for a unique tango combination, heard over KGO.

The other is Ralph Edwards, formerly of KIRO, Seattle, who announces a KSFO musical show, and reads poetry—by means of Braille.

KSL Compiles Listeners' Study

SALT LAKE CITY, July 8.—KSL, Columbia's affiliate here, has completed compilation of a listeners' survey recently concluded. The survey brought 27,553 replies from 38 states, five Canadian provinces and five foreign countries. Most gratifying to the station was the 24,425 replies from KSL's primary listening area.

John Neblitt Joins WBNS

ST. LOUIS, July 8.—John Neblitt, formerly of KWK here, has left that station's announcing staff to join WBNS, Columbus. Neblitt will handle baseball for WBNS, under the banner of General Mills. Before joining KWK, he handled sports for WHAS, Louisville.

Vic Hurley Joins KOMO-KJR

SEATTLE, July 8.—Vice Hurley, northwest author, has joined the continuity department of KOMO-KJR, NBC outlets in this city. Hurley's books include "Southeast of Zamboanga," "Men in Sun Helmets," and "Swish of the Kris."

More WRC and WMAL Offices

WASHINGTON, July 8.—Offices and studios of NBC's affiliates here, WRC and WMAL, have already been moved to the new quarters on the top floor of the Trans-Lux Bldg. The quarters will not be officially opened, however, until July 21.

Names Technical Men

PHILADELPHIA, July 8. — Clifford C. Harris, WIP technical supervisor, has appointed Martin Oebbeke as assistant technical supervisor and James Peterson as equipment supervisor.

Radio Personals

WADE WORDEN of J. Walter Thompson has resigned to join Blackett-Sample-Hummert in Chicago, effective July 15. . . . Frances Kelly of NBC's promotion division became Mrs. Edward J. Sheridan July 5. . . . J. V. McConnell, assistant to Roy C. Witmer, NBC vice-president in charge of sales, has returned to his desk after several months' illness. . . . The "Story of Mary Marlin" will be broadcast for the 600th time today. . . . Dave Driscoll of Mutual was at the dock with a microphone when Al Smith landed yesterday. Smith spoke over Mutual exclusively. . . . Edwin Dunham, NBC production director in New York, left last night for Cleveland to supervise the broadcast of the "Surprise Party," which will originate there this Sunday. . . .

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Mildred Missic of the Bob Taplinger office flew to Hollywood yesterday aboard a United Airliner to visit Taplinger's coast headquarters. . . . And Irving Rubine, also of the Taplinger staff, returned to his desk yesterday after a two-week vacation. . . . Ted Malone, audio facilities engineer at NBC, is the father of a baby boy. . . .

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Bob Ripley returns from Alaska this week. . . . Harry Algus, formerly Dinty Doyle's assistant on the *American*, is now publicity director of WINS. . . . The "Columbia Workshop," one of the best drama series in radio, celebrates its first anniversary in a special hour broadcast over CBS July 18. . . . Phyllis Roque has returned as vocalists with the Don Albert WHN orchestra. . . . Ben Hawthorne, Script Library author, will lecture at the Connecticut State College. . . . Ann Pennington, Reinald Werrenrath and Abbie Mitchell will be guests on the Hammerstein "Music Hall" July 13. . . . Wynn Murray of "Babes in Arms" has been signed for a guest spot on the Ben Bernie show July 27, through the Herman Bernie office. . . . Sheila Graham, film columnist, will be a guest on the "First Nighter" tonight. . . .

Grant Co. on 19 Stations

The W. T. Grant Co. will begin a 13-week series of three-a-week broadcasts over 19 stations located within the trading area of the company's stores, starting Sept. 5. N. W. Ayer, the agency handling the account, is now auditioning acts for the program.

Malone Series Back to CBS

Ted Malone's "Between the Bookends" series will return to CBS beginning July 19, after an absence of several months. The series will be heard Monday, Tuesday, Wednesday and Friday from 10:30 to 10:45 A. M., E.D.S.T.

O'Rourke on "Magic Key"

Tex O'Rourke, adventurer and world traveler, has been signed as emcee for next Sunday's RCA "Magic Key" program. It is believed that O'Rourke will remain as permanent emcee, although this could not be confirmed.

Report Doyle Will Resume In Australia

(Continued from page 1)

Union Theatres, he issued a statement to stockholders in which he made it clear he was opposed to a renewal of the Hoyts-Greater Union pooling arrangement on the terms placed before the board of directors. Norman B. Rydge, also a director, was in favor of continuing with Hoyts.

Seen as significant and in line with Doyle's plans to resume exhibition in this country is a paragraph from the announcement of his leaving Greater Union.

"My resignation from the Greater Union group of companies does not mean my disassociation with the motion picture industry, either here or abroad."

Meanwhile, the return of Charles Munro, managing director of Hoyts; Stanley S. Crick, managing director of 20th Century-Fox in this country, and Kenneth Asprey, attorney for Greater Union, is eagerly awaited for developments in the continued association between Hoyts and Greater Union.

Sidney R. Kent, president of 20th Century-Fox, and Walter J. Hutchinson, foreign head for the company, are due here in about two months to confer on the General Theatre setup.

In addition to producing pictures at Elstree, London, Doyle will expand his interests in broadcasting and consolidate the National Broadcasting Network, of which he is chairman.

Labor Bill Relieves Fears of Regulation

(Continued from page 1)

minimum wages no higher than 40 cents an hour and a maximum working week of not less than 40 hours.

While the House Labor Committee has not acted upon the measure, and will not begin to frame its draft until next week, the Senate Committee's refusal to give the Administration unlimited authority to fix the wages for all industries was seen here tonight as indicative of the attitude of Congress on the question.

As originally proposed, the Government agency was to be empowered to fix "fair" wages and hours for each industry; the committee bill prohibits it going beyond the 40-cent, 40-hour limit, but permits the ordering of lower wages or longer hours without restriction. Industries where standards higher than those provided in the bill have been reached by collective bargaining would be exempted.

Rose Extends London Stay for U. A. Sale

(Continued from page 1)

the partnership stock held in U. A. by Charles Chaplin, Douglas Fairbanks and Mary Pickford.

Rose had planned to remain here about 10 days, but now has extended his visit indefinitely. The Goldwyn-Korda options to buy the three U. A. partnership interests for \$6,000,000 do not expire until Dec. 21. Korda and Rose have asserted that the options definitely will be taken up before the expiration date.

Philadelphia Drive Against Para. Set

(Continued from page 1)

said three trucks will tour the city carrying banners and presumably sound to acquaint the public of the situation and plead for non-attendance at the theatres showing Paramount product. A half million heralds have been ordered for the same purpose.

"Picketing with showmanship methods" will be part of the campaign, it was said. Independent and circuit houses will be picketed if they combat the organization's decision.

A meeting has been arranged for tomorrow with Joseph Bernhard, Warner theatre head, to urge Warner cooperation in the drive. All theatres will be asked not to give August dates, including shorts and newsreels.

Requests made of Paramount by letter and wire, and unanswered, it was stated, were presented at the meeting. The four concessions sought are delivery of pictures promised for 1936-'37, including about six titles; modification of new season terms; adjustments on last year's contract where exhibitors lost money; making a work sheet part of the contracts.

In his speech Barrist criticized Universal for listing six pictures at 35 per cent and six at 30 per cent on the new season list.

Court Approves New Coney Island Setup

Federal Judge Grover M. Moscovitz yesterday in Brooklyn approved the plan of reorganization submitted on June 5 for the Coney Island Theatre, Inc., under Section 77B of the Federal bankruptcy act. This company owns the theatre and office building at Stillwell and First Aves., Coney Island.

The papers filed in the suit reveal that Loew's owns all capital stock outstanding. There are \$609,000 in first mortgage bonds outstanding. The principal feature of the reorganization plan covers the reduction from six per cent to four per cent of the interest rate on its outstanding bonds and the maturity date is set ahead for eight years. The plan also provides payment at the rate of four per cent interest on arrears since Dec., 1935. All other debts are to be paid in full.

The corporation holds a lease on the land on which the building rests and it expires Dec. 31, 2007. The plan for reorganization provides for a reduction in the yearly rental of the land from \$35,000 to \$25,000 until Dec. 31, 1946, and also approves the lease of the theatre to the Abingdon Amusement Corp. for 20 per cent of the gross receipts. This rental plus rental of offices in the building will net the corporation after all charges are paid \$8,840. The plan also provides that 90 per cent of the net earnings be used to amortize the first mortgage. Harold J. Cleary is president.

Sues on "Rolling Stones"

M. Hawkins, author of "Rolling Stones," a radio script, has started injunction proceedings against RKO, which recently purchased the rights to a story of similar name. The producer has not yet made the picture and Hawkins' action, which will be heard in the N. Y. Supreme Court in 10 days, will endeavor to prevent production.

Chicago Will Drop Doubles In the Fall

(Continued from page 1)

started in all houses with the exception of those in the Loop.

Since the use of duals has become general, business has fallen off noticeably. Protests have been registered against the practice of B. & K. of playing top pictures in their leading neighborhood houses on dual programs, before the smaller exhibitor gets them. Many small theatre deals are made on a percentage basis, and distributors, also, have been feeling the effect of the dual policy. There is believed little question that all other houses in the locality will follow the lead of B. & K. when it eliminates duals as anticipated.

Production Holds With 38 in Work

(Continued from page 1)

"Black Lightning," Paramount's "Partners in Crime," and Warners' "Tovarich" and "Sergeant Murphy."

Columbia finished zero, shooting four, preparing one and editing three; Goldwyn, zero, two, zero, two; M-G-M, zero, four, one, four; Paramount, one, four, eight 12; Republic, one, one, two, three; RKO zero, three, two, five; Roach, zero, zero, zero, one; Selznick, zero, two, zero, one; 20th Century-Fox, one, six, two, six; Universal, two, one, four, two; Wanger, zero, two, zero, two; Warners, zero, nine, one, 29.

No short subjects are shooting. M-G-M started and finished one; for the only activity in this department. Eight are preparing and 14 are in the cutting rooms.

Craig-Bryan Testing Deep Sea Apparatus

Bunny Bryan, formerly with Paramount and B. & K., and Capt. John D. Craig, deep sea diver and photographer, will leave shortly for Atlantic City to make depth tests in cooperation with the Coast Guard.

They have a new diving suit equipped with helium tanks, new 5,000-watt bulbs invented by General Electric for underwater use and other gadgets with which they hope to create a new technique for underwater photography. The suit is also equipped with broadcasting apparatus.

If they get down 400 feet they intend to leave shortly for England to make a film of the *Lusitania* salvage work off the coast of Ireland.

"Races" at \$23,000 Third Capitol Week

"A Day at the Races" tallied approximately \$23,000 in the third week at the Capitol. "The Emperor's Candlesticks" yesterday opened at the theatre and will be followed by "Saratoga," Jean Harlow's last film.

"The Road Back" garnered about \$10,000 in the third week at two-a-day prices at the Globe. The picture is now in its final week. "King Solomon's Mines" at the Roxy ended a week's run last night with \$30,000.

"Emperor" Is High in Dull Week on Coast

LOS ANGELES, July 8.—"The Emperor's Candlesticks," on a dual with "She Had to Eat" at the Chinese, turned in the only sizeable gross of the week, \$13,629. This was \$1,129 over normal. The same bill at Loew's State fared badly with a gross of \$12,693.

Good weather over the holiday weekend with big crowds at beaches and public fireworks displays hit grosses.

"New Faces of 1937" and "Armored Car" managed to get \$8,500 at the Hillstreet, and "Silent Barriers" was slightly over the line with \$3,500 at the Criterion. The only other profit-maker was "Forever Yours" in its third week at the Grand International with \$1,900.

Total first run business was \$91,072. Average is \$115,700.

Estimated takings for the week ending July 7:

"WEE WILLIE WINKIE" (20th-Fox)
CARTHAY CIRCLE—(1,518), 50c-\$1.50, 7 days, 2nd week. Gross: \$9,200. (Average, \$17,000).

"EMPEROR'S CANDLESTICKS" (M-G-M)
CHINESE—(2,500), 30c-55c, 7 days. Gross: \$13,629. (Average, \$12,500)

"SILENT BARRIERS" (G.B.)
CRITERION—(1,640), 30c-55c, 7 days. Gross: \$3,500. (Average, \$3,000)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-\$1.50, 6 days, 15th week. Gross: \$5,900. (Average, \$8,600)

"FOREVER YOURS" (G.N.)
GRAND INTERNAT'L—(750), 35c-40c, 7 days, 3rd week. Gross: \$1,900. (Average, \$1,200)

"NEW FACES OF 1937" (RKO)
"ARMORED CAR" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. Gross: \$8,500. (Average, \$8,000)

"EMPEROR'S CANDLESTICKS" (M-G-M)
"SHE HAD TO EAT" (20th-Fox)
LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$12,693. (Average, \$14,000)

"NEW FACES OF 1937" (RKO)
"ARMORED CAR" (Univ.)
PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$7,400. (Average, \$8,000)

"MOUNTAIN MUSIC" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: F. & M. revue, Francesca Malloy. Gross: \$15,250. (Average, \$18,000)

"SINGING MARINE" (W.B.)
"THE DEVIL IS DRIVING" (Col.)
WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. Gross: \$6,000. (Average, \$14,000)

"SINGING MARINE" (W.B.)
"THE DEVIL IS DRIVING" (Col.)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. Gross: \$8,100. (Average, \$12,000)

Hoig Is Transferred

LINCOLN, July 8.—Ike Hoig, who went from usher with the Lincoln Theatres Corp. here to manager of the Orpheum in four years, was sent this week to Colorado Springs, Col., to manage J. H. Cooper's new Trail there. Replacing Hoig, Kenneth Mead was brought on from Grand Junction, Col., also of the Cooper string.

Columbus Club to Move

COLUMBUS, July 8.—The Columbus Variety Club, Tent No. 2, is to abandon its original quarters in the Desher Wallick Hotel in about a week, and move into new rooms on the second floor of the RKO Grand Bldg., which are being fitted up at an estimated cost of \$15,000.

Rain and Heat Hit Takes In Boston; Few Make Par

BOSTON, July 8.—Business hit the skids last week with rain and heat drawbacks. "Too Many Wives" and "Border Cafe" at the RKO Boston managed to reach an \$11,000 par.

The only other spot to make the grade was Loew's Orpheum playing "A Day at the Races," on a dual with "Racketeers in Exile," for a second week. The take was a par \$12,000. At Loew's State the same bill, also in a second week, slipped to \$10,500. All other grosses were weak.

Total first run business was \$68,900. Average is \$72,500.

Estimated takings for the week ending July 1:

"GREAT GAMBINI" (Para.)
"DRAEGERMAN COURAGE" (W. B.)
FENWAY—(1,382), 30c-50c, 7 days. Gross: \$4,000. (Average, \$4,500)

"SLAVE SHIP" (20th-Fox)
"MEET THE MISSUS" (RKO)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7

days, 2nd week. Gross: \$11,500. (Average, \$12,000)

"A DAY AT THE RACES" (M-G-M)
"RACKETEERS IN EXILE" (Col.)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days, 2nd week. Gross: \$12,000. (Average, \$12,000)

"A DAY AT THE RACES" (M-G-M)
"RACKETEERS IN EXILE" (Col.)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days, 2nd week. Gross: \$10,500. (Average, \$11,000)

"ANOTHER DAWN" (W. B.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Herman Bing. Gross: \$19,500 (Average, \$22,000)

"GREAT GAMBINI" (Para.)
"DRAEGERMAN COURAGE" (W. B.)
PARAMOUNT—(1,793), 35c-50c, 7 days. Gross: \$6,000. (Average, \$7,000)

"TOO MANY WIVES" (RKO)
"BORDER CAFE" (RKO)
RKO BOSTON—(3,246), 25c-50c-65c, 7 days. Gross: \$11,000. (Average, \$11,000)

"THE GIRL SAID NO" (G. N.)
SHUBERT—(1,590), 55c-85c-\$1.10-\$1.65, 7 days. Gross: \$9,500.

Philadelphia Office Help Tries Sit-Down

PHILADELPHIA, July 8.—A sit-down strike and picketing both were launched today by stenographers and office help at the Warner and Universal exchanges. Because they were not included in the A. F. of L. affiliation with other exchange employees, the stenographers and bookkeepers joined the CIO.

They attempted to negotiate wage scales. When the effort failed the strike followed.

The strikers, members of United Office and Professional Workers of America, Local 2, are demanding increases in wages, a closed shop and recognition.

Gradwell L. Sears, general sales manager, Harold S. Bareford, attorney, and A. W. Schwalberg, in charge of exchange operations for Warners, were here today conferring with M. Mansell, local Warner manager, on the situation.

Reade-Cocalis Talk Peace Term Details

Walter Reade and Sam Cocalis are discussing peace terms with the possibility that Cocalis may not go through with the building of the Parker, Long Branch, N. J., and at the same time may acquire an interest in Reade's Hudson, Hudson, N.Y.

Cocalis had been negotiating for the Hudson house at the time Reade stepped in and bought the property. Cocalis, in retaliation, bought the Parker, Long Branch, but has had some difficulty in completing the construction of the house.

Talks have been started to get the two exhibitors together on a plan which would eliminate the competitive moves in Long Branch and Hudson.

Ford Gets Shorts Honor

WASHINGTON, July 8.—Charles Ford, editor of Universal News, and J. Edgar Hoover, head of the Secret Service, today received the grand shorts award of the Jay Emanuel Publications for the production of "You Can't Get Away with It." The presentation was made in Hoover's office.

Seek Approval for Move on 306 Funds

Counsel for Irving Schleifer and two other members of Local 306 who sued Harry Sherman, former president, to restore to the treasury money he allegedly expended but did not account for will ask Justice Thomas F. Noonan in N. Y. Supreme Court today to confirm the report of a referee who recommended that Sherman be required to turn over \$150,960 to the local's treasury.

Sherman was head of Local 306 from Feb. 11, 1933, to April 18, 1935. The \$150,960 representing funds belonging to the local allegedly was placed in a safe deposit vault and later withdrawn and handed over to Sherman "for purposes unknown and not explained." Sherman did not appear at any of the referee's hearings which were held between July, 1935, and April of this year. Referee George Brokaw Compton said that the union did not cooperate with him fully and in his report concluded that "the union has not accounted for monies received and disbursed from Feb. 11, 1933, to Oct. 26, 1934, in the amount of at least \$1,322,279."

Goldman Will Build Phila. Newsreel Spot

PHILADELPHIA, July 8.—William Goldman today received a permit to erect a newsreel theatre at 1230 Market St., one of the busiest sectors of central Philadelphia, the house to be called Time Newsreel Theatre. It will seat between 450 and 500. Construction will start immediately, with idea of having house ready for opening in 90 days. It will be the fourth Philadelphia spot for the former Stanley-Warner head and the tenth in his circuit. He is also building a theatre in York, Pa. His current Philadelphia venture will be the second newsreel house in town, the Trans-Lux having been established on Chestnut St. for more than two years.

Greenway to Boston

BALTIMORE, July 8.—Fred Greenway, who has been manager of Loew's Century for the past five years, has been promoted to be manager of Loew's State in Boston. He was given a farewell party.

"Mountain" Is Minneapolis' Top, \$11,000

MINNEAPOLIS, July 8.—"Mountain Music" managed to draw patrons despite climbing temperatures and brought in \$1,000 over a \$10,000 par at the Minnesota.

Total grosses slumped, although "Kid Galahad" at the St. Paul Orpheum did a good business. The show grossed \$5,000 in a \$4,000 house.

Other successful first runs included "As You Like It" which made \$2,500 at the World where \$2,000 is par and "Riding On Air" and "It Happened Out West," which did a \$2,500 business at the Tower, where \$2,000 is normal.

Total first run business in Minneapolis was \$23,000. Average is \$27,000. Total first run business in St. Paul was \$14,000. Average is \$15,000.

Estimated takings:

Minneapolis:

Week Ending July 1:
"MOUNTAIN MUSIC" (Para.)
MINNESOTA—(4,000), 25c-55c, 7 days. Gross: \$11,000. (Average, \$10,000)

"THE GO-GETTER" (W. B.)
ORPHEUM—(2,900), 25c-40c, 7 days. Gross: \$4,000. (Average, \$6,000)

"AS GOOD AS MARRIED" (Univ.)
CENTURY—(1,600), 25c-40c, 7 days. Gross: \$3,000. (Average, \$3,500)

Week Ending June 30:
"HOTEL HAYWIRE" (Para.)
"BEHIND THE HEADLINES" (RKO)

STATE—(2,400), 25c-40c, 7 days. Gross: \$2,500. (Average, \$5,500)

Week Ending July 2:
"AS YOU LIKE IT" (20th-Fox)
WORLD—(400), 25c-35c, 7 days. Gross: \$2,500. (Average, \$2,000)

St. Paul:

Week Ending June 30:
"KID GALAHAD" (RKO)
ORPHEUM—(2,000), 25c-40c, 7 days. Gross: \$5,000. (Average, \$4,000)

Week Ending July 1:
"HOTEL HAYWIRE" (Para.)
"THE THIRTEENTH CHAIR" (M-G-M)

RIVIERA—(1,000), 25c-40c, 7 days. Gross: \$2,000. (Average, \$3,500)

"THIS IS MY AFFAIR" (20th-Fox)
PARAMOUNT—(2,300), 25c-40c, 7 days. Gross: \$4,500. (Average, \$5,500)

Week Ending July 2:
"RIDING ON AIR" (RKO)
"IT HAPPENED OUT WEST" (20th-Fox)

TOWER—(1,000), 25c-35c, 7 days. Gross: \$2,500. (Average, \$2,000)

"Parnell" Grosses \$9,500, Montreal

MONTREAL, July 8.—"Parnell earned the highest gross, \$9,500, as the sole attraction at the Palace. Cooler weather and the observance of a general holiday on July 1, which is Dominion Day, helped.

"Slave Ship," Feature No. 1 at the Capitol, was responsible for \$8,000, while "There Goes My Girl," heading a dual at Loew's, registered \$8,000 with the new reduced prices.

Total business was \$32,000. Average is \$36,000.

Estimated takings for the week ending July 3:

"SLAVE SHIP" (20th-Fox)
"BIG BUSINESS" (20th-Fox)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. Gross: \$8,000. (Average, \$9,500)

"THERE GOES MY GIRL" (RKO)
"BORDER CAFE" (RKO)
LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$8,000. (Summer average, \$8,000)

"PARNELL" (M-G-M)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. Gross: \$9,500. (Average, \$11,000)

LOUIS VS. BRADDOCK FIGHT (G. N.)
"THE GIRL SAID NO" (G. N.)
"MICHAEL O'HALLORAN" (Republic)

PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$6,500. (Average, \$7,000)

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and
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Picture
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MOTION PICTURE DAILY

First in
Film and
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VOL. 42. NO. 8

NEW YORK, SATURDAY, JULY 10, 1937

TEN CENTS

Laughton and Pommer Quit Korda, U.A.

**Join Maxwell on Board
Of Mayflower Corp.**

By BRUCE ALLAN

LONDON, July 9.—Erich Pommer and Charles Laughton have broken with Alexander Korda and United Artists. It was officially revealed today that Associated British Pictures has made a substantial investment in Mayflower Pictures Corp., and that John Maxwell had joined Pommer and Laughton on the board of directors. Under the arrangement, both of the latter will share in the profits.

Associated British, the Maxwell company, will handle all distribution for the new company, which will produce at Elstree in whatever space is available at that studio.

Three pictures are already set for production, and planned for world release. They are Somerset Maugham's "The Vessel of Wrath," Clemence Dane's original, "St. Martin's Lane" and "Jamaica," by Daphne Du Maurier. Shooting will start the first week in August. Laughton will star in each of the three films and Pommer will be the producer.

In a speech at a press reception at the Savoy, Maxwell stressed Pommer's value in helping to build up British production.

Columbia Will Make Six Vancouver Films

VANCOUVER, July 9.—Six pictures are slated for production by Central Films, Ltd., subsidiary of Columbia Pictures which produces films for British quota.

The company, which has studios at Victoria, has just completed eight quota features, and Kenneth J. Bishop, president, says the new series will be completed by December. Stories and casts have not been chosen.

Loew Contracts for Columbia's Product

On the heels of the United Artists deal, Loew's yesterday signed contracts with Columbia for 40 features next season. The latest product pact does not include westerns.

The Columbia arrangement is the fourth important deal set by the circuit for 1937-38, M-G-M and Uni-

(Continued on page 2)

G. B. to Continue Sales Via 20th-Century Fox Exchanges

G. B. will continue to distribute through 20th Century-Fox next season, it was learned yesterday. Discussions for the continuance of the present releasing system are understood to have been completed when George W. Weeks, general sales manager for G. B., conferred with Sidney R. Kent on the coast during the 20th Century-Fox sales convention.

In addition to handling physical distribution, 20th Century-Fox ad sales forces will put on an intensified campaign on accessories for G. B. top pictures. Lee Balsly, ad sales manager for 20th Century-Fox, has advised William Carney, in charge of accessories for G. B., to that effect in a letter which was read yesterday to the sales forces in convention at the St. Moritz.

Approval of Plan on Roxy Strikes Snag

Possibilities that the proposed plan of reorganization for the Roxy may not be consummated because of the lack of consent from second mortgage gold noteholders was revealed at a hearing on the plan before Federal Judge Francis G. Caffey in the U. S. District Court yesterday.

Carlos Israel, attorney for the Pound Bondholders' Protective Committee, told Judge Caffey that the noteholders were still \$50,000 short of the required two-thirds and that few additional consents had been received during the past week. He pointed out that first mortgage bondholders holding \$2,405,941 of bonds had filed consent to the plan, and that this was \$9,000 more than the required two-thirds from bondholders. He indicated that unless sufficient consents from noteholders were received by next week, he would ask the court for permission to foreclose on first mortgages and thus wipe out the equity of noteholders and other junior creditors.

The plan has already received the

(Continued on page 4)

Pennsylvania Writ Halts Stores Levy

HARRISBURG, Pa., July 9.—The Dauphin County Court here today issued an injunction against J. Griffith Boardman, Pennsylvania Secretary of Revenue, restraining him from collecting the newly created tax on chain stores of the state, from the American Stores Co., A. & P. and Weiss Pure Food Stores, pending action of the court on the pending suits filed by these companies to test the constitutionality of the law creating this tax. The Woolworth stores

(Continued on page 3)

GB Lists 12; To Sell Alone Or in Groups

G. B. will release 12 class "A" pictures next season, with provisions for a limited number in addition on a sales policy elastic enough to permit selling on a single picture basis where that is desired, George W. Weeks, general sales manager, will tell the delegates to the G. B. sales convention at the St. Moritz here at this morning's session.

The new product will be outlined by Weeks and Arthur A. Lee, vice-president. Weeks will point out that the emphasis in the G. B. program for 1937-'38 will be on quality rather than quantity, and that each picture will be made on a large scale. "Because we are going in for individual, rather than mass production, our pictures can be handled and sold individually," Weeks declared in explanation of the elastic sales policy.

The leading players in the G. B. lineup of 12 will be Jessie Matthews, who will appear in three starring attractions; Anna Lee, who also will be starred in three; Nova Pilbeam

(Continued on page 3)

Weeks Remaining as G. B. Sales Manager

George W. Weeks is remaining with G. B. as general sales manager, and the company is retaining the exchanges with which it originally started in this country, Arthur A. Lee, vice-president, told the delegates to the company's sales convention at the St. Moritz Hotel at the opening day's session yesterday.

Its new selling policy will mean a greater concentration on fewer films, Lee said, with no decrease in quality. He declared that the parent Gaumont

(Continued on page 3)

Union Deals Set for Two More Cities

**Milwaukee, Dallas Terms
Worked Out Here**

Two more exchange centers, Dallas and Milwaukee, will be added to the list of territories next week where union working conditions will be set up. Negotiations between I.A.T.S.E. representatives and home office exchange heads were concluded yesterday whereby service employes in Dallas and Milwaukee unions will be recognized.

At the meeting yesterday at the Warner home office details in connection with Charlotte exchange employes, started some time ago, were completed. With Dallas and Milwaukee, the total number of situations where union agreements have been worked out is 16.

John Gatelee and Richard Walsh represented the I.A.T.S.E. at the distributor meetings Thursday and yesterday. The other 14 exchanges where union terms have been agreed upon are Kansas City, Indianapolis, Denver, Des Moines, Albany, Oklahoma City, Cincinnati, Philadelphia, Pittsburgh, Boston, New Haven, Cleveland, Charlotte and Washington.

Felix Snow, I.A.T.S.E. representative in Kansas City, arrived by plane yesterday to discuss a revision of the

(Continued on page 4)

Weisman Continued In Receiver's Post

Judge Martin T. Manton extended the receivership of Milton C. Weisman for the Fox Theatre Corp., for an added period of six months to end Jan. 12, 1938 yesterday in the U. S. District Court. The order was the tenth extension of the receivership period and was made over the objection of the Trust Co. of Georgia and

(Continued on page 2)

Report Several Quit Combine in Michigan

DETROIT, July 9.—As a repercussion of the recent withdrawal of some 55 Co-Operative Theatres theatres from Allied of Michigan, it is reported that nine houses have resigned from the booking combine and will retain their membership in the exhibitor organization.

The houses reported out of Co-Op now are the Woodward-Grand, Bel-

(Continued on page 2)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MAURICE KANN, Editor

J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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MEXICO CITY: Apartado 269; James Lockhart, Representative.

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MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.

PRAGUE: Uhelný trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Viale Gorizia; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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Davidson Quits Post
At Warners for Fair

Sid Davidson has resigned as director of exploitation and ad sales manager of Warners for a promotional post connected with the 1939 World's Fair. He had been with Warners for about eight years. A successor will be named shortly.

Allied Meet July 13

Allied of New Jersey will hold its next regular meeting at the Berkeley Carteret, Asbury Park, N. J., July 13. At the time discussions will be held on the forthcoming annual convention slated to be held in Atlantic City, Sept. 21-23. All officers are expected to be continued for another year.

Sell 20th-Fox Shares

The Lehman Corp. disposed of 1,300 shares of stock of 20th Century-Fox during the June quarter, according to the annual report for the fiscal year to June 30.

Wilcox Delays Trip Here

LONDON, July 9.—Herbert Wilcox has delayed his departure from England for the United States until July 17, when he will leave on the *Europa*.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"The Toast of New York"

(RKO)

HOLLYWOOD, July 9.—Here is brought to the screen the stirring story of Jim Fisk and his notorious operations in concert and in conflict with those of Daniel Drew and Cornelius Vanderbilt that made Wall Street history in the turbulent Civil War period. Edward Arnold, Cary Grant, Frances Farmer, Jack Oakie, Donald Meek and Clarence Kolb make the principal characters seem to live again and the Edward Small production recreates the place and period with convincing fidelity. Rowland V. Lee's direction maintains a modern tempo and keeps the essential romantic element subordinated without sacrifice. The picture is well qualified to satisfy audiences attracted by exploitation based on the rich historical background.

The story introduces the Wallingford of his time as a medicine show impresario in the deep south when the war breaks out. It depicts his cotton smuggling activities, the loss of his fortune and the acquisition of a bigger one through a coup netting him control of the Erie Railroad. Later come the clash with Vanderbilt and the turning of public sentiment against Fisk and his attempted cornering of the gold market, culminating in assassination and his dying renunciation of the girl in the case to his business partner.

Oakie supplies comedy relief throughout. The screenplay by Dudley Nichols, John Twist and Joel Sayre is based on stories by Bouck White and Matthew Josephson.

Production Code Seal No. 2,963. Running time, 109 minutes. "G."

"On Again, Off Again"

(Radio)

HOLLYWOOD, July 9.—Wheeler and Woolsey, aided by Patricia Wilder and the capabilities of Marjorie Lord, Esther Muir, Paul Harvey, George Meeker and Russell Hicks, indulge in another round of their typical farce foolishness. It is the kind of entertainment that will be appreciated by the comedians' following, containing plenty of what it takes to amuse the diversified fun-loving audiences.

Mainly the story content runs second to Wheeler's and Woolsey's gagging of the lines, situations and action. Nevertheless, Nat Perrin and Benny Rubin provide a humorous theme to support the stars' antics.

Unable to agree as the business partners' counsel, Hicks suggests a wrestling match—the winner to run the pill manufacturing trade and the loser to serve as his valet. Woolsey is victor in the mad bout that follows and proceeds to make life miserable for his partner. This is interlarded by Miss Wilder's fun-making and Meeker's menacing threat to the business. Wheeler precipitates a maddening domestic situation involving Woolsey and his wife, Miss Muir. This forces Woolsey to look for an out. It is found by bringing Miss Lord, Wheeler's girl friend, into action. In a musical garden party sequence the partners agree to call the whole thing off to prevent Meeker and Harvey from grabbing the business and to restore personal and domestic tranquillity.

It is better in entertainment and production quality than other recent films featuring the pair. The film should fully satisfy where the comedians are popular.

Production Code Seal No. 3,316. Running time, 65 minutes. "G."

Report Several Quit
Combine in Michigan

(Continued from page 1)

mont, Ambassador and Dexter, all of the Sam Brown circuit; the Astor, owned by Mitchell Victor, and four M. A. Chagot houses, the Imperial and Chopin in Detroit and the Riviera and Pinegrove in Port Huron.

Allied has again postponed for 10 days the meeting at which its members will select a president to succeed Fred Delodier, who resigned with a number of new directors.

Schenck Here Today

Joseph M. Schenck, chairman of the board of 20th Century-Fox, arrives from Hollywood by air today. He is going abroad.

Loew Contracts for
Columbia's Product

(Continued from page 1)

versal having previously been 'set. Columbia recently signed a two-year deal with National Theatres.

Representing Loew's in the Columbia deal were C. C. Moskowitz, Joseph R. Vogel and Eugene Picker. Abe Montague, Rube Jackter and Lou Weinberg signed for the distributor.

To Discuss Para. Policy

BOSTON, July 9.—A special buyers' meeting of Independent Exhibitors' Inc., has been called for July 20 at headquarters here to make a stand on the proposed strike against Paramount. A survey of the company's sales policy for next season will be made.

Study Insurance for
Games in Oklahoma

OKLAHOMA CITY, July 9.—Bank Night developed a new headache for the attorney general's office as "Guarantee Clubs" brought in a new angle. Owen J. Watts, assistant attorney general, was assigned to determine whether the clubs are a lottery, after an opinion asked by Everett Collins county attorney at Sapulpa, Okla.

The club guarantees that for a 25-cent fee it will pay the amount of the Bank Night award to any patron who happens to be absent when his name is called at a theatre. The guarantee also carries a show ticket. Watts pointed out that the club apparently has an agreement with the theatre to go to the club to get its ticket. Watts said the fact that a ticket is given for 25 cents may protect the club from lottery laws.

Weisman Continued
In Receiver's Post

(Continued from page 1)

other general creditors, who had asked for an immediate windup of receivership.

Judge Manton also denied the petition of creditors which asked an immediate distribution of assets, termination of the receivership, and a final accounting from Weisman. The added six month period was also granted to Weisman for the purpose of affirming or rejecting contracts made by the corporation prior to the receivership.

"Easy Living" and
"Armor" Start Well

"Easy Living" and Martha Raye in person at the Paramount and "Knight Without Armor" at the Music Hall got off to good starts in the first two days of their Broadway runs. The first combination garnered \$16,000 in two days, while the second film did about \$12,500 Thursday. Yesterday was far ahead of the opening business on "A Star Is Born."

Warners' Employees
End Phila. Strike

PHILADELPHIA, July 9. — The sit-down strike instituted by the office force at the local Warner exchange was ended late today. Details of the settlement were not available.

Picketing at the Universal exchange continues unabated.

Flash Previews

"Hot Water"—Probably the best of the Jones family series to date. Papa Jones as an aspiring politician and Junior as an amateur newspaper publisher.

"Three Legionnaires"—Fairly good and fairly funny. A story of two American soldiers during the post-war struggle between White and Red Russia.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Balaban, Griffis East

HOLLYWOOD, July 9.—Barney Balaban and Stanton Griffis left for New York today.

◀ Purely Personal ▶

JOSEF ZIMANICH of National Screen will leave for Europe on the *Normandie* next Wednesday. Monday night he will be guest of honor at a party at Sardi's to be tendered by a number of well known radio announcers.

AL HOFFMAN, assistant to **CHARLES SONIN**, M-G-M purchasing head, became the father of a nine-pound boy the other day. Mother and child are doing well at Beth-El Hospital, Brooklyn.

CHARLES E. MCCARTHY, director of advertising and publicity for 20th Century-Fox, is recovering from a period of illness, but will be out of his office for about a month.

SID RECHETNIK drops the cares of press agency tomorrow night and boards a plane for Hollywood in what will be his first visit to that community.

JEROME KRIDEL, operator of the Palace and Colonial, East Orange, N. J., became a father the other day. He has named his son, **JOHN EDGAR**.

BORRAH MINEVITCH left for El Paso by plane last night and from there will go to the coast to work in a 20th Century-Fox picture.

"SANDY" ABRAHAMs, in charge of trailers at the Warner studios, due in from the coast Monday to confer with **S. CHARLES EINFELD**.

SOPHIE TUCKER, under M-G-M contract, will come east soon for personal appearances. She will return to the coast in September.

HERB BERG of Paramount promises to give the fish an awful licking down at Montauk. He's off on a two-week fishing expedition.

R. W. BAREMORE has resigned as managing editor of *Film Curb*. He has gone to North Sebago, Me., for a vacation.

ARCHIE ADELMAN and not **ALLAN J. ISAACS** is manager of Loew's 175th Street. Isaacs is at the Plaza.

WILLIAM MALLARD, RKO general counsel, has returned from a trip to Hollywood.

ARTHUR LOEW is due back next week from a cruise to Lake Champlain on his yacht.

HERBERT J. YATES has delayed his departure for the coast until Aug. 10.

MARY LEWIS left for Hollywood yesterday via American Airlines.

TED HUSING and **DINTY DOYLE** flew to Boston yesterday.

DEN KILEY, Warner traffic manager, is home ill.

IRVING HOFFMAN has taken up sculpture.

CHARLES KURTZMAN, former F. & M. representative in St. Louis, has ar-

Heat Too Much

Due to the intense heat yesterday many of the film companies closed at 1 P. M. Columbia, M-G-M and 20th Century-Fox remained open, carrying on with the aid of air-conditioning. Paramount closed at noon and Warners, RKO and Universal called it a day at three o'clock.

riyed in town and is visiting old friends. He's stopping at the Wellington.

VICTOR HALPERIN has arrived from Hollywood to join his brother, **EDWARD**, who has been here some time.

SIDNEY JUSTIN, Paramount studio attorney, has arrived from the coast by plane for a two-week vacation.

HAROLD CRARY, vice-president of United Air Lines, is in New York for a few days on business.

MORT SPRING of M-G-M's foreign department is due back from Europe Aug. 3.

WALTER WANGER is due in September en route to Europe for a vacation.

LOU LIFTON has dropped 11 pounds in the last few weeks. Reducing.

HAL HORNE will return from the coast in a few weeks.

HARRY GOLD is visiting a number of U. A. exchanges.

Plan Jamaica Theatre

Rosewood Realty, Inc., have bought a plot at 84th Road and Parsons Boulevard, Jamaica, on which they plan to build a film house and stores, which are expected to be ready for occupancy Nov. 1.

Wall Street

Most on Board Gain

	High	Low	Close	Net Change
Columbia	31 1/2	30 3/4	31	
Consolidated	3 1/2	3 1/4	3 1/2	
Consolidated, pfd.	14	13 3/4	14	+ 1/4
Eastman	177 3/4	177	177 3/4	+ 3/4
Gen. T. Equip.	25 1/4	24	24 5/8	+ 3/8
Loew's, Inc.	81	80 3/8	81	+ 3/8
Paramount	22	21 1/2	21 3/4	+ 1/4
Paramount 2 pfd.	20 1/4	19 1/2	19 3/4	+ 1/4
Pathe Film	8 3/4	7 5/8	8 1/2	+ 3/8
RKO	8 5/8	8 1/2	8 1/2	+ 1/4
20th Century-Fox.	36 3/8	35 1/2	35 5/8	
Warner Bros.	14 1/2	13 3/4	14 1/4	+ 1/4

Curb Generally Increases

	High	Low	Close	Net Change
Grand National ..	2 5/8	2 1/2	2 1/2	+ 3/8
Sentry Safety	5 1/2	5 1/4	5 1/2	+ 1/4
Sonotone	1 1/2	1 1/4	1 1/2	+ 1/4
Technicolor	28 3/4	28 1/4	28 1/2	+ 3/8
Trans-Lux	4 1/4	4 1/4	4 1/4	

RKO Best Bond Rise

	High	Low	Close	Net Change
Loew's 6s '41 ex war	99 3/4	99 1/2	99 1/2	- 1/4
Paramount Pict. 6s '55	100 3/4	100	100 3/4	+ 3/4
Paramount '47.	93 3/4	92 3/4	93 1/4	+ 3/4
RKO 6s '41 pp.	109	108	109	+ 2 1/4
Warner Bros. 6s '39 wd	94	94	94	

(Quotations at close of July 9)

GB Lists 12; To Sell Alone Or in Groups

(Continued from page 1)

and Anna Neagle, each of whom will have the leading roles in two films.

Heading the roster of directors will be Alfred Hitchcock, Robert Stevenson and Marcel Varnel, stage director. Several of the new season pictures are either completed or in production, including "Look Out for Love," starring Miss Neagle; "Non Stop New York," "The Show Goes On," also with Miss Neagle, and "Sailing Along," the first Jessie Matthews film of the new season, which is now in work.

The 12 features planned for the new season, with details of player and directorial assignment are as follows:

"Non Stop New York" Romantic melodrama starring Anna Lee, with John Loder, Desmond Tester, James Pirrie, Francis Sullivan and Frank Cellier. Directed by Robert Stevenson.

"Sailing Along" A Jessie Matthews musical, with Jack Whiting as her dancing partner. Music by Arthur Johnston, and lyrics by Maurice Sigler.

Carminati Cast

"Look Out for Love"—Musical, starring Anna Neagle and Tullio Carminati. A Herbert Wilcox production. Directed by Herbert Wilcox. Music by the Hollywood team of Lerner, Goodhart and Hoffman.

"Empty World"—Mystery melodrama, starring Nova Pilbeam.

"The Show Goes On"—Melodrama, starring Anna Neagle, with Tullio Carminati and Leslie Banks. Directed by Herbert Wilcox from an original story by Herman Manciewicz.

"Sparkle"—A second Jessie Matthews musical, with dance numbers and emphasis on comedy.

"A Girl Must Live"—Romantic comedy starring Anna Lee with Lilli Palmer, a Viennese importation.

"Wedding Dream"—Romantic drama starring Nova Pilbeam, with emphasis on comedy.

"Glamorous Lady"—Jessie Matthews' third for the season.

"The Unconquered Woman"—With Anna Lee starred in a story written especially for her.

"Lady of La Paz"—Based on the stage play of that name, adapted from the Elinor Mordaunt best-seller. No cast has been set as yet.

"The Girl Pat"—Based on actual happenings, planned as an elaborate film with a sea background.

20th-Fox Building Burns

LITTLE FERRY, N. J., July 9.—The 20th Century-Fox film storage warehouse here was swept by flames early today. Damage was estimated at about \$200,000. The building had been used to store prints of old releases. The cause of the fire is being investigated.

Louis F. Scott Dies

DENVER, July 9.—Louis F. Scott, 83, father of Ward Scott of Kansas City, M-G-M district manager, is dead at his home here. He is also survived by his widow, Mary, and a daughter. Funeral services and burial were in Denver.

Weeks Remaining as G. B. Sales Manager

(Continued from page 1)

British company is resting on a firm financial basis—"as strong and as big as it ever was."

"We are starting upon our fourth season with all the backing in the world from the other side, the same exchanges where we originally started—even though there have been rumors that we would be asked to leave them—and with a program you will be proud of," Lee concluded.

Weeks, in addressing the delegates, declared, "The Gaumont organization in this country must be recognized as an essential part of the industry as a whole, too essential a part to be destroyed by rumors. It is a structure too vital to be wrecked."

He declared that a period of stabilization, such as was necessary in the British industry, always looks alarming to superficial observers. Gaumont British has paid for some of its own mistakes, he said, and even more dearly for the mistakes of others in the British industry. England, he insisted, will always be a great production center, and the Gaumont organization in America will remain its chief outlet for distribution in this country.

Address by Rogers

Although he did not specify how many pictures B. I. P. would send over for distribution here, Budd Rogers, American representative for the company, yesterday told G. B. delegates that he was willing to submit product selected from B. I. P.'s output on the merits of each production.

Al Perry of Empire Films Canada, distributors for G. B. in the Dominion, was among the speakers. At lunch, Howard S. Cullman, trustee of the Roxy, and William T. Powers, film buyer for National Theatres, made short speeches. Other National Theatres' men introduced to the conventionites included Edward Zabel, Milton Hossfeld, Aubrey Schenck, Irving Barry and Jack Miller. O. J. Silverthorne, Toronto censor board member, and Ralph Poucher of Consolidated Film, also were among the guests.

Set Hitchcock Film Title

"The Girl Was Young" has been selected as the final title for the new Alfred Hitchcock picture for G.B. release which stars Nova Pilbeam. The tentative title was "Coins for Candles."

Pennsylvania Writ Halts Stores Levy

(Continued from page 1)

are expected to join in the action and to seek a similar injunction.

The tax, which ranges from \$1 to \$500 on each store, according to the number owned by an individual organization, applies also to theatres of the state. Under the terms of the act collections by the Secretary of Revenue may be begun on Aug. 4 next, but the injunction prevents collection from the companies which are parties to the test case. In the opinion of lawyers the injunction does not, however, apply to either stores or theatres that have not joined in the court proceedings. Up to this date no theatres have filed action opposing the law in the Dauphin County Court.

Radio Personals

JVANCE BABB, manager of J.NBC's press division, left yesterday for a two-week vacation. . . . Dr. Walter Damrosch, NBC music counsel, arrives here Monday aboard the *Normandie* with Mrs. Damrosch after spending five weeks in Italy, Switzerland and France. . . . Adolph Menjou has been set for a guest appearance on the Kraft "Music Hall" July 29. . . . Gracie Barrie will appear on the Hammerstein "Music Hall" July 20, through a booking placed by the Herman Bernie office. . . . Jessica Dragonette will offer Noel Coward's "Bitter Sweet" on the Palmolive "Beauty Box" July 14. . . .

+

Gladys Miller, head of Service Programs, Inc., will join the faculty of N. Y. U.'s school of retailing this fall. . . . Kitty Carlisle will appear on Harry Von Zell's program tomorrow night. . . . Craig Reynolds will be George Fischer's "Hollywood Whispers" guest tonight. . . . Dot Harness, formerly on the *Journal*, has joined Bert Nevins publicity office, succeeding Peggy Phillips, who has resigned to join Paramount. . . . Hy Blane of the Hollywood Restaurant will be Jack Eigen's guest over WHN Monday. . . .

Adventure Serial Returns

"While the City Sleeps," adventure serial sponsored by Bowey's, Inc., returns to the NBC-Red Monday for an extended stay. The series will be presented Mondays, Wednesdays and Fridays thereafter from 5:15 to 5:30 P. M., E. D. S. T. The Russell C. Comer Advertising Co. handles the account.

"While the City Sleeps" replaces the "Adventures of Dari Dan," sponsored also by Bowey's, Inc.

Get Bristol-Myers Accounts

Pedlar & Ryan and Young & Rubicam have been appointed to handle the advertising for several of the Bristol-Myers Co. products. Pedlar & Ryan will handle Mum, while Young & Rubicam will prepare copy for Ingram's Milkweed cream and also the products of the William Peterman Co. The appointments will become effective Jan. 1.

Mayor Gets Regular Spot

COLUMBUS, July 9.—Mayor Myron B. Gessaman, who was heard over WCOL on two occasions recently, will be assigned a permanent Monday night spot of 15 minutes over that station in the near future. He will discuss local civic problems.

Shift Casanova Series

Eve Casanova's beauty series will be broadcast Mondays, Wednesdays and Fridays over WMCA, beginning Monday, instead of Thursdays and Saturdays. The time will be 10:15 to 10:30 A.M.

Law Joins Korn & Co.

PHILADELPHIA, July 9.—Howard Law, prominent in Chicago, New York and Philadelphia advertising circles, has joined J. M. Korn & Co., Inc., local advertising agency, as account executive.

Will Honor Rogers

B. P. O. E. will conduct memorial services for the late Will Rogers at the Will Rogers Shrine of the Sun, near Colorado Springs. The services will be heard over the Mutual network July 16 from 5 to 5:15 P. M., E.D.S.T.

The program will originate at KFEL, Mutual's Denver affiliate.

N. Y. System to Have New Program Policy

A new program policy affecting the member stations of the New York Broadcasting System has been worked out, according to Burt Squires, manager of the network.

Besides carrying their own local shows, the network stations, with the exception of WINS, will be fed programs from WLW, Cincinnati, WHN, New York, and WAAB, Boston.

The members of the network, of which WINS is the key, are WABY, Albany; WIBX, Utica; WSAY, Rochester; WMBO, Auburn, and WBNY, Buffalo.

WFIL, Philadelphia, Asks Power Increase

WASHINGTON, July 9.—Application for authority to increase its day power from 1,000 to 5,000 watts has been filed with the F. C. C. by WFIL, Philadelphia.

The station proposes to install a new transmitter and to erect a directional antenna for day use if the application is granted.

The commission also has received an amended application from Floyd A. Parton, San Jose, Cal., for a new broadcasting station to operate on 1,170 kilocycles with 250 watts, daytime only.

Thelma Holder Starts July 14

Thelma Holder, lecturer and writer, will begin a new series of programs over WBNX, July 14 at 5:15 P.M., and weekly thereafter.

WJAY to Broadcast Visit with Octopus

CLEVELAND, July 9.—In what is heralded as one of the most dangerous broadcast stunts ever attempted, Carl Mark, WJAY announcer, next Thursday will climb into a diving suit and with his microphone submerge himself in a 50,000 gallon tank of water in which the only other occupant will be a live, 20-foot octopus. The airing will start at 11:45 A. M., E.S.T., at the Great Lakes Exposition.

While in the tank, Mark's only means of communication with those above water will be a telephone line from within his suit. He will give WJAY listeners a vivid description of the situation. The octopus will be well fed before his visitor comes on the scene.

Renew "Town Hall" For Two-Year Period

Bristol-Myers Co. has renewed "Town Hall Tonight" for a period of two years on the NBC-Red, Wednesdays from 9 to 10 P. M., E. D. S. T. Young & Rubicam is the agency.

Renewed also for a similar period are Fred Allen and Portland Hoffa, who are now vacationing. For a period it was believed that Allen would not return to the series, due to his reluctance to continue a full hour series. After concluding his vacation, Allen will travel to Hollywood to make a picture. The exact date of his return to the program has not been set as yet.

Howard in Shakespeare Role

Leslie Howard and Rosalind Russell will head the cast of "Much Ado About Nothing," second in the CBS Shakespearean cycle, July 19. The supporting players will include Ben Webster, Charlotte Evans, Dennis Green, John Davidson and Stefan Schnabel.

Adding Canadian Web

When Amos 'n' Andy begin broadcasting for the Campbell Soup Co., Jan. 3, 1938, a Canadian hook-up will be added to their coverage.

Summer Shows on the Air

"Showboat"

The Maxwell House "Showboat," with its original skipper, Charles Winninger again at the helm, set sail Thursday evening in an attempt to recapture its former glory, and for the most part, succeeded.

Ever since Winninger left the craft some years ago, the "Showboat" has ridden troubled waters, and despite repeated trips to the drydock for repairs, it has kept settling lower and ever lower until its decks have been awash. In bringing Winninger back, and by making extensive changes in its style of presentation, Benton & Bowles has cheated Davey Jones of an illustrious victim.

Despite the fact that he has been surrounded with an exceptionally competent cast, including Jack Haley, Nadine Conner, Thomas L. Thomas, Patricia Wilder, Virginia Verrill and Warren Hull, Winninger emerged with most of the glory. He has an amazing ability of being able to pro-

ject his personality in an all-permeating fashion, so that even during those moments when Haley and the vocalists were before the microphone, the listener was aware of the Winninger presence.

Haley's comedy, somehow, defies analysis. Many of his lines were of the "sock" variety, yet when his stunts were finished, one's risibilities, strangely enough, had not been unduly excited. We say strangely, because some of the funniest lines of the season were uttered by the comedian with the dreamy eyes. Perhaps a bit of tightening of the skits is the remedy needed.

The vocalists were exceptionally fine.

"Showboat" is sponsored by the General Foods Corp. for Maxwell House Coffee, and is presented Thursdays from 9 to 10 P.M., E.D.S.T., on the NBC-Red. Benton & Bowles is the agency.

BANNER

Approval of Plan on Roxy Strikes Snag

(Continued from page 1)

approval of the court in an opinion, and it had been expected that a formal order approving the plan, together with the required consents would be filed yesterday. When apprised of the failure to file consents, Judge Caffey indicated that he would refrain from signing the order.

A motion by Roemer-Kenny Co. and George M. Garsson, for recognition of the brokers who brought about the sale of the Roxy to 20th Century-Fox was denied by Judge Caffey yesterday. The petition of the brokers stated that they were entitled to \$50,952 as brokerage fees, but asked that they be recognized now and allowances for them be made at the time the estate is closed. Judge Caffey, in denying the motion, stated that he would hear a further petition from them at the time allowances to attorneys were made. He also said that another firm is making a similar claim.

The next hearing on the plan will be held July 16.

Union Deals Set for Two More Key Cities

(Continued from page 1)

exchange employees' agreement set for the territory some weeks ago. The Kansas City union has declined to accept the agreement approved by the I.A.T.S.E. office here. Distributor representatives assert that matter is one between the local union and international organization and not between the local union and distributors.

Delay Sherman Arguing

Argument on a motion in N. Y. Supreme Court urging judicial confirmation of a referee's report recommending that Harry Sherman, former president of Local 306, turn over \$150,960 which allegedly belonged to the local was adjourned yesterday until July 15. It is charged by Irving Schleifer and two other 306 members that the money was taken from a safety deposit vault and turned over to Sherman "for purposes unknown and unexplained."

Pathe Tax Suit Settled

Suit against Pathe Exchange, Inc., by the U. S. Government for \$13,781 unpaid back income taxes was marked settled and discontinued upon consent of both sides in the U. S. District court yesterday. The Government claimed that Pathe had paid only \$29,304 on a net income of \$217,071 for 1927, and demanded an added \$10,363 with interest. The amount of settlement was not given.

Johnson-Cons. Hearing in Sept.

WILMINGTON, July 9.—Final hearing will be held early in September in Chancery Court here in the suit of N. I. Johnson, stockholder, against Consolidated Film Industries, Inc., in which a preliminary injunction was granted and later upheld by the Supreme Court. The question involved is whether a corporation in effecting a recapitalization may wipe out accrued dividends on preferred stock.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 9

NEW YORK, MONDAY, JULY 12, 1937

TEN CENTS

Metro Plans 12 New Spots 'Round Globe

Will Set Sites for Six Theatres by Fall

Continuing its foreign theatre expansion program, M-G-M is now negotiating for 12 additional sites in various countries. At least six are expected to be closed by September, it was learned at the home office over the weekend.

At present the company operates the Empire, London; four in Australia, where another will be opened in November; one in Johannesburg, South Africa, and another to open Aug. 1 at Durban; four in Belgium; two in France; one in Calcutta with construction just begun on a theatre in Bombay; four in South America, and a new house at Sao Paulo, Brazil, to be started next month. A site recently was acquired in San Juan, Puerto Rico, and building will get under way in two months.

In most instances where new building is under way or contemplated the structures will seat on an average of 1,500. At Sao Paulo the theatre will have a capacity of 1,700.

Sam Burger, foreign roving representative, is now on his way to South Africa, via Europe.

GB to Concentrate On Names, Says Lee

The stars and directors lined up for G. B.'s new product schedule of 12 features for the 1937-38 season will be the point of concentration in the selling of the new films, Arthur A. Lee, vice-president of the company, told the delegates to the sales convention at the St. Moritz Hotel here Saturday.

The meeting ended yesterday with individual meetings among home office executives and the sales forces from the field. The banquet was held Saturday night and the men left for their

(Continued on page 15)

Canada Sends Four Stations to Arctic

MONTREAL, July 11.—Four short wave stations sailed from Montreal today.

Or rather, when the R.M.S. *Nascope* cleared this port on her annual voyage to the Arctic, she carried equipment among her varied cargo, for

(Continued on page 20)

More Radio—Pp. 20-22

Warners to Preview Eight Features in 31 Key Spots

In an effort to get audience reactions from a representative cross-section of the American public as well as suggestions for future productions Warners have arranged for two-day preview showings of eight new-season films in 31 cities on Aug. 9 and 10. The showings will be in theatres probably in the mornings and late evenings.

Invitations will be sent to city and state officials, film critics, club women, prominent exhibitors and others.

"In a sense," says Gradwell L. Sears, in charge of sales, "the exhibitions are an advance display of prod-

uct comparable to the annual automobile shows, or the trade shows of national manufacturers. But more than that, we hope our first step into a field never before explored by the film industry will result in a scientific answer to the question which always plagues producers: 'What sort of picture does the public want?'

"We know that the day of helter-skelter production methods has been passed, and that some guarantee of audience acceptance should be obtained before producers spend up to \$2,000,000 making a picture. One year melo-

(Continued on page 16)

Loew Deal for Para. Output Draws Nigh

Loew's is expected to conclude product arrangements with Paramount this week. The circuit last week signed up with United Artists and Columbia.

The term of the Paramount deal is contingent upon both parties getting together on prices which would govern a long-term contract. Paramount is asking for 37 pictures on percentage next year: four at 35 per cent, plus a split; eight at 30 per cent, plus a split; 10 at 30 per cent with a reversion clause to 25 per cent if the stipulated figure is not reached, and 15 at 25 per cent. The balance, to

(Continued on page 22)

RCA's Installations Up 300% in 6 Months

The number of installations of RCA high fidelity sound reproducing systems has increased almost 300 per cent in the first six months of this year, as compared to last year, according to Edwin M. Hartley, head of RCA Photophone.

During June more than five times as many installations were contracted for than in June, 1936, Hartley reported. All were for complete sound systems, rather than the modernization of older systems. The gain was attributed by the executive to the increase in the number of new theatres and the activity in the modernization of old houses.

Buck Night Refused Trade Mark Registry

MADISON, July 11.—Promoters of Buck-Nite, a variation of Bank Night, were refused application for trade mark registration with the secretary of state when Attorney General Orlando S. Loomis ruled that such

(Continued on page 22)

Reade-Cocalis Seek An Arbitrator Here

Efforts are being made by Walter Reade and Sam Cocalis to get a local exchange manager to arbitrate the differences between the two independent exhibitors. The differences arose when Reade purchased a theatre in Hudson while Cocalis had been negotiating for the property. Following this move, Cocalis bought sites at Hudson and Long Branch and planned additional purchases at Red Bank and Asbury Park in retaliation to Reade.

However, both exhibitors have decided to sit down and talk the matter over, provided that an unbiased

(Continued on page 22)

100 Nat'l Theatre Men Will Convene

More than 100 divisional operating heads, bookers, department heads of the various subsidiaries of National Theatres will attend the three-day annual meeting at the Broadmoor, Colorado Springs, Colo., Aug. 10-12.

Operating problems and details in connection with new film buys will be the principal topics up for discussion. No decision has been made by Spyros Skouras and his associates in regard to inviting sales heads of the major companies to attend.

Last year executive sales heads of the distributing companies explained their individual policies to the the-

(Continued on page 22)

Subscription Closed On New Odeon Issue

LONDON, July 11.—Subscription lists opened and closed on July 6 for the Odeon Theatres issue of £1,800,000 five per cent first mortgage debenture stock and 180,000 ordinary shares of five shillings each, at par. A trust

(Continued on page 22)

'White Collar' Workers Next To Unionize

Step Slated to Follow Exchange Moves

As soon as negotiations are completed with all exchange unions in key centers, distributor representatives are expected to sit down and discuss contract terms with newly formulated unions representing "white collar" workers in exchanges. The workers consist of bookers, stenographers, clerks and cashiers.

Members of the United Office and Professional Workers of America have made several attempts to organize employees at the various home offices. Last week in Philadelphia Warner and Universal exchange employees of the union staged a strike because company executives refused to recognize them. Three bookers from the Quaker City about two weeks ago met with home office distributors at the Warners and were assured their demands would be looked into in due time.

At the present time, 16 of the 32 exchange centers have worked out union arrangements with distribution executives. There are 16 more territories to be negotiated. These will take months, it was stated, and as soon as all key centers are taken care of unions representing "white collar," or front office workers at exchanges, will be asked to present their demands.

In all of the 16 territories where union conditions have been set up, negotiations have been with the I.A.T.S.E. The international is affiliated with the A. F. of L.

Meet on K. C. Union Terms in N. Y. Today

Felix Snow, I.A.T.S.E. representative in Kansas City, will confer today with labor executives of Loew's, RKO and National Theatres on a wage schedule asked by the Theatre Employees Union there. Theatres in Kansas City affected by the negotiations are the Midland, Mainstreet, the Fox Tower, Uptown and suburban houses operated by the circuits.

No Decision Reached On M-G-M Ad Rental

No decision has been reached on M-G-M's plans to adopt an accessory sales rental system, William F. Rodgers, general sales manager, stated yesterday when he returned from a three-

(Continued on page 22)

MOTION PICTURE
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SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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Insiders' Outlook

By RED KANN

IT happened in Hollywood some weeks back. Then more diligently at our stint than we have been of late, out of the type-writer one day rolled this:

The great difficulty about the testings made of single versus double features practically everywhere around the country has been the inadequacy of such probings. If an exhibitor on one side of the street decides for singles and his competition persists with doubles, the hardy experimenter will give up in a hurry if his gross drops and his opposition's sticks to whatever its current level with duals has been. Thus, you have a sort of test, but actually you have no test at all. If only through some latter day miracle, all exhibitors in a given city could be induced seriously to check the situation, we don't know the consequences, but the outcome might prove surprising. . . .

Double bills are another name for inferiority in product. It begins in the studios with a chiseling in cast strength and budgets enforced upon the producer by the market he serves. Hollywood will dish up in a moment's notice propaganda on behalf of this studio and that and how the effort with B pictures compares favorably with the A. This, of course, is stuff and nonsense, designed for ultimate percolation to the exhibiting body which already knows better than to listen. It represents a studio defense for producing cheap pictures when actually no defense beyond a recognition of market requirements should be required. . . .

A diagnosis of his market should be the theatre operator's job. But the average exhibitor follows the path where the resistance is mildest and has demonstrated himself to be content with letting what he regards as well enough alone. The point there is that nothing beyond an isolated conclusion ever has been attempted. The conclusion is that Hollywood will continue to make a large number of second features which are essentially indifferent or bad features and the public will get its quantity while it finds its quality when it can.

This the background for what follows, a letter from one of the most efficient circuit operators in this blazing land. With his permission:

All of us had double features at one time in — and through one means and another

are now pretty definitely on a single feature basis. From then till now conditions have improved, but I personally am convinced that the elimination of double features in — has not merely not hurt the business but has actually helped it during the improving period.

Now for the other side of it. When you are hooked with a rather expensive theatre—or even theatres—in a community and must have the A attractions for your existence, you butt head-on into this block buying thing, whereby the companies with the real pictures take an all-or-none attitude. The result is that you must either double feature or maintain losing B theatres. It is not surprising that many exhibitors have found the double features to be the lesser of the evils. Looking at it from one of the few remaining single feature territories, I can but conclude that the all-or-none policy, known generally as block booking, is so tied to this double feature thing as to be one of the Siamese twins. The real cause of double features is surely "take 'em all." And the market which the producers are supplying by producing some of the junk which comes from the West Coast was, in fact, created by the sales policies of those same companies. I can assure you that, unless someone is sitting in this sort of an office, he does not know the tremendous pressure which the sales policies make for double features. I sometimes think I'm a simple fool for holding out against it, but then, as you may have surmised one place or another, I'm stubborn.

In answering the communication, we declared that one day there may be light and then another deal. It was a theoretical reply and well did we know it. However, it drew this:

We have a theatre manager in — who recently built a residence. The man is 50 years old and his wife is 47. In connection with the residence, he built what I had reasons strongly to suspect was a nursery. Until now I had considered him the world's greatest optimist.

Your statement that more light may penetrate into the councils of the fellows who set selling formulas moves him down into second place.

Your perennial optimist immediately thereafter returned to his unprotesting shower. . . .

Purely Personal

HARRY C. ARTHUR will return today from St. Louis by plane after completing arrangements for the pooling of F. & M. theatres with Bess Schuller and Alex Papand units.

WILLIAM GOETZ, MAX GORDON, SIMONE SIMON, JACK BARNSTYN and GUS EYSELLE and the Rockettes are due to arrive today on the *Normandie*.

AL SELIG will leave the end of July for a vacation trip to Canada during which he intends to cover 1,900 miles by auto in two weeks.

HOWARD DIETZ and MILTON WEISS of M-G-M returned from the coast Saturday via American Airlines.

MONROE GREENTHAL left for the coast by plane yesterday and is due back the end of the week.

SAM and JEAN ABERMAN celebrated their fifth wedding anniversary over the weekend.

Y. FRANK FREEMAN returns today from Chicago where he visited JOHN BALABAN.

BARNEY BALABAN and STANTON GRIFFIS are due to return today from the coast.

HARRY GOETZ has returned from a short trip to the coast.

EDWARD SCHNITZER has returned from Philadelphia.

... Cincinnati

ARTHUR M. FRUDENFELD, RKO division manager, and his wife are on a vacation on the coast.

DONALD DUFF, Big Feature Rights booker, recovering from an appendicitis operation performed at Jewish Hospital.

HELEN MARIE CAIN, private secretary to JOE GOETZ, assistant division manager of RKO, married to HARRY H. BOHMAN, Covington, Ky.

ED DIETZ, M-G-M salesman, has resigned to fill a similar post with Grand National, covering Kentucky. MICHAEL BERGER of the M-G-M accounting department succeeds DIETZ.

... Pittsburgh

MORTY HENDERSON's vacation was partly spent recovering from sun-poisoning.

JOE FELDMAN and family have left for a three-week vacation in Connecticut.

JOE HILLER's car was missing for a couple of days last week, but police recovered it.

MRS. BESSIE GOLDSTEIN, operator of the Paramount on the North Side, has announced the engagement of her daughter, ROWENA, to DR. TOWNSEND BAER.

Would Tax Beer Parlors

SEATTLE, July 11.—A proposal to charge beer parlors an amusement license equal in amount to that paid by theatres if they provide music or entertainment was submitted to the City Council by the Seattle censor board. It is not expected that the measure will be favorably acted upon.

Legion Approves 5
Of 7 New Pictures

Of seven new pictures reviewed by the National Legion of Decency in its list for the current week, two were approved for general patronage, three for adults, one was called objectionable in part and one was condemned. The new films and their classification follow.

Class A-1, Unobjectionable for General Patronage—"Reported Missing," "Thirteenth Man." Class A-2, Unobjectionable for Adults—"Easy Living," "A Fight to the Finish," "Knight Without Armor." Class B, Objectionable in Part—"Between Two Women." Class C, Condemned—"Damaged Goods."

Fifth Para. to Criterion

Another Paramount picture, the fifth in succession, will open at the Criterion Friday. The latest film is "Midnight Madonna," which will follow "The Great Gambini."

"Accidents" Is Retitled

HOLLYWOOD, July 11.—B. P. Schulberg has changed the title of "Accidents Will Happen" to "She Asked For It."

Seattle Picnic July 16

SEATTLE, July 11.—Several hundred employees of Hamrick-Evergreen Theatres' executive, office and theatre staffs will have their annual picnic on July 16 at Shadow Lake, near here.

Hill's Eye Is Injured

HILLSBORO, O., July 11.—William Hill, local exhibitor, is being treated for serious injury to his right eye sustained when he was struck by fishhook while angling near here.

"I MET HIM IN PARIS"

"MOUNTAIN MUSIC"



"EXCLUSIVE"

"EASY LIVING"

SMASH!

PARAMOUNT rings the
box office bell four times
in two months with its
big SUMMER pictures.

SMASH

"I MET HIM IN PARIS" does smash business to start summer off with, doing **130% above average business in 30 key runs.**

Second Weeks, Hold-overs, Carry-overs, Extended playing time in almost every house.

Look at the record:

Seattle first run 5 weeks
Portland, Ore. . . first run 4 weeks
San Francisco . . first run 3 weeks
New York first run 3 weeks
Brooklyn first run 2 weeks
Rochester first run 2 weeks
Washington . . . first run 2 weeks
Columbus first run 2 weeks
Cincinnati first run 2 weeks
Dayton first run 2 weeks
Cleveland first run 2 weeks
Boston first run 2 weeks

New Orleans . . . first run 2 weeks
Chicago first run 2 weeks
Indianapolis . . . first run 2 weeks
Kansas City . . . first run 2 weeks
Denver first run 2 weeks
Louisville first run 2 weeks
Oakland first run 2 weeks
San Diego first run 2 weeks
Hartford extended playing time
New Haven extended playing time
Memphis extended playing time





CLAUDETTE COLBERT

in

"I MET HIM IN PARIS"

with

Melvyn Douglas • Robert Young

Produced and Directed by Wesley Ruggles

SMAAS

Two weeks after "I Met Him in Paris"

PARAMOUNT releases "**MOUNTAIN MUSIC**" to do the Top Summer Business of any picture, **doing 150% above average business** in 18 key runs at the box offices already and going higher every day.

Look at the record!

Seattle first run 3 weeks

Chicago first run 2 weeks

Indianapolis . . . first run 2 weeks

San Francisco . . . first run 2 weeks

Los Angeles . . . first run 2 weeks

Louisville first run 2 weeks

San Diego first run 2 weeks

New York first run 2 weeks

Rochester first run 2 weeks

Cincinnati first run 2 weeks

Hartford first run 2 weeks

Dallas first run 2 weeks

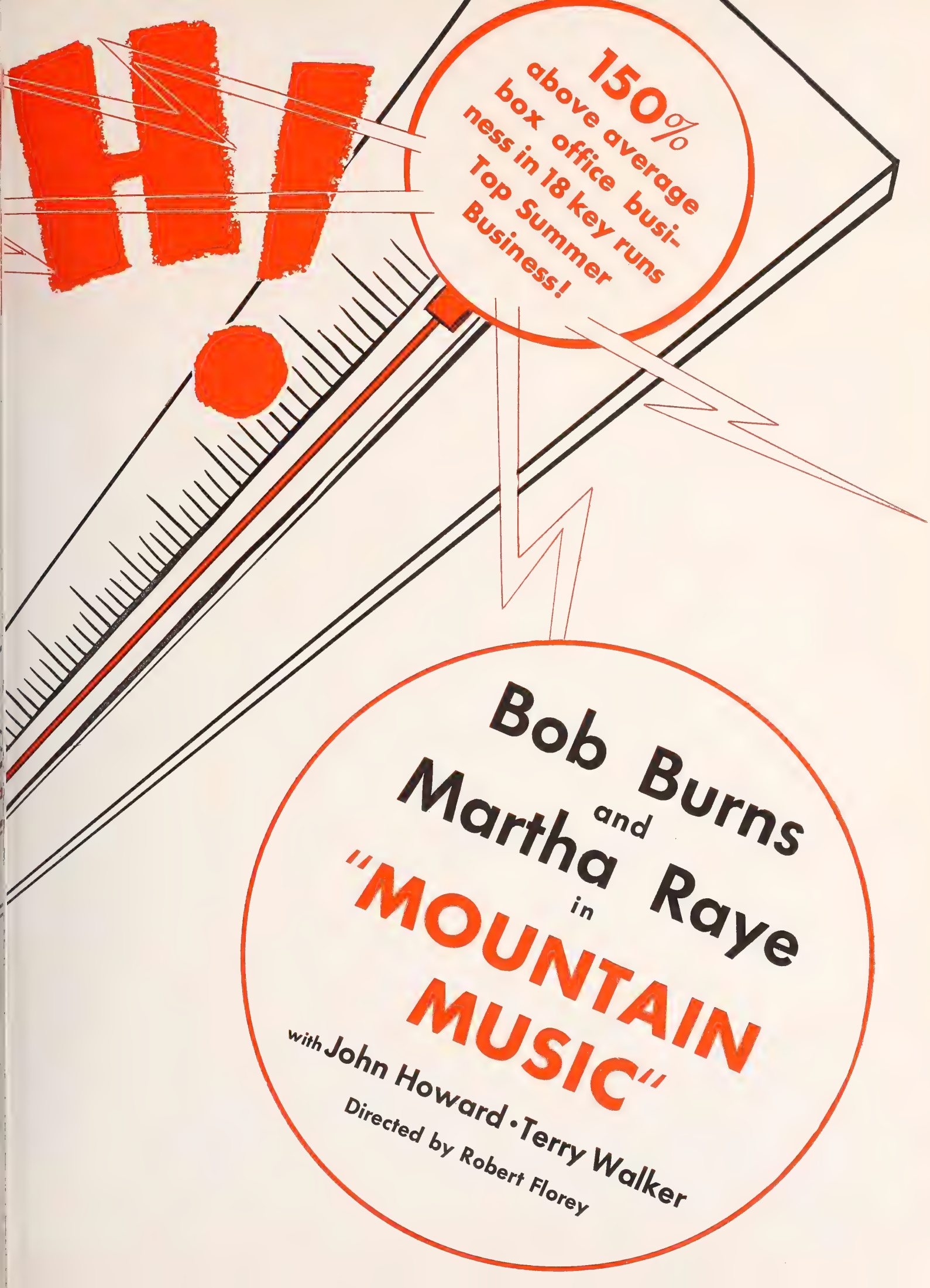
Columbus extended playing time

New Haven extended playing time

Memphis extended playing time

Knoxville extended playing time





150%
above average
box office busi-
ness in 18 key runs
Top Summer
Business!

Bob Burns
and
Martha Raye
in
**"MOUNTAIN
MUSIC"**

with John Howard-Terry Walker
Directed by Robert Florey

SMASH

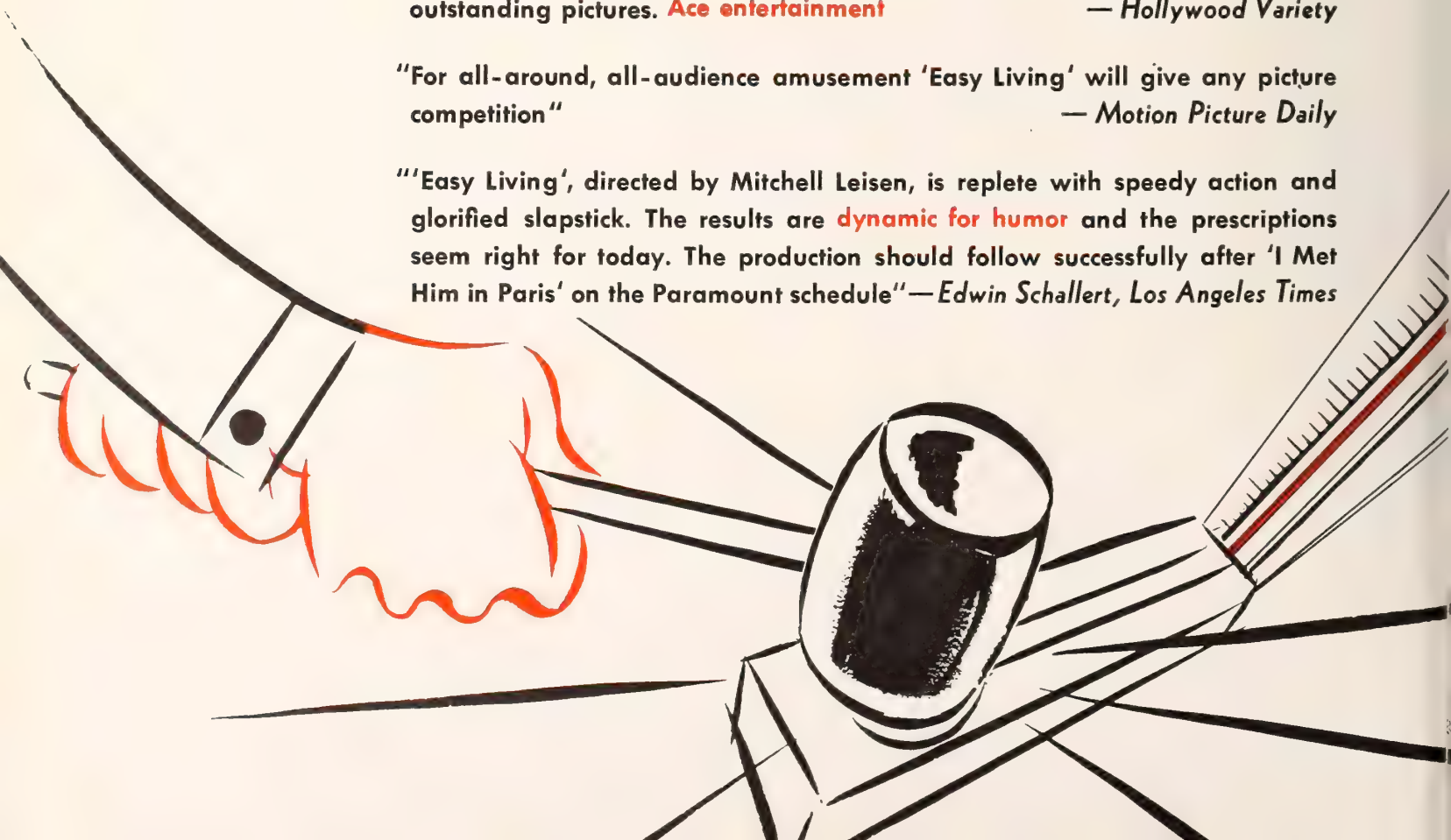
And right on top of "**Mountain Music**" comes "**EASY LIVING**"... we say it's the **Funniest Picture of the Year**... and so do all the trade papers!

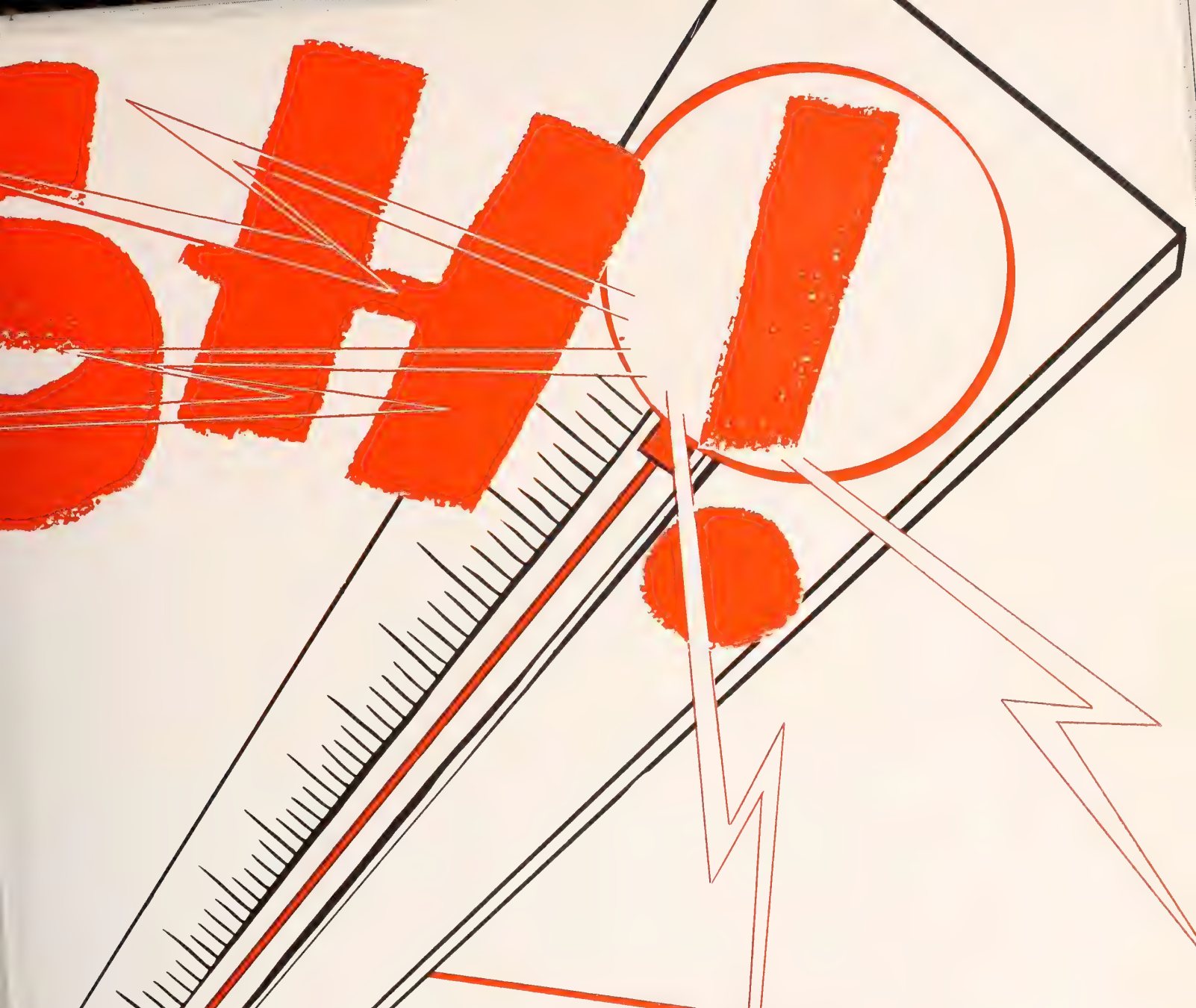
"'Easy Living' farce **smash** Headed for **smash business** wherever it plays. Designed for the sole purpose of giving the public exactly what is wanted. It's **roughhouse**. It's **slapstick** It's a long howl — *Hollywood Reporter*

"'Easy Living' is healthy boisterous entertainment. Promises to be one of year's outstanding pictures. **Ace entertainment** — *Hollywood Variety*

"For all-around, all-audience amusement 'Easy Living' will give any picture competition" — *Motion Picture Daily*

"'Easy Living', directed by Mitchell Leisen, is replete with speedy action and glorified slapstick. The results are **dynamic for humor** and the prescriptions seem right for today. The production should follow successfully after 'I Met Him in Paris' on the Paramount schedule" — *Edwin Schallert, Los Angeles Times*





**JEAN ARTHUR and
EDWARD ARNOLD**

in
"EASY LIVING"

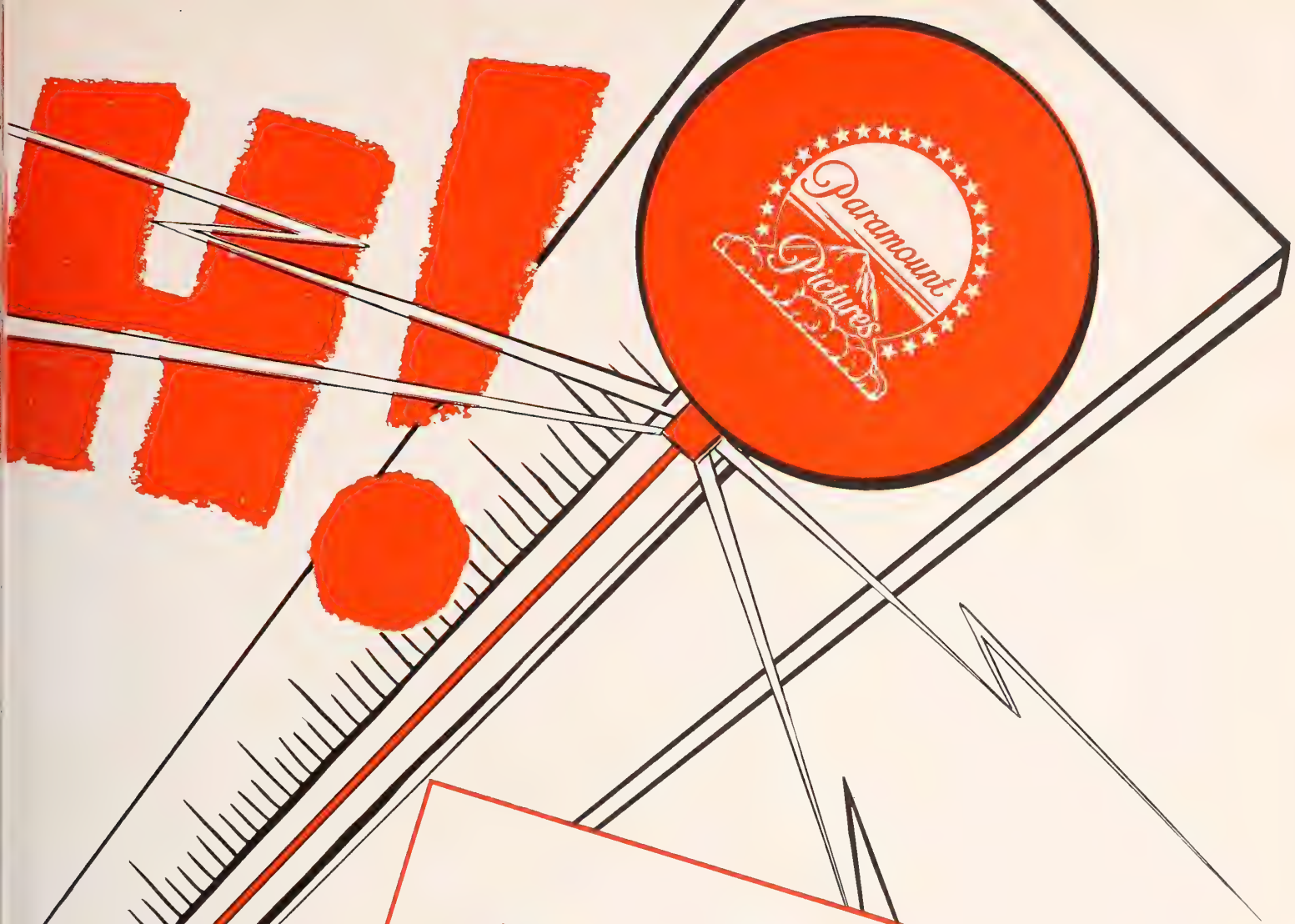
with **RAY MILLAND**

Luis Alberni • Mary Nash • Screen Play by Preston Sturges
Based on a Story by Vera Caspary • Directed by Mitchell Leisen

SMASH

And two weeks after "**Easy Living**" comes "**EXCLUSIVE**". . . the reports on this picture (and they are reliable) indicate that this is one of the top melodramas of this or any time . . . a melodrama with comedy, romance and pace that leaves you breathless...a melodrama with three top names...**a picture that is PARAMOUNT'S Fourth Summer Smash in a row.**





**Fred MacMurray
Frances Farmer
Charlie Ruggles** in
"EXCLUSIVE"
with **LLOYD NOLAN**

Fay Holden • Ralph Morgan • Screen Play by
John C. Moffitt, Sidney Salkow and Rian James • Directed by Alexander Hall

GET THIS STRAIGHT

May 28th **"I MET HIM IN PARIS"**

—a definite hit at the box office

June 18th **"MOUNTAIN MUSIC"**

—a definite hit at the box office

July 16th **"EASY LIVING"**

—rave reviews predict it a big hit

July 30th **"EXCLUSIVE"**

—keen showmen call it a smash

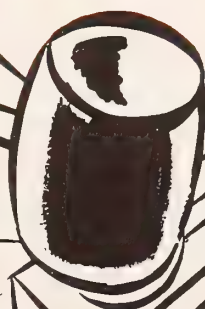
4 smashes in a row from **PARAMOUNT**
...and in Summer!

But that's not all...

SMASH!!

PARAMOUNT opens the last
summer month **AUGUST** (and the
first month of its 1937-38 season)

WITH **3 MORE**
SMASHES



1937-38 Release

JACK BENNY in
"ARTISTS and MODELS"

with Ida Lupino, Richard Arlen
Gail Patrick, Ben Blue, Judy Conova
The Yacht Club Boys, Louis Armstrong
Specialties by Martha Raye, Andre
Kostelanetz and His Orchestra, Russell
Patterson's "Personettes" Judy, Anne and
Zeke, Connie Boswell
Directed by Raoul Walsh

August 27th, 1937-38 Release

BING CROSBY
and **MARTHA RAYE**
"DOUBLE OR NOTHING"

with
Andy Devine, Mary Carlisle
William Frawley, Fay Holden, Samuel
S. Hinds, William Henry, Benny Baker

Directed by Theodore Reed

September 3rd, 1937-38 Release

GARY COOPER
and **GEORGE RAFT**
in **"SOULS AT SEA"**

with
Frances Dee, Henry Wilcoxon,
Harry Corey, Olympe Bradna,
Robert Cummings, Porter Hall,
Virginia Weidler, Joseph Schildkraut
Directed by Henry Hathaway



...AND
THE PARAMOUNT PARADE
WILL BE CONTINUED

GB to Concentrate On Names, Says Lee

(Continued from page 1)

respective territories late yesterday. Lee and George Weeks, general sales manager, outlined the new product on Saturday, and publicity and advertising plans were discussed with the delegates by Albert Margolies and Al Selig, director of publicity and director of advertising, respectively.

A prize of four weeks salary was awarded, also on Saturday, to R. W. Selig, G. B.'s Denver branch manager, who won the George Weeks sales drive, just concluded. Second and third prizes went to Mark Goldman of Pittsburgh and Walter Wessling of Portland, respectively.

Lee stressed the fact that the material which has been selected for the G. B. stars and directors has been chosen with the particular talents of each individual in mind. Lee mentioned specifically Jessie Matthews, who will star in three musical films, and Anna Lee, who will appear in two stories now being written especially for her. The leading directors will be Alfred Hitchcock, Robert Stevenson and Marcel Varnel.

Union Issue All Bought

LONDON, June 30.—An offer of 300,000 six per cent cumulative participating preference £1 shares by Union Cinemas Subsidiary Properties, Ltd., was over-subscribed in one day. The company has a capital of £500,000 but the 1,000,000 ordinary shares of four shillings value have all been taken up by Union Cinemas at the price of 4s 7½d. The subsidiary company owns 16 theatres, taken over from the Union main company and has leased them to Union at rentals aggregating just under £90,000 a year.

Redmond Is Transferred

KANSAS CITY, July 11.—Joseph Redmond, manager of the Fox Apollo, has been shifted to the Fox Tower, first run, as house manager. Redmond succeeds C. C. Murray, manager since February, who goes to Belleville, Ill., to manage the two Fox Midwest theatres there, the Lincoln and Washington.

Advanced to assistant Tower house manager is Henry Roderick, former chief of service at the house.

End Carnival Exemptions

OMAHA, July 11.—City Commissioner Harry Trustin has advocated to the City Council that all exemption on occupation taxes levied on carnivals be removed. The recommendation follows a protest by Irvin Levin, attorney for the M. P. Exhibitors' Ass'n. of Omaha that a tax-free carnival permit was issued last week to a commercial club.

Circuit Promotes Thomas

SPRINGFIELD, O., July 11.—Jonas Thomas, for four years manager of the State, Greenville, O., has become head booker for Chakeres Theatres, Inc., with headquarters here. The State is a unit in Chakeres' circuit.

Blue Mouse Cuts Prices

SEATTLE, July 11.—John Hamrick's Blue Mouse has inaugurated a new lower-price "summer policy." Two first run "B" pictures will be offered each week at a 15-cent matinee rate, and 25 cents after 6 P. M.

Banter from G.B.

Those tense moments at lunch between ARTHUR LEE and FREDDIE ABELSON did not concern the stories on the new program, but the fish stories that both gents claim to be the gospel truth.

JACK ERICKSON of San Francisco is tremendously successful with the girls at the New York night clubs every time he comes east. Must be his Barbary Coast training.

You'd never know from JOHN FRANCONI's quiet demeanor that he's a real two-gun Texas ranger.

The heavy duties of convention chairmanship rested lightly on the graceful shoulders of CLINTON M. WHITE, who is always the genial gentleman.

SCOTTY CHESNUTT missed breakfast, but did show up at the opening session with the proper boutonniere for his mauve shirt.

CLAUDE MACGOWAN was one home office executive who goes home nights instead of staying at the hotel with the rest of the boys. Must have been "home"—not home office—orders.

When GEORGE WEEKS rolled up his sleeves to get down to business, his arms required explanation. It was

S. A. Opening

Buenos Aires, July 11.—The Gran Rex here, called the greatest film theatre in Latin America, and with a seating capacity of 3,500, was formally opened last night. "Libeled Lady" was the opening attraction, and the opening was pronounced a tremendous success.

New Jersey's choice poison ivy, according to Weeks.

When COL. FRANK DYER of Charlotte, No'th C'lina, gave his report on business in his exchange, his remarks had to be translated into American by COL. SCOTT CHESNUTT.

PROF. BILL MARSHALL looked as much the demagogue as ever.

CHARLIE GARRETT and B. J. KEARNEY did a swell job of decorating the convention hall.

MILTON CAPLON always looks as if he is going to break out into a sermon.

Somehow the stories told by PAUL DE OUTO and KEN HODKINSON about that incident concerning Paul's plane didn't gibe at all—at all.

Out Hollywood Way

HOLLYWOOD, July 11. — GEORGE CUKOR looks like the choice of DAVID O. SELZNICK for finishing "The Adventures of Tom Sawyer" which H. C. POTTER started and left after six days of shooting. The script is being revised to conform with Selznick's idea of characterizations.

FRED DOLLE, Louisville theatre owner, and FRED MERCY of the Mercy Circuit in the northwest, are in town visiting. . . . "Double Wedding," M-G-M starring William Powell and Myrna Loy, has resumed shooting after a layoff following JEAN HARLOW's death which caused POWELL to break down. . . . CHARLES GUY FULKE GREVILLE, in other words Baron Brooke, the seventh Earl of Warwick, has signed with Paramount. As MICHAEL BROOKE he was under contract to M-G-M for six months and appeared in several pictures. . . . IDA LUPINO is in bed suffering from severe sunburn. . . . WEBER and FIELDS have been signed by B. P. SCHULBERG for featured parts in "Park Avenue Follies."

MICKEY ROONEY is being given a new buildup by M-G-M, having grown up. He draws a featured role in "Love, Live and Learn," with ROBERT MONTGOMERY-ROSALIND RUSSELL. . . . Improvement is reported in the condition of DENNIS CROSBY, three-year-old son of the BING CROSBYS, who fell from a davenport at the Crosby Rancho Santa Fe near San Diego.

Casting — JEAN CHATBURN in

M-G-M's "Black Lightning. . . . BRUCE CABOT in "Rosalie," same lot. . . . RUFUS DAVIS borrowed from Paramount by B. P. SCHULBERG for "Park Avenue Follies." . . .

ANTHONY QUINN to a featured part in "Partners in Crime," Paramount. . . . PHIL BAKER to "The Goldwyn Follies." . . . JUDY CANOVA to "Summer Romance" after Paramount gave her a term contract. . . .

Writers—JOSEPH O'DONNELL and STANLEY ROBERTS assigned to do an original musical, "Thanks for Listening," which MAURICE CONN will produce with PINKY TOMLIN in the top spot. . . .

MICHAEL BOYLAN and DAVID BOEHM have finished work on "A Yank at Oxford," first of M-G-M's London productions which is being plotted at the studios here. . . . RKO has placed BERT GRANET on the script of "Certified" and ROBERT MCGOWAN on "Bringing up Baby."

Contracts—Paramount has renewed PORTER HALL's contract. . . . Four art directors—ERNEST FEGTE, ROLAND ANDERSON, EARL HEDRICK and ROBERT ODELL—have been signed by the studio. . . . WILLIAM HORNING has been given a contract as assistant to CEDRIC GIBBONS, M-G-M art director.

Music—GEORGE BASSMAN, M-G-M songwriter, goes over to Paramount for some special film songs.

Plan Would Restrict Australian Theatres

By CLIFF HOLT

SYDNEY, June 15.—The Film Board of Trade has approved a formula for the restriction of theatre building, but particulars have not yet been made available. Members emphasize that the scheme will not bring monopolies in any district, but is a logical and economical solution of a problem that has become most serious.

Before becoming effective, the board's decision must be ratified by all members of the M.P.D.A., a special meeting of which will be held shortly for this purpose. If the board actually has found a successful means of overcoming the licensing problem, both distributors and exhibitors, who have wrangled over this issue for some years, probably will ratify it readily.

* * *

At the annual general meeting of the N.S.W. Exhibitors' Ass'n, the president, Robert Lawson, was re-elected for a year. Trade topics discussed included the Board of Trade's theatre restriction formula, speedy conclusion on which was urged. Other items on the agenda included sixpenny admissions, ad valorem duties, imperial quota proposals and contingent legislation. All of these matters were placed in abeyance.

Warner Men Shifted

PITTSBURGH, July 11.—Irving Kaye, manager for Warners in the Albany zone, has been transferred to the Liberty in New Kensington, Pa. He succeeds Tory Covello, moved to the Capitol in Steubenville, O., to replace Frank Roberts, who goes to the Warner in Morgantown, W. Va.

Roberts, in turn, is moving into Ken Grimes' spot, the latter going to Erie and the Warner there. He takes over James Totman's job, Totman becoming Joe Feldman's assistant in the Warner advertising department. He succeeds Donn Wermuth, who has gone over to the exploitation field under distribution for the circuit with headquarters in Washington, D. C.

New Circuit Takes First

CINCINNATI, July 11.—Maurie-Ann Theatres, Inc., recently formed here, has taken over the Madison, in suburban Madisonville, as the initial unit.

Wall Street

Light Board Movement

	High	Low	Close	Net
Consolidated Film	3½	3½	3½	
Consolidated, pfd..	14	13½	13½	—½
Eastman Kodak	178	177¾	178	+½
General Theatre				
Equipment	24½	24½	24½	—¼
Loew's, Inc.	80½	80	80	—1
Paramount	21¾	21½	21½	—¼
Pathe Film	8½	8½	8½	+½
RKO	8½	8½	8½	+½
20th Century-Fox	35½	35½	35½	—½
Warner Bros.	14¾	14¾	14¾	

Grand National Off on Curb

	High	Low	Close	Net
Grand National	2½	2½	2½	—½

Bonds Decline

	High	Low	Close	Net
Loew's 6s '41 ex				
war	99½	99½	99½	
Paramount Broad-				
way 3s '55	100	100	100	—¼
Warner Bros. 6s				
'39 wd.	93	93	93	—1

(Quotations at close of July 10.)

Warners Plan Nat'l Preview of 8 Films

(Continued from page 1)

dramas may be the most popular form of entertainment, only to be displaced the next year by musicals. There is no natural raw material for films, and motion picture production is always a creative job. Occasionally all precedents are broken and a new market opened with such pictures as "The Story of Louis Pasteur" and "The Green Pastures," but ordinarily the industry's main problem is to interpret the public mood."

Sears said that one biographical picture, two types of musicals, one tragedy, two comedies and two straight dramas would be included. Officials of the Legion of Decency, instructors in departments of visual education and university heads will be among those invited to see them. Shorts also will be included on the programs.

The pictures to be shown are: "The Story of Emile Zola," "They Won't Forget," "It's Love I'm After," "That Certain Woman," "Mr. Dodd Takes the Air" and "Varsity Show," "The Perfect Specimen," and "Confession."

The cities selected are: Albany, Boston, Buffalo, New Haven, New York, Cincinnati, Cleveland, Detroit, Philadelphia, Pittsburgh, Washington, Chicago, Des Moines, Indianapolis, Milwaukee, Minneapolis, Omaha, St. Louis, Atlanta, Charlotte, Dallas, Kansas City, Memphis, New Orleans, Oklahoma City, Denver, Los Angeles, Portland, Sale Lake City, San Francisco and Seattle.

Interior Dept. Asks Bids on Sound Track

WASHINGTON, July 11.—Proposal for furnishing sound track for silent films made by the National Park Service and other branches of the department will be opened July 15 by W. B. Fry, purchasing officer of the Interior Dept.

The contract will cover all work during the fiscal year which began July 1. Bids for laboratory work on department films, also for the fiscal year, will be asked within the next few days, it was said.

Two Firms Dissolved

DOVER, Del., July 11.—The Reading Theatre Corp. and the Atlanta Theatres Operating Co. have been dissolved here. Certificates of dissolution were issued by the Delaware Secretary of State.

Alexander, Inc., has been formed here, to carry on a general theatrical business, by M. S. Cook, A. L. Raughley and J. M. Townsend of Dover.

Feature at Auditorium

KANSAS CITY, July 11.—"Damaged Goods" will go into the Music Hall at the Municipal Auditorium here for a week's roadshow on July 16. This is the first time the \$7,000,000 auditorium has been used for the commercial exhibition of a feature picture.

Oklahoma House Ready

OKLAHOMA CITY, July 11.—With the installation of cooling and refrigeration equipment, the new Tower here is nearing completion. Formal opening is expected July 15. It is a Standard Theatres house.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Hot Water"

(20th Century-Fox)

HOLLYWOOD, July 11.—This, the sixth installment of the Jones family series, offers definite entertainment value for the average American audience. Showmanship potentialities, if utilized, should interest adults in the problems of Jed Prouty and Spring Byington, the elder Joneses; Florence Roberts, Willard Robertson, Robert Gleckler, Arthur Hohl and Joseph King, while the juvenile element is bound to go for the escapades of adolescence indulged in by Russell Gleason, Kenneth Howell, Shirley Dean, Joan Marsh and Marjorie Weaver. A group of youngsters—George Ernest, June Carlson and Billy Mahan—should enthuse the kids.

The theme has Prouty cast as a very civic-conscious candidate for mayor. He gets in hot water when he opposes the racketeering element headed by King, the incumbent mayor, and Gleckler, a gambler, both of whom make life miserable for the political aspirant, who is comforted in his predicament by Miss Byington, his wife, and Roberts. The antics of Ernest, juvenile and amateur newspaper publisher, provoke a crisis which leads to the framing of Howell in a scandal. The resourceful Ernest unmasks the plot by freeing a nest of hornets on Hohl, a fake paralytic. As a result King takes flight and Prouty is elected.

The story by Ron Furguson and Eleanor Delameter was used by Robert Chapin and Karen DeWolf in a screenplay which shows a keen understanding of what the average American audience appreciates on the screen. The direction of Frank R. Strayer skips no beats in endowing the film with the familiar domestic comedy and drama touches. The picture is probably the best of the Jones family series thus far and should prove popular in all situations.

Production Code Seal No. 3,516. Running time, 60 minutes. "G."

Looking 'Em Over

"Three Legionnaires"

(General Pictures)

"Three Legionnaires" will do for an hour out of the sun in the hot weather, probably best as part of a double bill program. There are a few laughs in what is supposed to be comedy all the way, but on the whole the film must be considered nothing more than ordinary fare.

Robert Armstrong and Lyle Talbot are a pair of American soldiers in a Russian village after the revolution there, attempting to hold the position while awaiting the arrival of reinforcements that never come. The film is taken up with their adventures and misadventures, none of them exciting and only few of them amusing, with Anne Nagel as a former Russian princess, Fifi D'Orsay as a thorn in the side of Armstrong, and Stanley Fields, who pretends to be a White Russian officer, but is actually a Bolshevik.

On the scene appears Donald Meek, American pseudo-scientist, who is pressed into service as General Grant of the United States. The ruse fails and the boys are about to be shot when Meek miraculously appears with White Russian help, at which point the boys decide to return to America, Talbot taking Miss Nagel with him.

The players struggle valiantly, but there is little they can do. Robert E. Welsh produced, Hamilton McFadden directed, and George Waggner and Carl Harbaugh wrote the screenplay.

Running time, 65 minutes. "G."

"Galloping Dynamite"

(Ambassador)

A satisfactory western. The story by James Oliver Curwood crams action and movement all the way. Kermit Maynard shows a few new styles of mounting a horse and carries the histrionics without firing a shot.

Maynard's brother is killed by rustlers. He comes up from his Texas post—he is a Ranger—and investigates. His sleuthing gradually uncovers the culprits and his sly influence soon has them at each other's throats. The outlaws almost eliminate themselves. The last one, a stooge for the gang, kills the boss but is captured himself. And Maynard, his job done, finds time for romance with Ariane Allen.

Harry Fraser directed. Jack Greenhalgh's camera work is good. The cast includes John Merton and David Sharp.

Production Code Seal No. 2,955. Running time, 55 minutes. "G."

Short Subjects

"Lennie Hayton and his Orchestra"

(Vitaphone)

An amusing presentation of the well known radio band. It departs from the usual presentation form. The band lands in jail for disturbing the peace. At the trial they do their stuff and are set free on condition they hire an amusing violinist. It is pleasant. Production Code Seal No. 01,548. Running time, 10 mins. "G."

"Swing Fever"

(Radio)

An amusing musical idea is offered in this comedy. Jack Norton undergoes treatment in a "melody clinic." His case is rare and a quartette of medicos are called in. With rhythmic tunes and musical prescriptions they proceed to cure him. Assisting in the farce are Billy Gilbert, Christine McIntyre and Bud Jamison. Production Code Seal No. 3,226. Running time, 20 mins. "G."

"Sweet Sioux"

(Vitaphone)

Here is a color cartoon that will steal some of the Disney prestige. It is a delightfully done burlesque-satire on Indians and their customs. It offers a wagon train raid as its high point. The invention that goes into the telling is brilliant stuff calculated to make audiences roar—which, no doubt it will. Production Code Seal No. 3,455. Running time, 8 mins. "G."

"Dumb's the Word"

(Radio)

The reliably funny antics of Edgar Kennedy register again. Kennedy finds a pot of gold. A painter explains that it is contraband. Kennedy conceals it. From that point the horseplay and what-have-you begins. The finale is well handled. Production Code Seal No. 3,097. Running time, 18 mins. "G."

"Workshops of Old Mexico"

(Van Beuren-Radio)

Fine scenes of pottery making, rope spinning and glass blowing from across our southern border. The narrative is tastefully delivered and the material well presented and interesting. Production Code Seal No. 01,499. Running time, 11 mins. "G."

Armstrong to County

LONDON, July 2.—John Armstrong, former publicity director of Paramount London Theatres, has joined County Cinemas, Ltd., in charge of special campaigns. His first assignment from C. J. Donada is the conversion of the 230-seat Landsdowne News Theatre into a foreign language theatre under the new name of the Berkeley.

Boston Outing Planned

BOSTON, July 11.—A film district field day will be held on the grounds of Pemberton Inn on Aug. 9. A holiday for the entire district is expected. The M.P. Salesmen's Club is sponsoring the event. James Kennedy heads the committee in charge.

**THE JEWELS HE BOUGHT
FOR JOSIE MANSFIELD
TURNED THE TIDE THAT
RUINED
JIM
FISK!**





Printing bogus stock certificates to gain control of the Erie Railroad . . . Romantic and reckless . . . Colorful and violent . . . A personal history beyond the dreams of fiction! . . . A dramatic panorama of men and events that swept America on its surge to lead the world! . . . A picture destined to be hailed as truly epic wherever it plays!



EDWARD ARNOLD . . . CARY GRANT . . . FRANCES FARMER . . . JACK OAKIE . . .

**DIRECTED BY ROWLAND V. LEE
AN EDWARD SMALL PRODUCTION
Screen Play by Dudley Nichols, John Twist, Joel Sayre**

The Toast of New York

"Dawn," Show Lead Detroit With \$25,000

DETROIT, July 11.—"Another Dawn" led a generally good week among first runs in spite of the heat. With Mary Small heading a stage show, the gross went to \$25,000 at the Michigan, over par by \$5,000.

"Slave Ship," with a vaudeville bill, took \$23,500 at the Fox. This was \$3,500 up. "Forbidden Adventure" and "The Great Hospital Mystery" garnered an excellent \$7,000 at the Adams.

Total first run business was \$82,000. Average is \$70,000.

Estimated takings for the week ending July 8:

"FORBIDDEN ADVENTURE"

(Warner-Purdon)

"GREAT HOSPITAL MYSTERY"

(20th-Fox)

ADAMS—(1,770), 10c-40c, 7 days. Gross: \$7,000. (Average, \$5,000)

"SLAVE SHIP" (20th-Fox)

FOX—(5,100), 15c-75c, 7 days. Stage: Red Skelton, Herman Bing, Miles & Kover, Garter & Holmes, Gae Foster Girls. Gross: \$23,500. (Average, \$20,000)

"ANOTHER DAWN" (W.B.)

MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Mary Small, Red Donahue & Pal, Herman Timberg & Co., 3 Winter Sisters, Ben Berri. Gross: \$25,000. (Average, \$20,000)

"RIDING ON AIR" (RKO)

"MEN IN EXILE" (W.B.)

LOUIS-BRADDOCK FIGHT (2nd Week)
STATE—(3,000), 10c-40c, 7 days. Gross: \$7,500. (Average, \$5,000)

"A DAY AT THE RACES" (M-G-M)

UNITED ARTISTS—(2,070), 15c-65c, 2nd week. Gross: \$10,500. (Average, \$10,000)

"MOUNTAIN MUSIC" (Para.)

MADISON—(2,000), 15c-65c, 7 days, 2nd week. Gross: \$8,500. (Average, \$10,000)

"Captains" a Smash Grosser in Buffalo

BUFFALO, July 11.—"Captains Courageous" stole the whole downtown show here at the Great Lakes. It turned the turnstiles at \$14,000, double par, in seven cold, wet days.

A dual at the Century, "Riding On Air" and "Border Cafe," stood up well in the face of such competition and drew \$6,100, above average by \$500.

A good going ball team at home provided plenty of counter attraction.

Total first run business was \$42,700. Average is \$37,200.

Estimated takings for the week ending July 3:

"ANOTHER DAWN" (W. B.)

BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$10,200. (Average, \$11,800)

"MAKE WAY FOR TOMORROW"

(Para.)

"TURN OFF THE MOON" (Para.)

HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$6,500. (Average, \$7,000)

"CAPTAINS COURAGEOUS" (M-G-M)

GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$14,000. (Average, \$7,000)

"RIDING ON AIR" (RKO)

"BORDER CAFE" (RKO)

CENTURY—(3,000), 25c, 7 days. Gross: \$6,100. (Average, \$5,600)

"PAROLE RACKET" (Col.)

"YOU'RE IN THE ARMY NOW" (G. B.)

LAFAYETTE—(3,300), 25c, 7 days. Gross: \$5,900. (Average, \$5,800)

To Form Ohio Circuit

COLUMBUS, O., July 11.—Central Ohio, Inc., has been organized here by R. S. Kerr and J. E. Doyle to form a circuit of houses in smaller towns and urban communities which now are without theatres.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Super Sleuth"

(RKO)

HOLLYWOOD, July 11.—Gertrude Purcell and Ernest Pagano whipped up a gleeful and sometimes giddy screenplay from Harry Wegall's comedy of like ilk. Ben Stoloff directed the gaggy, frequently slapstick goings-on with guffaws and snorts his sole objectives. Neither plausibility nor motivation were permitted to decelerate the movement.

Jack Oakie, as a bonehead screen sleuth, baits the police under Edgar Kennedy, the commissioner, and draws the wrath of a demented criminologist who attempts to assassinate him. To every appearance Ann Sothorn, Oakie's press agent sweetheart, persuades the enraged police to work in the picture and the madman accidentally shoots the wrong actor. The finale occurs in a trick house full of murderous gadgets maintained by the maniac with Oakie saved and the murderer caught. All the action is laid in Hollywood with studios and locations the principal settings.

Half a dozen situations click for a round of laughter, but the picture sets no new high for feature length comedies. Oakie and Kennedy are very funny but are overloaded with the comedy burden. The picture should please general audiences.

Production Code Seal No. 3,383. Running time, 65 minutes. "G."

Overseas Previews

"Let's Make a Night of It"

(Associated British)

HARROGATE, July 2.—Shown here to several hundred exhibitors attending the summer conference of the Cinematograph Exhibitors' Ass'n., this was revealed to be a somewhat better than average example of a type of comedy-musical which A. B. P. makes very successfully.

With the story basis of an elderly business man who secretly buys a night club, while his wife buys another, similarly concealing the fact, it puts over a whole series of popular London dance bands, a number of cabaret and variety acts, and considerable good comedy from such players as Fred Emney, Steve Geray, Zelma O'Neal, Antony Holles and Claud Allister. Buddy Rogers is a waiter who becomes a night club impressario and June Clyde is the singing-dancing daughter of the mutually deceiving parents.

It is better staged than most British efforts of its type and is definitely better also both in its musical material and in the way it is put over. Obviously a possible in areas where they won't miss the point of the dialogue, which is amusing.

Running time, 80 minutes. "G."

"Make Up"

(A. B. F. D.-Grand National)

LONDON, July 2.—Nils Asther and June Clyde in a story against circus backgrounds. "Make Up" has very fair plot values and the ring scenes and animal shots will have the usual appeal. Drawbacks are the slow tempo and the fact that the hero, played by Asther, is the most unconvincing figure in the picture. As a doctor animal-lover turned famous clown he gives no ring show justifying his fame.

Asther, loved by the "niece" who is really an orphaned girl confided to his charge, is temporarily attracted by a rich English girl. Meanwhile the circus girl is pursued by a lion tamer who finally, to get back on the clown for a sock in the jaw, tries to poison his animals. He is killed and the girl is accused, but the clown stages a reconstruction of the crime which proves that an elephant, who has it in for the lion tamer, has killed him.

It wants a lot of sharpening up for American audiences. Some of the incidental humor is good, but the circus stuff is not big enough to cover up deficiencies of direction and characterization.

Running time, 70 minutes. "G."

ALLAN.

Austin With "Express"

HOLLYWOOD, July 11.—Trevor Wignall, sports editor of the *London Daily Express*, who is vacationing here, has announced for his paper that Guy Austin has been appointed Hollywood representative.

Loew's Promote Rubin

NEW HAVEN, July 11.—Nathan Rubin, student assistant at Loew's Poli here, has been promoted to assistant manager at the Loew's, Evansville, Ind. Harry Shaw has not yet filled the New Haven vacancy.

"Slave Ship" \$11,500 Hit, Kansas City

KANSAS CITY, July 11.—"Slave Ship" was an \$11,500 draw at the Tower, \$4,500 high, in a good week for first runs.

"Captains Courageous" took the big money, \$14,900, which was \$3,400 better than normal, at the Midland, and was held. "Slim" and the Braddock-Louis fight gave the Mainstreet \$7,800 in six days, to better average by \$600.

Races at Riverside, warm weather, and labor unrest made up outside competition for the week.

Total first run business was \$42,000. Average is \$36,700.

Estimated takings:

Week Ending June 30:

"SLIM" (W. B.)

BRADDOCK-LOUIS FIGHT

MAINSTREET—(3,100), 25c-40c, 6 days. Gross: \$7,800. (Average, 6 days, \$7,200)

Week Ending July 1:

"CAPTAINS COURAGEOUS" (M-G-M)

MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$14,900. (Average, \$11,500)

"THE WOMAN ALONE" (G. B.)

"OUTCASTS OF POKER FLAT" (RKO)
NEWMAN—(1,900), 25c-40c, 7 days. Gross: \$4,500. (Average, \$7,000)

"SLAVE SHIP" (20th-Fox)

TOWER—(2,200), 25c-40c, 7 days. Stage: Sibil Bowan, Moroni & Coralee, Vern Rath and Lorna Wolfe. Gross: \$11,500. (Average, \$7,000)

WALT DISNEY'S "ACADEMY REVUE" (U. A.)

"ANGEL'S HOLIDAY" (20th-Fox)

UPTOWN—(2,000), 25c-40c, 7 days, 2nd week. Gross: \$3,300. (Average, \$4,000)

"Go-Getter" Takes Top Houston Gross

HOUSTON, July 11.—"The Go-Getter" proved the most popular hot weather fare this week, grossing a scant \$7,500 at the Metropolitan where average is \$7,000.

"A Day at the Races," in the second week at Loew's State, had a take of \$5,000. Average is \$7,000. "Another Dawn" fell \$1,000 under the line at the Majestic, with a take of \$6,000.

The Kirby, returning to two pictures a week with the cancelling of Bank Night programs, played "As Good as Married" and "The Midnight Taxi" to a take of \$3,500. Average for the week is \$5,000.

Total first run business was \$22,000. Average is \$26,000.

Estimated takings for the week ending June 24:

"AS GOOD AS MARRIED" (Univ.)

KIRBY—(1,450), 15c-35c, 4 days. Gross: \$1,900. (Average, 7 days, \$5,000)

"MIDNIGHT TAXI" (20th-Fox)

KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,600. (Average, 7 days, \$5,000)

"A DAY AT THE RACES"

LOEW'S STATE—(2,700), 25c-50c, 7 days, 2nd week. Gross: \$5,000. (Average, \$7,000)

"ANOTHER DAWN" (W. B.)

MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$6,000. (Average, \$7,000)

"THE GO-GETTER" (W. B.)

METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$7,500. (Average, \$7,000)

Takes Imperial Branch

CINCINNATI, July 11.—Maurice Chase, who recently took over the Imperial franchise, has opened offices adjacent to the Film Building. O. W. Holthaus, who has been with the Ross Federal Service for the past seven years, is looking after sales and bookings.

F.C.C. Hearings for This Week Arranged

WASHINGTON, July 11.—The F. C. C. has made public its calendar of examiners' hearings for the current week, as follows:

July 12—Applications of Richard F. Lewis, Oakland, Cal., for an 1,160-kilocycle, 1,000-watt daytime station; and Harry Schwartz, Tulsa, Okla., for a 1,310-kilocycle, 250-watt daytime station.

July 13—Application of Genesee Radio Corp., Flint, Mich., for a 1,200-kilocycle station 100 watts night, 250 watts day.

July 14—Application of Standard Life Insurance Co., of the South, Jackson, Miss., for a 1,420-kilocycle station, 100 watts night, 250 watts day.

July 15—Applications of Southern Minnesota Supply Co., Mankato, Minn., for a 1,500-kilocycle station, 100 watts night, 250 watts day; Centennial Broadcasting Corp., Dallas, for a 1,500-kilocycle, 100 watts daytime station; and contesting applications of El Paso Broadcasting Co., El Paso, World Publishing Co., Tulsa, Okla.; KGKL, Inc., San Angelo, Tex., and the Tribune Co., Tampa, for a 940-kilocycle station.

NBC Adds Engineers

Latest additions to NBC's engineering staff in Radio City are: John E. Holmes, recording engineer, who comes from Rangertone, Inc., Newark; Melvin A. Lewis, field engineer, formerly with WAAT in Jersey City, and William A. Irvin, maintenance engineer, who was associated with NBC some years ago.

Vallee to Go on from Dallas

Rudy Vallee will broadcast from Dallas July 15, where he will be appearing at the Pan American Exposition. His guests for the broadcast will include Fay Wray, Joe Cook and Joe Laurie, Jr.

Mutual Billings at \$99,136 During June

The Mutual network time sale billings for June, somewhat down because of the summer slump, registered \$99,136.12, of which \$75,021.45 was spent for basic stations and \$24,114.67 for supplementary stations.

Chief spender for the month was the Willys Overland Co., sponsors of "Surprise Party," whose rendered bill for June was \$15,411.47.

Other leading Mutual advertisers for the month were the Gordon Baking Co., \$13,310.52; Admiracion Laboratories, \$7,511.75; Libby, McNeill & Libby, \$6,259.00; MacFadden Publications, \$6,015.00; Procter & Gamble, \$6,963.88; Gospel Broadcasting Ass'n., \$5,515.00; Owens Illinois Glass Co., \$5,628.30; and Varidy of Vienna, \$5,578.80.

WCKY Gets New Accounts

CINCINNATI, July 11.—New accounts reported by WCKY, NBC basic Blue, include: Simmons Co., 78 spot announcements, placed through J. Walter Thompson, Bunte Bros, 100 spot announcements through Fred A. Robbins Co., Chicago, and Baldwin Laboratories, 20 spot announcements for Dwin Insect Killer, through Yount Advertising, Erie, Pa.

Lionel Barrymore Off Air

HOLLYWOOD, July 11.—The serious leg illness which has forced Lionel Barrymore out of the cast of Paramount's "Wells Fargo" has caused him to give up his scheduled CBS appearance in "King Lear" July 26. The network is substituting for the play, "Julius Caesar." No cast has been selected yet.

Kaltenborn Writes Book

H. V. Kaltenborn, CBS commentator, recently awarded the National Headliners' Club plaque for the best foreign radio reporting, has put down his experiences in a book to be released next month. The title is "Kaltenborn Edits the News," which is the title of his radio series.

WNEW to Start New Series

WNEW will inaugurate an extensive series of news broadcasts, beginning July 26, with Richard Brooks as commentator, and INS supplying the news. Brooks will handle 20 news periods weekly.

Several of the news periods are already sold, it is reported.

Mitchell, WCKY Salesman

CINCINNATI, July 11.—Thomas Mitchell, for several years connected with local theatres in various capacities, has been appointed to the sales staff of WCKY, according to Lloyd George Vernard, director of sales and merchandising.

Mrs. Roosevelt to Quit

Mrs. Franklin D. Roosevelt's current NBC series for Pond's, Inc., will come to a close Wednesday when she discusses a wide variety of topics with Hendrik Van Loon, who will be her guest for this broadcast.

Hearst Shifts Oberfelder

Hearst Radio has transferred Theodore I. Oberfelder to the sales staff of the New York Broadcasting System. Oberfelder was formerly sales promotion manager of Hearst Radio.

Ballyhoo

Boston, July 11.—The Colonial network, which is affiliated with the Mutual system, is drawing page one space here with a smooth promotion stunt. A ballyhoo artist, garbed in the costume of a town crier, visits Boston's historical points of interest, rings his bell, and cries:

"Hear ye! Hear ye! Citizens of Boston. You hear my voice, but millions hear the voice of the Colonial network and the Mutual system!"

CBS "Workshop" to Air "Fifty Grand"

The first anniversary of the "Columbia Workshop" the CBS experimental drama series directed by Irving Reis, will be marked by a presentation of Ernest Hemingway's "Fifty Grand," July 18, beginning at 6:30 P. M., E.D.S.T.

Reis, incidentally, is at work on a book about the "Workshop" which Farrar and Rinehart have announced for publication. He is also planning a trip to England and Holland Aug. 29 to study foreign radio drama methods.

Freihofer Back on Air

PHILADELPHIA, July 11.—Freihofer Baking Co., of Philadelphia, after an absence of several years, returns to WFIL as time buyer. The first contract calls for participation in the "Classified News of the Air" program and a weekly variety show is being planned for the fall. The account is handled through Richard A. Foley Agency here.

Maddox to M-G-M on Program

SAN FRANCISCO, July 11.—Dean Maddox, KFRC "amateur hour king," has been called to Hollywood by M-G-M to explain his idea for "This Month in History," a monthly news film. If the plan is approved Maddox will appear in a film version of the air feature.

Secretaries Are Shifted

PHILADELPHIA, July 11.—Peggy Farnsworth, former secretary to James Begley, KYW program director, comes to WDAS as secretary to president A. W. Dannenbaum. At WIP, Anne Emilie Schmidt is the new secretary to president Ben Gimbel, J. Jessie Kane having resigned.

WKRC Responses Heavy

CINCINNATI, July 11.—Mail returns on the Dow "Dawn Patrol" contest have been so heavy that it has been necessary to employ several additional people at WKRC to handle the mail. The contest is being conducted on the series daily except Sunday at 7:30 A.M. The Dow Drug Co. sponsors.

WCPO Seeks New Spot

CINCINNATI, July 11.—WCPO, Scripps-Howard station, operated by the Cincinnati Post, is seeking a new downtown location for its studios. Present quarters in the Hotel Sinton are not adequate for necessary expansion.

Allen Prescott Gets Chain Store Series

Allen Prescott, "Wifesaver" of the air, was signed Saturday with the W. T. Grant chain of five and 10-cent stores for a series of 39 weeks of broadcasts, to begin early in August. Prescott's contract calls for personal appearances in all of the company's stores located in the larger cities of the south, the midwest and New England.

The series will be offered over 19 radio stations. N. W. Ayer & Son, Inc., is the agency.

Canada Sends Four Stations to Arctic

(Continued from page 1)

four private commercial shortwave radio stations.

Station CZ4T will be established at Cape Dorset, Baffinland; CZ4Y at Wolstenholme; CZ5H at Arctic Bay and CZ5R at Leaf River on Ungava Bay.

Among the passengers were two Canadian Broadcasting Corp. technicians who are to study Arctic conditions with a view to airing CBC feature programs from there in the future.

Authorize Crosley Changes

CINCINNATI, July 11.—Enabling legislation defining terms and conditions under which the Crosley Radio Corp. may proceed with improvement of the WSAI studio has been passed by City Council.

Lewis Crosley, vice-president, told the council that the WLW studios would be consolidated with the WSAI quarters at the above address.

Improvements as planned will cost around \$300,000, Crosley said.

Roth Quits WMC for Pulpit

MEMPHIS, July 11.—F. W. Roth, program director of WMC, the Commercial Appeal station here, has resigned to accept the pastorate of the First Baptist Church at Brownsville, Tenn.

Formerly a Baptist minister, Roth became interested in radio and religious music, ultimately joining WMC's announcing staff. He has been with the station for six years.

WNBR Adds Salesmen

MEMPHIS, July 11.—WNBR has added two new salesmen in Ernest Johnson and Robert Wilhite. Johnson, formerly with KTRM in Jonesboro, Ark., is a singer, and saleswork includes obtaining sponsors for his own broadcasts. Although in local sales work for some time, Wilhite is entering radio for first time. Everidge Smith, formerly with WNBR, has gone to KABC in San Antonio, Texas, as commercial manager.

KGB Signs Symphony

SAN DIEGO, July 11.—KGB has signed for exclusive release of the San Diego Symphony summer concerts over the Don Lee-Mutual network, effective July 16, when a full hour's program will be picked up from Ford Bowl in Balboa Park. Concerts will be aired Tuesday evenings thereafter.

WMCA
NEW YORK'S
OWN STATION

leads in
**PROGRAM
PLANNING**

AHOY,
SHIPMATES!

GOOD-NIGHT, GOOD-NIGHT!

**Barnacle
Bill**

8-8:15 A.M.

A black and white photograph of a golf club head and a golf ball on a grassy field. The club head is in the upper left, and the ball is in the lower right. A diagonal white line separates the text on the left from the image on the right.

b l u n k !

The longest drives . . . the sweetest irons . . .

the crispest pitches — all hang in the balance

until you're *in*. Merchandising is no different.

Getting *in* counts . . . which explains the swift,

continuous growth of radio.* Radio is the shortest,

straightest line into the greatest number of homes.

Today . . . into 24,500,000 American homes . . . and

millions of automobiles. Tomorrow . . . in many thou-

sands more. And the tomorrows after . . . in still more

thousands of American homes and automobiles. (The current

sales of U. S. radio sets are breaking *all* previous records.)

*Columbia will gladly supply the radio facts on your industry, upon request

THE COLUMBIA BROADCASTING SYSTEM

Radio Personals

JACK BACHEM, of NBC sales, returned from Pittsburgh Saturday having completed his visit with national sales contacts. . . . **Lester Gottlieb**, of Mutual, left on vacation Saturday. . . . **Al Simon**, WHN's press chief, has whipped up a swell promotion stunt for the station by offering a free weekly radio column to newspapers in the station's listening area. About 40 papers are accepting the column. . . . **Phil Kerby** of NBC's promotion division has returned from Washington having completed collecting data for a promotional release on NBC's new Washington studios. . . .

Graham McNamee and **Joe Rines** flew to Cincinnati over the weekend to confab with Gruen Watch Co. officials regarding their new show for this sponsor. . . . **Don Bova** begins a series of afternoon programs over WHN today. . . . **Jim Fleming**, WGN announcer, had an exciting experience in returning to Chicago from his vacation in New York when his plane ran into a storm, necessitating a forced landing. . . . **Larry Nixon**, formerly in charge of publicity at WMCA returns to his home in the south for a week's stay. . . . **Dan S. Tuthill**, assistant managing director; **Sam Ross**, talent sales representative, and **Robert E. Smith**, audition director, all of NBC, went on vacation Saturday. . . .

Chicago Town Pump

CHICAGO, July 11.—**Stella White**, formerly a free lance writer, has been added to the continuity department of Wind. . . . Salesmen of Wind will soon be situated in newly built offices on the 21st floor of the Trustee System Bldg. as the third studio enlargement of the past year is completed. . . . **John Blair**, president of John Blair & Co., national representatives of radio stations, has appointed **Charles F. Dilcher** to the local sales staff of the company. . . . **Jack Baker**, NBC Breakfast Club tenor, is now being heard on the "King of Hearts" program over WMAQ at 12:00 noon C.D.S.T., each Monday, Wednesday and Friday. It is sponsored by the Evans Fur Co. through Auspitz & Lee.

Cincinnati Town Pump

CINCINNATI, July 11.—The Frim Sisters, **Clara**, **Bea** and **Eda**, have returned to WLW after an absence of several days while **Bea** was being treated in a local hospital for illness due to food poisoning. . . . **Ruth Lyons**, program director WLW, will leave soon for a two-week vacation in Hollywood. . . . **Don Paevy**, WCPO announcer, will be married soon to **Marian Barlow**, local girl. . . . **John Breakbill**, head of the WCPO continuity department, is back at his desk after a three-week absence. . . . **John King** of Hollywood, former announcer at WKRC, here on a short visit. . . . **Charles Craig** of the San Francisco office Radio Sales, Inc., and **George L. Moskovics** of the Los Angeles office spent several days here conferring with **William Williamson**, WKRC's new sales manager. . . . **Maynard Craig**, who conducts the "Meet the Missus" program over

His Wife Announces

Omaha, July 11.—**Harry Johnson**, named the best baseball announcer in the minors last year, this year taught his wife some of the game's fine points, promising her she could announce an inning some day. He kept that promise the other day, letting her handle a game over KOIL.

Listeners' reaction astonished the station, hundreds of congratulatory letters being received from nine states. Many asked that she repeat, and she may.

WKRC, is spending two weeks in New York and Boston. His program is off the air meanwhile. . . . **Robert Jennings**, manager WSAI, and his wife are on a vacation in the east.

Los Angeles Town Pump

LOS ANGELES, July 11.—**KHJ** has inaugurated what is believed to be the first series of programs devoted exclusively to children of the screen. A new program has been built around juvenile screen players and aspirants to be aired weekly on Tuesdays from 5:30 to 5:45 P.M. **Cora Sue Collins** was a guest star on the first program. An all-juvenile cast will participate in a series of plays to be presented. . . . **Proctor & Gamble**, through **Pedler & Ryan, Inc.**, have set **Ann Warner's** "Chats With Her Neighbors," a three-minute program with **KFI** for Mondays, Tuesdays, Thursdays and Fridays for 13 weeks. . . . **California Radio System** has joined the parade of weird stories with "Zero Hour," from Sacramento. It is on Sundays for a half hour from 10:30 P.M. P. S. T. . . . Tuesday's "House Party" over **KHJ** has signed **Candy**, **Coco** and **Tommy Reilly** as the featured entertainers. . . . **Wilfred Hari**, comedian, has returned to the cast after a prolonged absence.

San Francisco Town Pump

SAN FRANCISCO, July 11.—**Fred Henry**, formerly of **KNX**, Hollywood, has joined the **KJBS** staff as announcer-producer. . . . **Gordon Willis** and **Harry LeRoy** have taken over the **KGGC** news spot, left vacant by resignation of **Luther Putnam**. . . . **Associated American Artists**, newly-formed booking organization headed by former orchestra leader **Tom Coakley**, has placed **Jack Winston** at **Bal Tabarin** (NBC), **Gene Englander** at **Lake Tahoe**, and **Harry Barris**, one of the original Rhythm Boys, at **Portland**. . . . **Kenneth Spencer**, basso, only Negro student at the **Eastman Institute of Music** at **Rochester**, will be featured in a summer concert series over **KPO** here.

WCTU Using Radio Time

The Women's Christian Temperance Union will spend \$120,000 on films and \$140,000 on radio as part of a \$1,000,000 crusade against liquor, according to the June issue of the *Bar and Grill Journal*.

The radio program has already been started by the W.C.T.U. It is entitled "Americans to the Rescue," and is currently being presented in transcribed form over scores of stations throughout the country.

Subscription Closed On New Odeon Issue

(Continued from page 1)

deed in favor of the Eagle Star Insurance Co., Ltd., as trustee, will give coverage for the debenture stock by a specific charge on 86 theatres valued at £3,648,450 and a floating charge on all the assets of the company.

The stock is redeemable at par on or after July 1, 1938, by the operation of a sinking fund commencing July 1, 1938. Year's profits are estimated at £460,000. Total ordinary shares issued, including those now offered, are 3,400,000 and preference shares 1,465,000. The issue was made by **Philip Hill & Partners, Ltd.**

Reade-Cocalis Seek An Arbitrator Here

(Continued from page 1)

exchange man will make a decision after all was said and done. It was reported that **Cocalis** may forego his building plans if **Reade** sells him an interest in the Hudson house.

One of the local Paramount branch managers has been asked to arbitrate the dispute, but has declined. Another man is being sought on whom both exhibitors agree. Meanwhile, **Cocalis** is not going ahead with the completion of the **Parker**, **Long Branch**.

Conn to Start Four

HOLLYWOOD, July 11.—Four of the nine films remaining on the 1936-'37 schedule will be started within three weeks, **Maurice Conn's** aides here said today upon receiving word from **Conn** in New York. Those to go are: "Don't Fall in Love," **Pinky Tomlin** picture; "Trooper X 13," with **Frankie Darro**, and two **Kermit Maynard** features—"Silent Sinclair" and "Reckless Chance."

Art Group to Run House

CHARLESTON, S. C., July 11.—Operation of the Dock St. Theatre by the **Carolina Art Ass'n.** for two years following its formal opening in November will be recommended to the City Council by the Ways and Means Committee. The plan is conditioned upon raising of \$12,000 by the association.

Smalley Is Transferred

NEW LONDON, Conn., July 11.—**Ted Smalley**, former manager of the Broadway, Lawrence, has been transferred to the Garde here, while **Thomas Brown**, manager of the local Warner house, assumes the management of the Broadway Lawrence.

Georgia Manager Injured

AMERICUS, Ga., July 11.—**Frank Hart**, theatre manager of **McRae**, is in a hospital here following an automobile accident in which he is said to have sustained internal injuries and the loss of several teeth. Hart's car was struck by a machine the driver of which sped away from the scene of the accident.

Summer Business Gains

NEW ORLEANS, July 11.—Reports from practically all film exchanges here say business is greater than anticipated in the territory thus far this summer, the increase being attributed in a measure to cooling systems.

Loew Deal for Para. Output Draws Nigh

(Continued from page 1)

include six westerns, is on flat rentals.

Loew's will not include westerns in the Paramount deal. The horse opera films to be released by Columbia were not a part of the Loew one-year deal which provided for 40 features.

The U. A. arrangement, which provides for the entire lineup in all metropolitan and out-of-town situations operated by **Loew's**, also was for one year. Both **Loew's** and **U. A.** felt that, due to uncertainty of producers and the number of pictures to be released in seasons to come, it was impossible to figure out what terms could be asked.

However, Paramount sales executives have indicated a willingness to talk over a pact for more than one year, provided **Loew's** will agree on terms.

Buck Night Refused Trade Mark Registry

(Continued from page 1)

schemes are forms of advertising and not registrable as a trade mark.

Registration of trade marks under the Wisconsin statutes, **Loomis** pointed out, is to enable the public to distinguish among various products and to enable purchasers to be certain that they are purchasing a product which has been made or placed on sale by a certain person or firm.

No Decision Reached On M-G-M Ad Rental

(Continued from page 1)

week tour of exchanges. **Rodgers** added he did not give the matter a thought on the trip, but that a study of the plan was still being conducted.

The sales accessory rental plan was first discussed at the M-G-M convention on the coast the latter part of May. At the time, it was stated, that the matter had been tabled for further study.

100 National Theatre Men Will Convene

(Continued from page 1)

atre forces. It is expected the same procedure will prevail again this year. Business sessions only are scheduled for the three days.

National has two major product deals left to finish up before the conclave. These are with **United Artists** and **Universal**.

Form 2 Firms in Dover

DOVER, Del., July 11.—**Filmcolor, Inc.**, has been formed here to engage in motion picture and filming business. Capital stock listed consists of 1,000 shares of no par value. Incorporators are **M. M. Lucey**, **A. E. Ross** and **L. S. Dorsey** of **Wilmington**.

Additionally, **Alpen Theatre Corp.** has been formed to do a general theatre business. It lists 90 shares of no par value. Incorporators are **Samuel Boverman** of the Bronx, **Irving Cohen** of Brooklyn and **Arthur Israel, Jr.**, of New York.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 10

NEW YORK, TUESDAY, JULY 13, 1937

TEN CENTS

Product Talks Here Are Key To Hoyts Deal

**Two Australian Circuits
Seek Long Pacts**

By CLIFF HOLT

MELBOURNE, June 18 (By Air Mail Via London).—The question of the renewal of the theatre operating partnership between Greater Union Theatres and Hoyts, operating as General Theatres Corp., is believed here to hinge upon the long term product deals now being negotiated in New York.

Representatives of each company are negotiating separately, and it is felt that if either succeeds in obtaining such contracts to the disadvantage of the other, that company will favor an independent status at the termination of the General Theatres agreement on Dec. 31, 1937. On the other hand, it is believed that if the distributors will give only short term deals, it would be more profitable to present a united front to the distributors than to fight each other.

Norman B. Rydge has been named chairman of the board of directors of Greater Union, but as yet there has

(Continued on page 15)

Republic Files on New Issue of Stock

WASHINGTON, July 12.—Republic Pictures has filed a registration statement with the S.E.C. covering 1,316,000 shares of \$1 par value capital stock, including 261,000 shares reserved for warrants entitling holders to buy the shares.

Republic expects to realize \$3,000,000 for 600,000 shares to be sold at \$6.25 each through Hammons & Co., Inc., of New York, the underwriter. The corporation will receive \$5 per share. The proceeds will be used to repay loans from Consolidated Film Industries, the Setay Co., Inc., and Francis J. Levine, and outstanding

(Continued on page 15)

"Easy Living" Gets \$48,000 on Weekend

"Easy Living" and Martha Raye in person at the Paramount led the Broadway theatre takes over the weekend. The combination show garnered \$48,000 in the first five days and indications are that another \$12,000 will be added before the show finishes a full week tonight. Because Miss Raye has been booked for appearances in Boston next week, a new show will replace the current bill July 21.

Fate of Film Chamber Now Is in Balance

**Next 2 Years to Decide;
Film Congress Ends**

By PIERRE AUTRE

PARIS, July 12.—The fate of the International Film Chamber will be decided within the next two years, it was evident at the conclusion Saturday of the International Film Congress here. The Chamber may become highly important, if the United States and England can be persuaded to join the Chamber under the two-year sponsorship of France, which is possible, provided that period brings about a change in the attitude of the organization.

If Germany and Italy continue to dominate the group, as they have in the past, with their Nazi-Fascist ideology, there is every indication that the Chamber will completely disappear as an organization, since France and Belgium unquestionably will withdraw if the present situation is continued.

France, or actually the French Cinema Confederation, will make every attempt to liberalize the atti-

(Continued on page 15)

K.C. Exchange Pact May Get a Rehearing

The agreement between distributors and the I. A. T. S. E. for Kansas City exchange service employees may come up for a re-hearing today at a meeting between the union and distributor groups.

Felix Snow, I. A. T. S. E. representative from Kansas City, arrived over the weekend by plane to discuss the tentative arrangement set up for shippers, film examiners, cutters and poster clerks in Kansas.

Snow is also here to talk over terms

(Continued on page 7)

KFWB Not for Sale

Hollywood, July 12.—Reports that KFWB is for sale were denied by H. M. Warner on his arrival here.

Warner said: "KFWB is positively not for sale."

Additional developments in radio yesterday are reported on pages 14 and 15.

G. B. Will Build Up Force, States Lee

G. B. will build up its sales force to its original status by September, stated yesterday, following the three-day convention held at the St. Moritz. All of the out-of-town branch managers have left for their territorial headquarters, he said.

The exact number of releases next season, is indefinite, Lee added, but there will be a minimum of 12 in addition to the cream of the crop from British producers.

In discussing the continuance of physical distribution through 20th Century-Fox exchanges, Lee said: "There has never been any question in any shape, way or form about G. B. continuing through 20th Century-Fox next season. At no time has Sidney R.

(Continued on page 2)

Ascap Pays Warner Firm \$122,000 Fee

Music Publishers Holding Co., a Warner subsidiary, yesterday received \$122,000 as part of the second quarterly 1937 distribution by Ascap to member companies. For the first quarter of the year Music Publishers got \$96,000. Part of the second payment is attributed to adjustments made by Ascap on previous claims.

Of the \$122,000 paid the Warner music holding company, Harms, Inc., received the largest contribution. This

(Continued on page 2)

Metro's Heads Get Ready for British Start

**Mayer, Thau Will Leave
Saturday; Balcon Soon**

M-G-M will start British production with "The Yank at Oxford" about Sept. 1. Robert Taylor will be starred and Jack Conway will direct.

Louis B. Mayer, accompanied by Howard Strickling and Benny Thau, arrived in New York from Hollywood yesterday and on Saturday will sail aboard the *Rex* for London via the Southern route.

Michael Balcon, who will be in charge of production, leaves the Metro studio in a few days en route for England and will be followed shortly thereafter by Conway. The entire group will assemble in London about Aug. 15 for a final going over of plans and camera work is expected to begin about Sept. 1.

Mayer will be abroad about six weeks. Joseph M. Schenck, chairman of the board of 20th Century-Fox, is deliberating the trip with the Mayer party, but final decision has not been made. The odds yesterday appeared against it.

M-G-M will make a fifth picture, (Continued on page 2)

Chicago Film Board Retention Expected

CHICAGO, July 12.—If present plans materialize Chicago will continue to have a Film Board of Trade. Local distributors are unanimously in favor of such a board and have worked out plans for the carrying of such a board. These plans have been submitted to the various home offices of the distributors and final word regarding the matter is expected late this week.

From first reports received here the major companies are much in favor of a Chicago board, it is learned. Several companies have stated their desire for the continuation of such an organization. The activities of the (Continued on page 15)

Paramount Looking For a Studio Site

Paramount's real estate department is surveying Hollywood and environs on the possibility of acquiring a new site for the company's studio. Barney Balaban, president of the company, stated upon his return from the coast yesterday. All recommendations will

(Continued on page 2)

Super Sleuth Unlimited

Several thousand exhibitors are receiving 9-in. x 6-in. envelopes with "Super Sleuth Society Unlimited" in large gold letters in the upper left hand corner.

When they open them they find their names in large gold script with a letter from Ned E. Depinet, vice-president of RKO Radio. A sheet containing a false mustache and goatee falls out.

It's all very intriguing—another one of those Leon J. Bamberger sales promotion ideas.

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MEXICO CITY: Apartado 269; James Lockhart, Representative.

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RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Viale Goribla; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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National Theatres
Meet to Be 4 Days

Because of the many matters to be discussed, Spyros Skouras has decided on a four-day meeting instead of three days for National Theaters' operating heads, bookers and other personnel at the Broadmoor, Colorado Springs, Col.

The home office personnel, which will include Skouras, William T. Powers, Edward Zabel, Milton Hossfeld, Aubrey Schenck and Irving Barry will leave for Colorado Aug. 7. The meetings will open Aug. 10. Jack J. Sullivan, Fox West Coast film buyer, will accompany the group.

Lightman Due Here

M. A. Lightman, Paramount theatre partner, is due to arrive from Memphis today for conferences with Y. Frank Freeman on theatre operations. Lightman will return to Memphis in time for the meeting of Mississippi Theatre Owners scheduled for Biloxi, July 18-19.

J. P. Muller Dead

Jacob P. Muller, head of the J. P. Muller Advertising Agency, died Sunday in New York Hospital. He was 63. Muller's office handled theatrical accounts exclusively.

Metro's Heads
Get Ready for
British Start

(Continued from page 1)

"Shadow of the Wing," in England, to follow the four already announced. "Shadow of the Wing," adapted by Frank Wead and Richard Schayer from an original by Captain Gurdon and Charles Bennett, will be filmed with the cooperation of the Royal Air Force.

Howard Dietz, director of publicity and advertising for M-G-M, is another coast arrival. He returned by plane on Saturday. Al Lichtman did not return, as expected, but will spend a few more days at the studio.

G. B. Will Build Up
Force, States Lee

(Continued from page 1)

Kent, president of 20th Century-Fox, intimated that he wanted G. B. to move out of the exchanges.

Lee added that he, and not George Weeks, general sales manager for G. B., spoke to Kent in New York after the 20th Century-Fox convention on the coast on G. B.'s program next season. It was reported that Weeks had talked to Kent in California, but this, it was stated, was not the fact.

Paramount Looking
For a Studio Site

(Continued from page 1)

be submitted to New York for consideration before any decision is reached.

The company will produce at least 20 pictures costing \$1,000,000 each, next season, the Paramount president stated, adding the 1937-38 season will be the most successful in the history of the industry.

HOLLYWOOD, July 12.—The Paramount studio, long in need of expansion, has no place for additional growth, hemmed as it is by the RKO lot on one side and Hollywood streets and commercial buildings on the other three.

Ascap Pays Warner
Firm \$122,000 Fee

(Continued from page 1)

company's availability value by Ascap is 50 per cent higher than any other firm it was stated.

Last October, after Warners had rejoined Ascap, the first quarterly dividend paid Music Publishers was \$39,000, following which a protest was made. Since that time the payments to Warners have been substantially increased in proportion to its membership holdings in Ascap.

Republic Buys "Ranger"

HOLLYWOOD, July 12.—Republic has purchased the film rights to the Mutual radio serial, "The Lone Ranger," and will produce it in serial form for the 1937-38 program. Sol Siegel will produce.

Will Hold Gershwin
Rites Here Thursday

Funeral services for George Gershwin, noted modern composer, who died Sunday morning in Cedars of Lebanon Hospital, Hollywood, following an emergency operation for a brain tumor, will be held at Temple Emanu-El here on Thursday at 2 P. M. The operation was performed by Dr. Cal Rand, eminent specialist, and the composer failed to rally.

The body of Gershwin left Hollywood by train yesterday morning, and is due to arrive in New York Thursday morning. The funeral services here will be conducted by Rabbi Perilman, of Temple Emanu-El, and it was indicated yesterday that Rabbi Stephen S. Wise may also officiate. All funeral arrangements are in the hands of Gene Buck, president of Ascap. Burial will be in the Mount Hope Cemetery, Yonkers.

Gershwin, 38, was born in Brooklyn, Sept. 26, 1898. He was educated in New York and pursued the study of music, for a time working as a "song plugger" for a music publishing house. His most notable composition was "Rhapsody in Blue," which immediately established him as one of the leading composers of modern music.

Wrote Astaire-Rogers Music

He wrote considerable music for musical comedies produced in New York and in the past couple of years did a good deal of song writing for the screen. At the time of his death he had completed five of the nine numbers he had undertaken to write for Samuel Goldwyn's "Goldwyn Follies." Previously he wrote the music for "Shall We Dance?" the Fred Astaire-Ginger Rogers vehicle, and for "Damsel in Distress," starring Astaire, both for RKO. His brother, Ira Gershwin, who had collaborated with George on many of his popular numbers, wrote the lyrics for the numbers composed for both the RKO films.

Coast Services Thursday

HOLLYWOOD, July 12.—Memorial services for George Gershwin will be held here Thursday at the Bnai Brith Temple. Admittance will be by invitation only and is expected to include all the most prominent names in Hollywood.

Ira Gershwin and his wife will leave here tomorrow to attend funeral services in New York.

Radio Pays Tribute

Radio, along with the other media of entertainment, also paid tribute to the memory of the late George Gershwin. The memorials in his honor began yesterday afternoon, and will be continued throughout the week by a number of organizations.

On NBC last night, from 8:30 to 9:30 P. M., E. D. S. T., Al Jolson, Ferde Grofe, Lennie Hayton, Paul Whiteman, Nat Shilkret, Ray Middleton and Fred Astaire offered musical and spoken tribute.

Yesterday afternoon on CBS Howard Barlow's symphony orchestra played Gershwin tunes, and last night Horace Heidt's program was devoted to the late composer. Tonight the Chicago Philharmonic Orchestra will pay tribute to his works over CBS. Ferde Grofe's regular Friday evening program over the same network will

Para. North Dakota
Action Is Delayed

Paramount's action to test the constitutionality of the recently enacted legislation in North Dakota prohibiting producer ownership of film houses, probably will not be filed for about two weeks, it was indicated by the attorneys in charge of the case here yesterday.

The papers are in the final form, it was said, and have been sent west to the attorneys who will represent the company in the action on the ground. The bill in equity is expected to be filed in Fargo, N. D., but there was no indication where the hearing before the U. S. District Court would be held. The action will seek to enjoin officials of the state from enforcing the theatre divorce law.

Momand Conspiracy
Case Opened in Hub

BOSTON, July 12.—The suit of A. B. Momand, operator in Oklahoma, which asks \$3,000,000 from eight major distributors for alleged conspiracy and unlawful monopoly was filed here today in First U. S. District Court by George S. Ryan, attorney, who was in charge of the original \$4,500,000 suit during the past few years. Momand charged Sherman Act violations in the Oklahoma towns of Clinton, Wewoka, Pawhuska, Alva, Hartshorne and Holdenville.

Attorney Ryan previously tested the legality of bringing the ponderous action east by filing a \$100,000 Oklahoma anti-trust suit in the First U. S. District Court here and arguing successfully against the defendants' contentions that it should be tried on the scene of the violations instead of in the local courts.

Suit Against Terry
By Moser Dismissed

The action of Frank Moser to cancel the contract by which he sold to Paul Terry all his interest in Moser & Terry, Inc., and in his long partnership with Terry, has been dismissed on its merits by Judge Aldrich after trial in N. Y. Supreme Court at White Plains.

The action named Terry, Terrytoons, Inc., cartoon producing firm; Terry-Toons, Earle W. Hammons, Educational president, and William Weiss, Terrytoons treasurer. Educational distributes the Terrytoon cartoons. Moser charged fraud, claiming that in February, 1936, he and Terry were told by Hammons that the contract for the distribution of the cartoons would not be renewed on its expiration in the summer of last year. Moser then sold his interest in the company to Terry. Subsequently, he charged, Hammons reconsidered his decision. Then Moser brought the action, contending Terry and Hammons conspired to defraud him. The court held that the claim against Hammons "is not sustained by the evidence."

be dedicated to a full rendition of "Rhapsody in Blue."

WMCA yesterday broadcast a special memorial program, with Eddie Dowling as master of ceremonies, as did Mutual. Tonight WHN will offer a memorial program in which George S. Kaufman, who collaborated with Gershwin on "Of Thee I Sing," will be heard.

AND A NEW POLICY

The approach of the 1937-38 season brings a new era in the sale of GB pictures—and a new policy. . . . The past few years have shown unmistakable signs that both exhibitors and audiences will generally support films of high calibre. . . . That fact will be our sole guide for the new season. The GB program for 1937-38 will offer none but Class "A" pictures—the finest product to come from any studio. . . . In order to accomplish this goal, GB will release a limited number of pictures—NOT LESS THAN TWELVE—few enough in number to guarantee the maximum in quality and entertainment. . . . That there may be no doubt in the exhibitor's mind as to our intentions and our confidence, GB will arrange, for those exhibitors who prefer it, a picture-by-



JESSIE MATTHEWS

Lovely, Sparkling, Glorious! The world's foremost dancing and singing star, in a class by herself as the No. 1 Girl of the box-office. Jessie Matthews will star in 3 big productions.

"SAILING ALONG"

"SPARKLE"

"GLAMOROUS LADY"

ANNA
LEE

The Gorgeous Blonde. Her popularity grows a hundred-fold with each succeeding release in which she appears. Anna Lee will be starred in 3 productions.

"TALK-STOP WITH TALK"
"THE UNDISCOVERED COUNTRY"
"A GIRL MUST LIVE"

Most refreshing personality developed in the past year. Beauty and brains, topped off with that spark called genius. This dynamic star will appear in 2 pictures.

"LOOK OUT FOR LOVE"

"THE SHOW GOES ON"

NOVA PILBEAM

Her memorable triumph in one of the outstanding pictures of the year placed this youthful, appealing actress at the very top of the list of great emotional stars. Nova Pilbeam will be starred in 2 pictures.

**"THE WEDDING
DREAM"**
"EMPTY WORLD"



NON STOP NEW YORK

A giant airship spanning the Atlantic... Its passengers involved in a game of love, intrigue and murder!

Starring ANNA LEE with John Loder and Desmond Tester. Directed by Robert Stevenson.

"LADY OF LA PAZ"

Smashing stage success. Notable cast to be announced soon.



"THE GIRL PAT"

Front page newspaper scoop. Rousing yarn of true adventure.

Tuesday, July 13, 1937

◀ Purely Personal ▶

HERB YATES and **MORRIS GOODMAN**, a luncheon twosome at "21" yesterday; **MARK HELLINGER**, **BENNY THAU** and **LOU WERTHEIMER**, a threesome. Glimpsed in those parts also were **JULES LEVY**, **JACK CONNOLLY**, **REGENA CREWE** and **Mrs. S. CHARLES EINFELD**.

WILLIAM GOETZ, assistant to **DARRYL ZANUCK**, will leave for Hollywood either today or tomorrow. He returned from England yesterday on the *Normandie* after supervising preliminary production activities for the first **GRACIE FIELDS** film for 20th Century-Fox.

MAX MILDER, Warner head in England, and his family, will leave tomorrow on the *Normandie* for London. **MILDER**'s headquarters, after home office conferences here.

SIMONE SIMON, who was scheduled to arrive on the *Normandie* yesterday, was not among the passengers. She is due back from a vacation abroad in three weeks.

MAX GORDON, who returned on the *Normandie* yesterday, insisted the four-week trip abroad was purely vacation stuff and no business.

JOSEPH STEINER has resigned as general sales manager of American Tobis Corp. He will announce a new connection shortly.

JACK BARNSTYN, foreign head for Grand National, returned yesterday on the *Normandie* after a six months' tour of Europe.

MAX WEISFELDT, Columbia short subject supervisor, has returned from lengthy absence in Milwaukee.

JOE HUMMEL of Warners will sail for Paris in about two weeks for a fortnight's stay.

EDWARD L. ALPERSON, president of Grand National, is due from Hollywood next Monday.

MAX MILDER will sail tomorrow on the *Normandie* for England after a vacation here.

IRVING LESSER will return from an auto tour vacation to Mexico next Monday.

BERT REISMAN of RKO has returned to Havana after a short vacation here.

DAVID IDZAL of the Fox, Detroit, arrived in town yesterday for a short stay.

SPYROS SKOURAS is back at his desk again after a short illness.

JOHN D. CLARK is expected back from the coast in two weeks.

... Denver

S. R. LANGWITH to the Los Angeles Erpi office after a business trip through Texas, New Mexico, and Arizona.

J. E. "TOMMY" TOMPKINS opened

Quite a Feat

Hollywood, July 12. — A press agent's copy describing **William Dollar** as the only dancer in the world who can do the "Nijinsky leap" concludes with:

"The 'Nijinsky leap' for which he is famous is an amazing terpsichorean plunge which takes him high in the air, pauses, then takes him still further upward."

Nice trick, if you can do it.

the Trail house in Colorado Springs. It was formerly the America.

R. R. RAUB now handling publicity for the Fine Arts Center, Colorado Springs.

SI GERTZ, Civic Theatres, vacationing.

R. H. RAHN has moved his Atlantic Pictures exchange in with the Mercury exchange.

JOHN SURVANT soon to reopen the Muse-U, Cortez, Col., which is being remodeled.

... Pittsburgh

HARRY KALMINE's wife and two daughters have left for Atlantic City to spend the summer.

MADELINE SKELLY FOUST, dean of Duquesne University's drama school, is going to Hollywood for two months.

MORTY HENDERSON, Harris manager, is vacationing at Geneva-On-the-Lake.

JAMES TOTMAN, **JOE FELDMAN**'s new assistant, has taken an apartment in the West View district.

BILL SCOTT, former manager of the Stanley, came to Pittsburgh from New York to attend his daughter's graduation from Peabody High School.

HARRY SEED has just shaved off the mustache he's had for more than 10 years.

... Portland

TOMMY CHARICK, former Portland theatre man, now with Warners in Minneapolis, is a guest of **VETE STEWART**, Warner manager here.

MILTON ODEM, sending out invitations to opening of his second house in Redmond, Ore.

TED PARKER of Imperial Pictures, Seattle, covering live Oregon spots.

CLARK CRAIG of Warners advanced to field representative.

FLOYD HENINGER, promoted from booker to field salesman for Grand National. **MARC T. McDOUGALD** is the new booker.

Charles Weigel Retires

CINCINNATI, July 12.—**Charles Weigel**, who has been a local exhibitor for 27 years, has retired from the business with the sale of the Madison, neighborhood house, to the newly formed **Maurie-Ann Theatre Co.** An elaborate testimonial dinner was tendered him by members of the Variety Club.

Hanson Has Operation

TORONTO, July 12.—After a long siege of illness which has kept him from business activity since last November, **Oscar R. Hanson**, president of Empire Films, Ltd., and **Hanson Theatres Corp.**, was successfully operated upon for appendicitis in a Toronto hospital. A heart condition delayed the operation for many weeks.

K. C. Exchange Pact May Get a Rehearing

(Continued from page 1)

with major circuit operators for members of the Theatre Employees Union. A checkup of circuits yesterday showed that **Snow** had not visited their offices, nor had he been in touch with them.

Distributor representatives yesterday could not say whether or not the Kansas City exchange situation would be discussed today as some of the men who have been sitting in at the meetings had not been informed of the schedule.

Present Seattle Union Demand

SEATTLE, July 12.—Demands for a closed shop, higher wages and shorter hours for all theatre employees will be discussed here this week at a conference between the Theatre Managers' Ass'n and representatives of the newly-formed Theatre Employees' Union.

John Hamrick, Seattle head of Hamrick-Evergreen circuit, heads the committee of theatre owners. The employees are affiliated with the I.A.T.S.E. and the M.P. Operators' Union. The conference will be devoted primarily to an agreement with usherettes, cashiers and doormen.

Contract to Oklahoma Union

OKLAHOMA CITY, July 12.—A wage and hour contract for 76 local members of the Film Exchange Employees' Union has been sent here from the Central office in Washington, according to **George Snodgrass**, president of the local union.

Louis Krouse, I.A.T.S.E. vice-president, has been bargaining in Washington for the last two weeks with central representatives of the eight local exchanges, and he telegraphed to **Snodgrass** that agreeable negotiations "appear probable." Acceptance by the union is expected.

WPA Meeting Tomorrow

Frank Gillmore, president of Actors' Equity, will attend a conference in Washington tomorrow with **Harry Hopkins**, WPA Administrator, at which will be redefined, for the benefit of Equity, the principles on which any alteration in the Federal Theatre Project will be based, in view of the expected cuts in appropriations.

Talk Merger of Unions

BALTIMORE, July 12.—Negotiations are in progress on the merger of the two projectionists' unions. **Harry Bauer**, president of the M.P. Projectionists' Union (independent), and **Sam Isaacs**, president of Local 181, I.A.T.S.E., are heading the conferences.

Hoffman to Start Three

HOLLYWOOD, July 12.—**M. H. Hoffman** intends to speed up Condor production by starting two new season features and a musical the early part of next week. Two features due on the last season schedule are to put into work as soon as final script details and casting have been completed, he says.

Theatre Firm Formed

ALBANY, July 12.—**Triboro Playhouse, Inc.**, New York, has been formed with a capital of \$5,000 to operate film theatres. **Sidney Goren**, **Louise Goren**, **Nathan Goodman**, are the incorporators.

Court Again Slashes Ft. Worth RKO Claim

The \$507,500 claim of the Fort Worth Property, Inc., against the Irving Trust Co., as trustees of RKO in reorganization, was further reduced yesterday to \$3,737 by the U. S. Circuit Court of Appeals. The claim, which was based upon RKO's guarantee of a 25-year lease to the RKO Southern Corp. for a film house in Ft. Worth was originally allowed by Federal Judge **William Bondy** at \$17,139 in the U. S. District Court, but both sides appealed.

The Circuit Court ruled that failure to give formal notice to RKO before renting the theatre to a new tenant terminated the lease and deprived Fort Worth Property of any claim against RKO. The claimant contended that no notice was necessary because a receiver in bankruptcy for RKO Southern was in possession of the theatre for two months before the theatre was rented and demanded the difference between the rent fixed in the original lease and the present rental value.

U. S. Seeking 3 for Federal Film Work

WASHINGTON, July 12.—Services of film directors and specialists are being sought by the Federal Government, it was stated today at the offices of the Civil Service Commission.

Examinations will be held in the near future, it was said, for senior film director, film specialist and junior film specialist for the Forest Service of the Dept. of Agriculture and the Social Security Board. The positions will pay salaries of \$3,800, \$3,200 and \$2,600 a year, respectively.

Applications from far western states will be received up until Aug. 12, and from other states until Aug. 9. Applicants must be under 53 years of age.

Shift Canada Managers

TORONTO, July 12.—A switch of managers, affecting theatres in four cities of eastern Canada, has been made by circuits. **Leonard T. Bishop**, formerly of the Capitol, Halifax, and recently at the Capitol in London, Ont., has gone to Loew's, Montreal, **George Allen** being acting manager at the London Capitol. In the Hanson circuit, **William Waters** of Toronto has been appointed manager of the Granada at Chatham, Ont., succeeding **Cecil Smith**, who has been transferred to the Granada in St. Thomas, which has been reopened.

M-G-M Sydney House

SYDNEY, June 18 (By Air Mail Via London).—**M-G-M** has expanded its Australian theatre interests by taking a long term lease on the Liberty here, 650-seat house owned by **Imperial Theatres, Ltd.** **M-G-M** has been operating the St. James here for some years, but found that the one house was insufficient as an outlet for its major attractions.

Cocalis Buys at Rahway

Sam Cocalis yesterday signed contracts with **Bernard** and **Dave Engleman** for the purchase of the Rahway, N. J., which he will operate in conjunction with his Empire, same city.

Warners recently took over the house and will step out on July 15. **Cocalis** will assume operation July 16.

THEY WON'T FORGET

"Little Caesar"

THEY WON'T FORGET

"Public Enemy"

THEY WON'T FORGET

"I Am a Fugitive"

THEY WON'T FORGET

"42nd Street"

THEY WON'T FORGET

"G-Men"

THEY WON'T FORGET

"Bullets or Ballots"

THEY WON'T FORGET

"Marked Woman"

1930

1931

1932

1933

1934

1935

1936

And Again from
WARNER BROS.

comes the companion-epic to these memorable milestones
of screen success — a vivid, living drama sure of universal
acceptance and certain to be remembered forever — the
mightiest of all MERVYN LEROY PRODUCTIONS

**THEY
WON'T
FORGET"**

AUGUST

1937

"Courageous" **2nd Week Hit** **In Cleveland**

CLEVELAND, July 12.—First run grosses here all topped house averages in spite of a hot spell, with "Captains Courageous" holding the top spot for the third consecutive week. It grossed \$7,000 at Loew's Stillman, coming within \$500 of the previous week's gross. Average is \$5,000.

"The Emperor's Candlesticks" made a midseason showing at Loew's State. The take was \$15,500. This was \$3,500 better than par.

"Slave Ship" playing a second week downtown at the Allen immediately following a big week at Warners' Hippodrome, went \$1,000 over the house average to a gross of \$6,000.

Total first run business was \$55,500. Average is \$47,000.

Estimated takings for the week ending July 9:

"SLAVE SHIP" (20th-Fox)
ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. Gross: \$6,000. (Average, \$5,000)

"EMPEROR'S CANDLESTICKS" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$15,500. (Average, \$12,000)

"CAPTAINS COURAGEOUS" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 3rd week. Gross: \$7,000. (Average, \$5,000)

"MEET THE MISSUS" (RKO)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Count BerniVici with "Spices of 1937." Gross: \$16,000. (Average, \$15,000)

"NEW FACES" (RKO)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. Gross: \$11,000. (Average, \$10,000)

"Candlesticks" at **\$11,000 Cincy Top**

CINCINNATI, July 12.—The weekend holiday, hot weather and outdoor amusements combined to slow down attendance, but "The Emperor's Candlesticks" lighted the way to \$11,000, upping the RKO Palace average by \$1,000.

"The Singing Marine" came through to the tune of \$12,500 at the RKO Albee, which was \$500 on the plus side. It moved to the RKO Lyric. "A Day at the Races" balanced the RKO Grand average of \$2,750 on its fourth downtown week.

Total first run business was \$44,600. Average is \$46,700.

Estimated takings for the week ending July 8:

"THE SINGING MARINE" (W.B.)
RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$12,500. (Average, \$12,000) Moved to RKO Lyric.

"EMPEROR'S CANDLESTICKS" (M-G-M)
RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$11,000. (Average, \$10,000)

"CAPTAINS COURAGEOUS" (M-G-M)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. Gross: \$5,400. (Average, \$6,500) Held over.

"MOUNTAIN MUSIC" (Para.)
RKO LYRIC—(1,400), 35c-42c, 7 days, 2nd downtown week. Gross: \$5,500. (Average, \$6,500)

"A DAY AT THE RACES" (M-G-M)
RKO GRAND—(1,200), 25c-40c, 7 days, 4th downtown week. Gross: \$2,750. (Average, \$2,750)

"I PROMISE TO PAY" (Col.)
RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,200. (Average, \$1,250)

"THAT I MAY LIVE" (20th-Fox)
RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"SLIM" (W.B.)
KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$5,300. (Average, \$6,500)

"Captains," Fight **Big in New Haven**

NEW HAVEN, July 12.—"Captains Courageous," Walt Disney's Academy Award Revue, and the Braddock-Louis fight combined to attract all the business in town to the Loew's-Poli, and to shatter all summer records with a \$12,300 take, up by \$5,300. The bill was held at the College.

The second week of "A Day at the Races" and "The League of Frightened Men" at the College grossed \$3,500, outdistancing average at lower prices by \$700. Other first run business fell below the mark.

Total first run business was \$22,600. Average is \$19,300.

Estimated takings for the week ending July 2:

"A DAY AT THE RACES" (M-G-M)
"LEAGUE OF FRIGHTENED MEN" (Col.)
COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. Gross: \$3,500. (Average, \$2,800)

"CAPTAINS COURAGEOUS" (M-G-M)
LOEW'S POLI—(3,040), 35c-50c, 7 days. Gross: \$12,300. (Average, \$7,000)

"AS GOOD AS MARRIED" (Univ.)
"WINGS OVER HONOLULU" (Univ.)
PARAMOUNT—(2,348), 35c-50c, 7 days. Gross: \$3,500. (Average, \$4,800)

"ANOTHER DAWN" (W. B.)
"WHAT PRICE VENGEANCE" (Central-Rialto)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$3,300. (Average, \$4,700)

"Marine" Sole **Philadelphia** **Profit-Maker**

PHILADELPHIA, July 12.—The two hottest days so far this Summer, plus the general exodus over the holiday weekend hit grosses. The only film to evade the curse was "The Singing Marine" which got a good \$16,500 at the Fox and earned a second week.

Both "The Emperor's Candlesticks" and "New Faces of 1937" flirted with average at \$13,000 each at the Boyd and Stanley, respectively, but couldn't make the grade. "Candlesticks" goes out after a week. "New Faces" got three or four more days over the week.

Total first run business was \$70,600. Average (not counting an average for "Damaged Lives"), is \$70,655.

Estimated takings for the week ending July 8:

"TURN OFF THE MOON" (Para.) (2nd run)
ARCADIA—(600), 25c-40c-50c, 7 days. Gross: \$2,100. (Average, \$2,800)

"EMPEROR'S CANDLESTICKS" (M-G-M)
BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$13,000. (Average, \$14,000)

"MARRIED BEFORE BREAKFAST" (M-G-M)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: N.T.G. Revue. Gross: \$11,000. (Average, \$12,000)

"DAMAGED LIVES" (Weldon)
ERLANGER—(2,000), 25c-40c-55c, 7 days. Gross: \$6,000.

"THE SINGING MARINE" (W.B.)
FOX—(3,000), 40c-55c-65c, 7 days. Gross: \$16,500. (Average, \$14,000)

"SING AND BE HAPPY" (20th-Fox)
KARLTON—(1,000), 25c-35c-40c, 5 days. Gross: \$1,100. (Average, 7 days, \$4,000)

"ANOTHER DAWN" (W.B.) (2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. Gross: \$2,100. (Average, \$4,000)

"NEW FACES OF 1937" (RKO)
STANLEY—(3,700), 40c-55c-65c, 7 days. Gross: \$13,000. (Average, \$14,000)

"THE GREAT GAMBINI" (Para.)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$5,800. (Average, \$7,000)

"Races" on a Dual **Is Omaha's Winner**

OMAHA, July 12.—First week in six months without Bank Night here found downtown grosses strong.

The Omaha led the parade with an \$8,000 take, or \$2,500 better than par \$5,500, for "A Day at the Races" and "Fire Over England."

The Louis-Braddock fight pictures, although they arrived a day late, boosted the Brandeis business for "Meet the Missus" and "You Can't Beat Love" to \$4,600, or \$600 over average.

Temperatures in the nineties helped business some.

Total first run business was \$19,800. Average is \$16,700.

Estimated takings:

Week Ending June 30:
"MEET THE MISSUS" (RKO)
"YOU CAN'T BEAT LOVE" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,600. (Average, \$4,000)

Week Ending July 1:
"ANOTHER DAWN" (W. B.)
"WHEN LOVE IS YOUNG" (Univ.)
ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$7,200. (Average, \$7,200)

Week Ending July 2:
"A DAY AT THE RACES" (M-G-M)
"FIRE OVER ENGLAND" (U. A.)
OMAHA—(2,200), 25c-40c, 7 days. Gross: \$8,000. (Average, \$5,500)

"Mountain" Is **\$8,500 Denver** **Draw; Is Held**

DENVER, July 12.—"Mountain Music" led a general weekend pickup among first runs and rolled up \$8,500 at the Denham, thereby topping par by \$3,500. It was held.

"Captains Courageous," on a dual with "You Can't Buy Luck," broke a matinee record July 5 and wound up the week with \$9,500 at the Orpheum. "Another Dawn" pulled \$12,000, up by \$4,500, at the Denver and was moved to the Aladdin for another week.

Total first run business was \$39,600. Average is \$27,000.

Estimated takings for the week ending July 7:

"SLAVE SHIP" (20th-Fox)
ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. Gross: \$4,000. (Average, \$3,000)

"CRIMINALS OF THE AIR" (Col.)
"THE FRAME-UP" (Col.)
BROADWAY—(1,500), 25c-40c, 7 days. Gross: \$2,500. (Average, \$2,000)

"MOUNTAIN MUSIC" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. Gross: \$8,500. (Average, \$5,000)

"ANOTHER DAWN" (W. B.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$12,000. (Average, \$7,500)

"CAPTAINS COURAGEOUS" (M-G-M)
"YOU CAN'T BUY LUCK" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$9,500. (Average, \$6,000)

"GO GETTER" (W. B.)
"STRANGERS ON A HONEYMOON" (G. B.)
PARAMOUNT—(2,000), 25c-40c, 7 days. Gross: \$3,000. (Average, \$3,500)

Oklahoma House Closes

OKLAHOMA CITY, July 12.—Another famous theatrical landmark of this city has passed out of existence with the permanent closing of the Folly by Standard Theatres. The house was built more than 40 years ago and had acquired a statewide reputation.

"Slave Ship" **Gets \$6,150,** **Seattle Lead**

SEATTLE, July 12.—"Slave Ship," on a dual with "Married Before Breakfast," was the only attraction to turn in a profit here on the week. It grossed \$6,150 at the Orpheum, over par by \$150.

"Captains Courageous," on a dual with "There Goes My Girl," managed to get \$6,800 at the Fifth Avenue.

Total first run business was \$32,650. Average is \$36,500.

Estimated takings for the week ending July 9:

"A DAY AT THE RACES" (M-G-M)
"GIRL LOVES BOY" (G.N.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Paramount. Gross: \$3,100. (Average, \$4,000)

"CAPTAINS COURAGEOUS" (M-G-M)
"THERE GOES MY GIRL" (RKO)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,800. (Average, \$7,000)

"THUNDER IN THE CITY" (Col.)
"MOTOR MADNESS" (Col.)
LIBERTY—(1,800), 25c-35c-50c, 7 days. Gross: \$4,400. (Average, \$5,000)

"MOUNTAIN MUSIC" (Para.)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Orpheum. Gross: \$3,300. (Average, \$4,000)

"SLAVE SHIP" (20th-Fox)
"MARRIED BEFORE BREAKFAST" (M-G-M)
ORPHEUM—(2,450), 30c-40c-55c, 7 days. Gross: \$6,150. (Average, \$6,000)

"DRAEGERMAN COURAGE" (F.N.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Three Radio Rogues. Gross: \$3,900. (Average, \$4,500)

"ANOTHER DAWN" (F.N.)
"MEET THE MISSUS" (RKO)
PARAMOUNT—(3,050), 30c-40c-55c, 7 days. Gross: \$4,900. (Average, \$6,000)

"Races" Is Smash **At Oklahoma City**

OKLAHOMA CITY, July 12.—"A Day at the Races" turned in a smash \$5,900 in a week of generally weak grosses. This was \$1,900 over par at the Midwest.

"Hotel Haywire" and the Louis-Braddock fight films managed to get \$300 over normal on a take of \$2,800 at the Liberty.

Total first run business was \$11,900. Average is \$11,500.

Estimated takings for the week ending July 3:

"THE GO-GETTER" (W.B.)
CRITERION—(1,700), 10c-25c-35c-55c, 6 days. Gross: \$3,200. (Average, \$5,000)

"HOTEL HAYWIRE" (Para.)
LOUIS-BRADDOCK FIGHT
LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$2,800. (Average, \$2,500)

"A DAY AT THE RACES" (M-G-M)
MIDWEST—(1,500), 10c-25c-35c-55c, 7 days. Gross: \$5,900. (Average, \$4,000)

Several to Reopen in N.E.

NEW HAVEN, July 12.—B. E. Hoffman of the Warner Theatre department reports that the Capitol, New Britain, closed for five years, will be reopened in the fall after renovation, probably as a first run. The Circle, South Manchester, also closed for a long period, or operating weekends only, will also be reopened on a full-time schedule, as will the Strand, Newburyport, which will be completely renovated. The Premier, Newburyport, will be changed from full-time to weekend operation. New marquees will be installed for all these theatres, and at the Strand in Clinton, and Strand, Waverly.

"Races" Hits \$24,000, Top Loop Showing

CHICAGO, July 12.—"A Day at the Races" came in the winner last week with \$24,000 at the United Artists, \$9,000 above the average.

The Independence Day weekend was accountable for much of the business. The Palace with "New Faces," grossed a neat \$23,000 which was \$4,000 above normal. The Chicago did the best business in weeks to get a fat \$33,500, slightly over average. The Oriental and State-Lake found plenty of customers attracted by their big stage shows and low prices.

Total first run business was \$134,400. Average is \$118,000.

Estimated takings:

Week Ending July 8:

"PARNELL" (M-G-M)
APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$6,500. (Average, \$6,500)

"ANOTHER DAWN" (W.B.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Evans Ballet and revue. Gross: \$33,500. (Average, \$32,000)

"MARRIED BEFORE BREAKFAST" (M-G-M)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: "Night Life" revue. Gross: \$17,200. (Average, \$15,000)

"NEW FACES" (RKO)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Paul Haakon and revue. Gross: \$23,000. (Average, \$19,000)

"HER HUSBAND'S SECRETARY" (W.B.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Vaudeville revue. Gross: \$15,000. (Average, \$13,000)

Week Ending July 9:

"MIDNIGHT MADONNA" (Para.)
GARRICK—(900), 35c-55c-75c, 7 days. Gross: \$4,900. (Average, \$6,500)

"SINGING MARINE" (W.B.)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days, 2nd week. Gross: \$10,300. (Average, \$11,000)

"A DAY AT THE RACES" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. Gross: \$24,000. (Average, \$15,000)

"Courageous" Gets \$11,000, Montreal

MONTREAL, July 12. — "Captains Courageous" was the outstanding picture of the week at \$11,000 in the Palace. It was held over.

"Night Must Fall," on a twin bill at the Princess, was responsible for \$6,000, which was fairly close to par. "Slave Ship," in its second and final week at the Capitol, collected \$5,000 after a first week of \$8,000.

Total first run business was \$27,000. Average is \$35,500.

Estimated takings for the week ending July 10:

"SLAVE SHIP" (20th-Fox)
"BIG BUSINESS" (20th-Fox)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days, 2nd week. Gross: \$5,000. (Average, \$9,500)

"WINGS OVER HONOLULU" (Univ.)
"KILLER AT LARGE" (Col.)
LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$5,000. (Average, 8,000)

"CAPTAINS COURAGEOUS" (M-G-M)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. Gross: \$11,000. (Average, \$11,000) Held over.

"NIGHT MUST FALL" (M-G-M)
"THAT MAN'S HERE AGAIN" (F.N.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$6,000. (Average, \$7,000)

Retitle "Alps" Film

HOLLYWOOD, July 12.—"Hideout in the Alps" will be the final title of the Grand National film formerly called "Rendezvous in the Alps."

"New Faces" Frisco Hit, Gets \$21,000

SAN FRANCISCO, July 12.—"New Faces of 1937" was outstanding in the face of a general business slump brought on by the hotel strike and the resultant absence of tourist business. The take at the Golden Gate was \$21,500. Normal is \$16,000.

"A Day at the Races," on a dual with "The Great Hospital Mystery," reached \$5,500 in its fourth week at the St. Francis. This was within \$500 of par. All other houses were off.

Total first run business was \$73,200. Average is \$81,000.

Estimated takings:

Week Ending July 6:

"NEW FACES OF 1937" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage, vaudeville. Gross: \$21,500. (Average, \$16,000)

Week Ending July 7:

"SINGING MARINE" (W.B.)
"KING OF GAMBLERS" (Para.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$10,000. (Average, \$17,000)

"LOVE IN A BUNGALOW" (Univ.)
"ROARING TIMBER" (Col.)
ORPHEUM—(2,440), 15c-30c-40c, 7 days. Gross: \$6,800. (Average, \$7,000)

"LAST TRAIN FROM MADRID" (Para.)
"FLYAWAY BABY" (W.B.)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. Gross: \$10,000. (Average, \$13,000)

"A DAY AT THE RACES" (M-G-M)
"THE GREAT HOSPITAL MYSTERY" (20th-Fox)
ST. FRANCIS—(1,400), 15c-35c-40c-55c, 7 days, 4th downtown week. Gross: \$5,500. (Average, \$6,000)

"A STAR IS BORN" (U.A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c, 7 days, 10th week. Gross: \$4,800. (Average, \$7,000)

Week Ending July 8:

"THE GO-GETTER" (W.B.)
"THIRTEENTH CHAIR" (M-G-M)
WARFIELD—(2,680), 15c-35c-40c-55c, 7 days. Gross: \$13,400. (Average, \$14,000)

Week Ending July 9:

"FOREVER YOURS" (G.N.)
CLAY—(400), 15c-35c, 7 days, 2nd week. Gross: \$1,200. (Average, \$1,000)

"Mountain Music" \$8,750 at Houston

HOUSTON, July 12. — "Mountain Music," taking \$8,750 at the Majestic, and "Captains Courageous" with a gross of \$7,000 for a second week at Loew's State were in the money this week. Average at both theatres is \$7,000.

"The Singing Marine" at the Metropolitan barely touched par at \$7,000. "There Goes My Girl" and "The Night Key" brought the Kirby weekly take to \$4,500 which was \$500 under average.

Total first run business was \$27,250. Average is \$26,000.

Estimated takings for the week ending July 8:

"THERE GOES MY GIRL" (RKO)
KIRBY—(1,450), 15c-35c, 4 days. Gross: \$2,600. (Average, 7 days, \$5,000)

"THE NIGHT KEY" (Univ.)
KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,900. (Average, 7 days, \$5,000)

"CAPTAINS COURAGEOUS" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"MOUNTAIN MUSIC" (Para.)
MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$8,750. (Average, \$7,000)

"THE SINGING MARINE" (W.B.)
METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"Candlesticks" the Best in Milwaukee

MILWAUKEE, July 12.—"The Emperor's Candlesticks" and "The Man in the Mirror" grossed high money for the week, \$11,000, at Fox's Wisconsin, \$3,000 to the good.

Second money went to "The Singing Marine," "Elephant Boy" and the Braddock-Louis fight pictures at the Warner with a \$7,500 gross, \$2,500 above average.

The only other house to break par was Fox's Strand, where "A Day at the Races" and "The King of Gamblers" did \$3,800 in a continued first run. This was \$300 above average.

Total first run business was \$29,300. Average is \$26,500.

Estimated takings:

Week Ending July 6:

"SIX OF A KIND" (Para.)
"RAMONA" (20th-Fox)
PALACE—(2,400), 35c-40c-50c, 5 days. Gross: \$2,500. (Average, \$5,000)

Week Ending July 8:

"RACKETEERS IN EXILE" (Col.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: "Broadway Passing Show." Gross: \$4,500. (Average, \$5,000)

"A DAY AT THE RACES" (M-G-M)
"THE KING OF GAMBLERS" (Para.)
STRAND—(1,400), 35c-40c-50c, 7 days. Gross: \$3,800. (Average, \$3,500)

"THE SINGING MARINE" (W.B.)
"ELEPHANT BOY" (U.A.)
WARNER—(2,400), 35c-50c, 7 days. Gross: \$7,500. (Average, \$5,000)

"EMPEROR'S CANDLESTICKS" (M-G-M)
"THE MAN IN THE MIRROR" (G.N.)
WISCONSIN—(3,200), 35c-40c-50c, 7 days. Gross: \$11,000. (Average, \$8,000)

"Honolulu," Band Indianapolis Wow

INDIANAPOLIS, July 12. — "Wings Over Honolulu" on the screen and Cab Calloway and his band on the stage brought a smash \$11,500 to the Lyric, \$3,500 to the good. At Loew's, "A Day at the Races" on a dual with "The Devil Is Driving" took an excellent \$9,500, as compared to normal of \$7,000. It was held.

"Slave Ship," in its second week at the Apollo, held up well despite slow business over the holiday weekend and turned in \$3,500. "New Faces of 1937" shown with "Behind the Headlines" and Paramount's news film of the Memorial Day riot in Chicago, held up through the weekend but slumped thereafter to bring 4,000, \$500 below the line.

Total first run business was \$28,500. Average is \$23,500.

Estimated takings for the week ending July 9:

"SLAVE SHIP" (20th-Fox)
APOLLO—(1,100), 25c-40c, 7 days, 2nd week. Gross: \$3,500. (Average, \$4,000)

"NEW FACES OF 1937" (RKO)
"BEHIND THE HEADLINES" (RKO)
MEMORIAL DAY RIOT (Para.)
CIRCLE—(2,800), 25c-40c, 7 days. Gross: \$4,000. (Average, \$4,500)

"A DAY AT THE RACES" (M-G-M)
"THE DEVIL IS DRIVING" (Col.)
LOEW'S—(2,800), 25c-40c, 7 days. Gross: \$9,500. (Average, \$7,000)

"WINGS OVER HONOLULU" (Univ.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Cab Calloway and Cotton Club Revue. Gross: \$11,500. (Average, \$8,000)

Retitle Benchley Short

HOLLYWOOD, July 12.—M-G-M has changed the name of the Robert Benchley short, "How to Start the Day Right," which formerly was called "How to Wake Up," to "How to Start the Day."

"Mountain" Is Washington's Win, \$20,800

WASHINGTON, July 12.—"Mountain Music" was sweet music at the Earle, where \$20,800 rolled in to top the town and send the house \$2,400 over average.

A re-issue of "Manhattan Melodrama" at Loew's Columbia was the only other show to exceed par, taking \$4,900, or \$1,300 up. "The Emperor's Candlesticks" at Loew's Capital took \$20,500, slipping only \$400 below average.

A third week of "Captains Courageous"—plus one day on the fourth—the longest run ever recorded for Loew's Palace—was good for \$9,600. Total first run business was \$69,900. Average is \$76,700.

Estimated takings, exclusive of tax:

Week Ending July 8:

"MOUNTAIN MUSIC" (Para.)
Earle—(2,218), 25c-77c, 7 days. Stage: "St. Moritz Ice Carnival," with Kit Klein, Charlie Duffy, Dick & Irene Meister, Champion Hearn, Eddie White. Gross: \$20,800. (Average, \$18,400)

"THE EMPEROR'S CANDLESTICKS" (M-G-M)
LOEW'S CAPITAL—(3,434), 25c-66c, 7 days. Stage: Major Bowes' "International Revue," with Eddie Rudley, m.c., Danny Drayson, Roy Richards, Mimicking Melodians, Huey Kong, Joan Zappa, Jonny & Julius, Three Caperettes, Rigoletto Four, Ona Toysa. Gross: \$20,500. (Average, \$20,900)

"MANHATTAN MELODRAMA" (M-G-M)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (re-issue). Gross: \$4,900. (Average, first run, \$3,600)

"THE DEVIL IS DRIVING" (Col.)
METROPOLITAN—(1,591), 25c-40c, 7 days. Gross: \$4,200. (Average, \$4,300)

"EIGHT DAYS ENDING JULY 8:
"CAPTAINS COURAGEOUS" (M-G-M)
LOEW'S PALACE—(2,370), 35c-55c, 8 days, 3rd week and 1 day on fourth. Gross: \$9,600. (Average, first week, \$15,900)

"TEN DAYS ENDING JULY 9:
"NEW FACES OF 1937" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 10 days. Gross: \$9,000. (Average, 7 days, \$10,600)

"TEN DAYS ENDING JULY 11:
"CHILDREN OF LONELINESS" (Jewel)
BELASCO—(1,140), 25c-65c, 10 days (evenings only) (return engagement). Gross: \$900.

"Name Golf Committee
NEW HAVEN, July 12.—Irving C. Jacobs, Jr., as chairman, Edward G. Levy, secretary and Edwin S. Raffile, treasurer, make up the golf committee for the annual Connecticut M.P.T.O. golf tournament at Racebrook Country Club on Aug. 3. Other members of the committee are Harold Eskin, B. E. Hoffman, Arthur Lockwood, Harry F. Shaw, Max Tabackman, Al Pickus and William Vuono. Non-exhibitors who will also serve on the committee include Abe Mattes, Morris Nunes, Barney Pitkin, I. H. Rogovin, Edward G. Ruff, Samuel Rosen, Ben Simon and Lester Tobias.

"GIBRALTAR ACQUIRES TWO
DENVER, July 12.—Two houses in New Mexico have been acquired by Gibraltar Enterprises, Inc., to increase their number to 27 houses. The houses added are the Pastime at Springer, and the Loma, Socorro. Both houses will be remodeled, as well as two of the circuit's houses in Casper, Wyo.

Theatre Ad Rates in Lincoln Are Raised

LINCOLN, July 12. — Newspaper rates for theatre advertising here will be advanced on July 15. The exact amount of the increase has not been decided, but it is expected to rise from the present rate of \$3.70 per inch to \$4 per inch.

The newspapers defend the increase on the score that production costs have gone up, and it was indicated that other newspaper advertising rates also will be increased. There are three newspapers here, a morning and evening edition of the *Journal* and the *Star*, an evening paper. All are grouped in the *Sunday Journal* and *Star*.

Theatre business here is at the lowest level it has been in three years. With the increase in advertising rates, some theatres are considering withdrawal from business.

No Room for Houses In Akron, Says ITO

AKRON, O., July 12.—The Akron I. T. O. A. has stated publicly, through J. G. Deetjen, secretary and treasurer, that conditions are such in the city at present that the opening of any additional film theatres would be disastrous for the existing units. It is pointed out that the present theatres are experiencing poor business.

An editorial from the *Akron Beacon Journal* is cited, in which it is explained that by Dec. 1, this year, there will be approximately 7,500 less people employed in Akron than there are today, through the cutting down of the operations of the Goodyear, Goodrich and Firestone plants in the city.

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MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Zamboanga"

(Filippine Films)

HOLLYWOOD, July 12.—A refreshingly simple story set on a Sulu Sea Island with a native cast, "Zamboanga," the first film made in the Philippines for distribution outside of the islands by Filippine Films, stands a chance of getting good returns through its appeal as a novelty if it is backed up by strong exploitation and publicity. It is a tale of Moro sea gypsies who conduct raids on peaceful islands to obtain women for themselves. Most of the dialogue is in English and that which is in the native dialect is interpreted by subtitles.

The picture tells the story of the love of the head of the pearl divers on the isle of Zamboanga for the daughter of its ruler. The sea gypsies seize the daughter and all the other women during a raid conducted while the divers are out at sea. Returning, the divers go over to the marauders' island and, after a fight during which the raider chief is thrown to his death by the hero, the women are rescued and the pair marries.

It shows customs, dances and feasts of a people unfamiliar to American audiences, but there are no marquee names, all the players being natives except two minor characters, who are white. The film is slow in starting, due to concentration on showing scenery of the island.

No production code seal number. Running time, 65 minutes. "G".

Overseas Previews

"Silver Blaze"

(Twickenham—Associated British)

LONDON, July 3.—Arthur Wontner's physical likeness to the traditional Sherlock Holmes is remarkable and mentally he slips into the role as a hand into a well-fitting glove. His performance makes "Silver Blaze," directed by Thomas Bentley, pleasant entertainment for those who retain affectionate remembrances of the Conan Doyle stories, although that frequently recurring "Elementary, my dear Watson" may have a satirical meaning for the younger generation.

This particular Holmes adventure has to do with the theft of a big race favorite at the instigation of a layer with a bad "book," who has enlisted the aid of the arch-criminal, Moriarity. Holmes clears innocent suspects by a series of plausible deductions and turns the tables on Moriarity in very melodramatic style. The latter has a secret lair in a disused subway station and, having captured Dr. Watson, is about to throw him down the elevator shaft. When the door opens it reveals Holmes and the police waiting in the elevator, specially restored to working order by the railway company.

It is unsophisticated stuff these days, but Holmes fans who can follow the somewhat ultra-English dialogue should enjoy it.

Running time, 70 minutes. "G."

ALLAN

Explain Legion Rating

Grand National pointed out yesterday that the National Legion of Decency, in changing the classification on "Damaged Goods" to the "Condemned" division, explained that "there seemed to be an attempt to present the treatment and development of the plot in an inoffensive way," but "the picture is not suitable for general exhibition in entertainment motion picture theatres."

"U" in Interstate Deal

James R. Grainger, Universal general manager of distribution, returned yesterday from Boston, where he closed a deal on the entire Universal 1937-'38 lineup with the Interstate circuit. The deal covers 17 cities in Massachusetts, New Hampshire and Connecticut. Edward Ansin, treasurer, and Ted Fleischer, chief booker, acted for the circuit.

Rebooks "Cloistered"

BOSTON, July 12. — "Cloistered," which ran at the Fine Arts for 16 weeks last fall, has been re-booked for an indefinite run beginning July 14. George Kraska says this is the first instance in the theatre's history of such a return date.

Protest Riot Film Ban

ST. LOUIS, July 12.—A protest against the ban on the showing of the newsreel of the Memorial Day riot at the Republic plant in Chicago was lodged here today by the Central Trades and Labor Union.

Improve the 51st St.

The 51st Street, formerly the Hollywood, a Warner house, is being re-conditioned. It is reported that "The Life of Emile Zola" will reopen the theatre on a roadshow booking.

Variety Club

Cincinnati

CINCINNATI, July 12.—The Heart Committee of Tent No. 3 now is averaging two free picture shows a week to shutins of the various children's institutions, using the portable equipment recently acquired for this purpose. JOE GOETZ is chairman of the committee.

At least 10, and possible many more barkers will go to Indianapolis July 19 to participate in the golf tournament of the Indianapolis tent.

JOHN ALLEN reports that Mrs. Allen, who has been ill for some time, is improving nicely, and soon expects to pay the club a visit.

Cleveland

CLEVELAND, July 12. — Cleveland Variety Club, for the first time since its inception, is homeless. The club has relinquished its quarters in the Statler Hotel and is waiting for its new space in the Allerton penthouse to be completed. Chief Barker M. B. Horwitz promises the members the finest club rooms in the country. The cost of furnishing will be \$10,000.

Durant Goes to Far East

Phil Reisman, foreign sales head for RKO, yesterday appointed Norman N. Durant sales manager for India, Burma and Ceylon. Durant will work under the supervision of Reginald Armour, Far Eastern sales head, who had been handling the territory up to the time of his recent promotion. Durant will sail tomorrow on the *Normandie* for Naples, where he will board the *Victoria* for Bombay.

Odeon Shares Doubled

LONDON, July 12.—The ordinary shares of Odeon Theatres, which were issued last week at a par of five shillings, closed today at 10 shillings per share, after a day of lively trading in the issue. A total of 180,000 shares were offered.

Wall Street

Board Slightly Off

	High	Low	Close	Net Change
Columbia	30 3/4	30 1/4	30 3/4	— 3/4
Consolidated	3 1/2	3 3/8	3 3/8	— 1/8
Consolidated, pfd..	13 1/2	13 1/2	13 1/2	
Eastman	178 1/2	178	178 1/2	+ 1/2
Gen. T. Equip.....	25	24	24	— 1/2
Loew's, Inc.	80 1/2	79 3/4	80	
Paramount	22	21 3/4	21 3/4	+ 1/4
Paramount 2 pfd..	19 1/2	19 1/4	19 1/2	+ 1/8
Pathe Film	8 3/4	8 1/4	8 3/4	— 1/8
RKO	8 3/4	8 1/4	8 1/2	— 1/8
20th Century-Fox..	36 1/4	35 3/4	36 1/4	+ 3/4
20th Century, pfd..	45	45	45	+ 1/2
Warner Bros.	14 3/4	14 1/4	14 3/4	— 1/8

Light Curb Gains

	High	Low	Close	Net Change
Grand National ..	2 3/4	2 3/4	2 3/4	
Sonotone	1 1/2	1 1/4	1 1/2	
Technicolor	29 1/4	28 3/4	29 1/4	+ 1 1/4
Trans-Lux	4 3/4	4 1/4	4 3/4	+ 1/8
Universal Pict.	9	9	9	

Para. Best Bond Increase

	High	Low	Close	Net Change
Keith B. F. 6s '46	99 3/4	99 3/4	99 3/4	— 1/4
Paramount B'way				
3s '55	67 3/4	67 3/4	67 3/4	+ 2 1/4
Paramount Pict.				
6s '55	100	100	100	
Warner Bros. 6s				
'39 wd	94	94	94	

(Quotations at close of July 12)

Smart Entertainment

DAILY VARIETY

"Boasts trio of tuneful songs," rave the previews. Hear
"Sweet Lips", "This Business of Love", "To Know You Care."



Meet the Boy Friend

with DAVID CARLYLE • CAROL HUGHES
WARREN HYMER • PERT KELTON • ANDREW TOMBES
Directed by RALPH STAUB • Screen play by BRADFORD ROPES • Based on story
by JACK RAYMOND • ROBERT ARTHUR • Associate producer COLBERT CLARK

REPUBLIC

Lee Stations Ask Amateurs On Television

LOS ANGELES, July 12.—Seeking to widen the experimental research on television broadcasts, Harry R. Lubcke, director of television for the Don Lee Broadcasting System, has given out information on the construction of television sets to interested amateurs and has asked them to report on conditions of reception and other elements for tabulation.

The Don Lee television station W6XAO operates daily except Sundays and holidays. The evening programs start at 6:30 P.M. and continue until 7:15 P.M. or later. The daytime programs are as follows: Mondays, 9 to 10 A.M.; Wednesdays, 11 A.M. to noon; Saturdays, 2 to 3 P.M., all P.S.T. Test transmissions are often made in addition to those scheduled and these are announced at the conclusion of the preceding scheduled transmission.

Requires Special Television Set

The visual images are broadcast on the ultra-high frequency of 45,000 kilocycles (62/3 meters) and the accompanying sound on the companion ultra-high frequency of 54,300 kilocycles (5½ meters). Either transmission can be received on any ultra-short wave receiver which will tune to those frequencies, although the visual broadcast will be a meaningless jumble of high and low pitched tones. A special television receiver having wide band width and a cathode ray tube is required for reproducing the images.

Information desired by Lubcke includes date, time, signal, clarity, and strength, amount and nature of interference, location of nearby hills and large buildings, type of receiving antenna and its height above ground, type of receiver. Persons desiring admission to public demonstrations have been requested to write the Don Lee Television system.

However, Lubcke warned that in giving out information on the construction of television sets and antennae, this action should not be inferred as granting a patent license.

Hearst Promotes Ed Harvey

PITTSBURGH, July 12.—Ed Harvey, program director at Hearst's WCAE, has been elevated to a similar post with the Hearst New York State network. He will be succeeded here by Clifford Daniel, now chief announcer, who will continue to announce special programs.

Favors Senate Radio Probe

The New York *World-Telegram* yesterday editorially endorsed the proposed Congressional investigation of the radio industry, which was suggested recently by Senator White of Maine.

Film Stars to Meet Radio Comedians in a Ball Game

Something is going to happen to the great national sport, baseball, the afternoon of July 17, in Wrigley Field, Los Angeles. What that, something will be is hard to foretell at the moment, but undoubtedly it is well that the founding fathers of the game will not be present to see what is going to take place there that afternoon. They might not be able to take it.

What will occur is this: A baseball game featuring a team made up of leading screen dramatic players vs. a nine comprising the leading radio comedians. Jack Warner, incidentally, will play with the comedians. And Arthur Treacher will be the water boy. If this isn't enough, the umpires will be Hugh Herbert, Victor Moore, Charles Murray, Fred Stone and Ned Sparks. Additionally, that well known sports commentator, Benny Rubin, will describe the action for the benefit of radio listeners. Are you listening?

Out on the field, for the honor of the "straight" players, will be those colossi of the diamond, Clark Gable, Nelson Eddy, Don Ameche, George Raft, Dick Arlen, Walter Abel, Bob Armstrong, Tyrone Power, Tony Martin, Lee Tracy, Randolph Scott, Jimmy Gleason.

The comedians' team will comprise the Marx Brothers, Joe E. Brown, George Jessel, Buston Keaton, Lucian Littlefield, Charles Winninger, Joe Penner, Man Mountain Dean, Sid Silvers, the Ritz Brothers, Sam Briskin and Jack Warner.

The game is for a fund for the Mount Sinai Hospital. NBC will broadcast the play-by-play from 6:30 to 7 P. M., E.D.S.T.

Another Step

London, July 12.—Excellent results were obtained, according to the reports of those attending, at a demonstration of television by Scophony, Ltd., today. The demonstration included pictures on a screen five by four feet, and another two by one foot, 10 inches, and designed for home use. The latter equalled the quality of home film reproduction, it was said.

NBC Weekday Sales Up 57.2% for June

Weekday, daytime sales revenue on NBC for the month of June totaled \$794,606, an increase of 57.2 per cent over the corresponding month last year. Weekday, daytime sales for the year thus far are \$5,483,492, up 79.2 per cent over the first six months of 1936.

The evening hour time sales revenue for June was \$2,112,921, up 20.3 per cent over June last year. The revenue for evening time sales for the year thus far are \$13,288,681, an increase of 8.5 per cent for the corresponding months in 1936.

Two Join WNOX, Knoxville

KNOXVILLE, July 12.—Jack Morrison, formerly with WOPI, Bristol, and Paul Allison, formerly with KXYZ, Houston, have been added to the staff of KNOX here.

Hollywood Town Pump

HOLLYWOOD, July 12.—Frank Robinson, radio gossip who conducts "The Hollywood Chatterbox," has cut his semi-weekly broadcast to a weekly one, on Fridays at 7:45 P.M., P. S. T., over KMTR. . . . Albert G. Bergman, conductor of KECA's "Law in Everyday Life," was married last week to Janet Kaplan in Santa Barbara. . . . Jose Rodriguez has been selected by the Schirmer music publishing house as one of 30 European and American music critics to write a chapter on Arnold Schoenberg, chamber music composer. . . . Joe Twerp took up an African lion hunt on his "Cosmopolitan Revue" tonight on the Orange Network. . . .

New KMTR announcers are Bill Kelso of Chicago and George Artz, Sacramento. . . . Beginning tonight, "Watanabe and the Professor" shifted Mutual times to 6:15 to 6:30 P.M., P. S. T., from 8:30 P. M., P. S. T. The Eddie Holden dialect series takes over the spot previously occupied by "True Air Adventures". . . . Mutual-Don Lee airs Kearney Walker, "The Backyard Astronomer," on a weekly series of programs starting tonight from 8:30 to 8:45 P. M., P. S. T. . . . Ray Perkins has written a special theme song for his "Hi There, Audience" program on KHJ-Mutual.

Nat Brusiloff arranged the music for the number, which has the same title as the show. . . .

Gus Edwards' "Schooldays of the Air," which heretofore has been heard over only KNX and KFWB, goes over the CBS Pacific network starting July 19. It still will be heard on KFWB where the program originated about four months ago, although that station is a Warner link. . . . June Aulick of the CBS New York publicity office is vacationing here with Kathryn Cravens. . . .

Clemens Yodeling on KHJ

LOS ANGELES, July 12.—Zeke Clemens, cowboy singer, begins a new series of daily yodeling programs over KHJ and Mutual-Don Lee. He will be on from 8:15 to 8:30 A.M., P. S. T., Mondays through Fridays.

McKee Produces Program

CEDAR RAPIDS, Ia., July 12.—Allan McKee, WMT announcer, is author, producer and narrator of a new program, "Did You Know?" broadcast at 4:05 P.M. Mondays, Wednesdays and Fridays each week over WMT and sponsored by the Clark Clothing Co. of Cedar Rapids.

Radio Personals

JERRY DANZIG of Mutual left for Hollywood by plane last night. . . . Lieut. William Biber, author of "Experiences of a Million Men," popular program on KFWB in Los Angeles, is visiting in town. . . . Dr. Franklin Dunham, NBC's educational director, has left the city for an undisclosed destination. . . . Mary Tobin, assistant Woman's Page editor of the New York *Post*, will be Vivien Shirley's guest on WNEW this afternoon. . . . Ken Murray celebrates a birthday this week via his CBS program. . . .

Announcers Don Lowe, Lyle Van and Frank Cody begin their vacations this Friday. . . . Jose Iturbi left for Hollywood last night by plane. . . . Erin O'Brien-Moore and George E. Stone, both of the films, have been signed for roles opposite the Barrymores in "Twelfth Night" July 19. . . . John S. Royal, vice-president in charge of programs at NBC, sails tomorrow aboard the *Normandie* on a five-week business trip to the continent. . . . Engineer J. Alfred Wies of NBC's field group, became the father of a baby boy the past week-end.

WICC Has New Texaco Series

BRIDGEPORT, July 12.—A new series of transcribed dramas, "Unsolved Mysteries," will be presented over WICC on Tuesday and Friday evenings at 7:15 P.M., E.D.S.T., for the Texaco Co., and the Frank H. Mercer Co., Bridgeport distributors.

The series will include dramatized versions of historical spy stories, police cases, war cases, and legendary tales of magic in the Far East.

To Analyze Radio Writing

Louis Titterton, manager of NBC's script division, will analyze the technique of writing for radio in a series of three broadcasts on the "Farm and Home" hour, July 15, 22 and 29. The broadcasts have been scheduled for the benefit of 4-H Club members competing in the national 4-H special progress event, which is sponsored by RCA, NBC and RCA Victor.

Cooke NBC Program Set

Alistair Cooke, English commentator who has settled in this country, will begin a new series on NBC July 21, and continuing for 13 weeks. The programs will be offered from 10:45 to 11 P. M., E. D. S. T. on the Red. In England, Cooke was film commentator for the BBC.

Katz Made WWL Agent

NEW ORLEANS, July 12.—WWL has appointed E. Katz Special Advertising Agency as its exclusive national representative. Vincent Callahan, recently named general manager for the station, consummated arrangements with Eugene Katz, manager of the firm's New York office.

Botzer Back at KOMO-KJR

SEATTLE, July 12.—Bill Botzer has returned to his announcing post on KOMO-KJR after a swing around the world as a member of the University of Washington debate team. A brother, Allan Botzer, is announcer on Seattle's CBS station, KOL.

LEO SAYS:

WHN's showmanship keeps the dial tuned to 1010—WHN's listeners buy!

WHN DIAL 1010
APPLIED BY M-G-M LOEWS



Summer Shows on the Air

Meredith as the Dane

It is curious that the theatre should find a new and brilliant interpreter of Shakespeare through the medium of the much-maligned microphone. We refer to the playing last night of Burgess Meredith in the title role of "Hamlet," the first in the CBS cycle of Shakespearean plays. Meredith was superb.

Comparisons, of course, always are odious and, quite often, unjust. But it is almost impossible not to compare Meredith's portrayal of Hamlet with that of John Barrymore who was heard several weeks ago in the same role. As between the two, theatre-goers of this generation probably will prefer Meredith's. His was a crisp, restrained performance in the modern tempo as against Barrymore's rolling periods.

The adaptation succeeded excellently in the tremendous technical task of condensing without losing flavor and, may we add, condensing without losing the narrative. Bruce Morgan was responsible for the adaptation and deserves high praise for his work.

Supporting Meredith were: Grace George as the Queen, Ben Webster as Polonius, William A. Brady as the Ghost, Walter Abel as Horatio, May Perry as Ophelia, Morris Ankrum as Laertes and Montague Love as the King. All were excellent.

The play was packed so tight with

marvelously well-played scenes that it is difficult to single out one and say that it stood above the others. If, however, we were pressed to do so, we would choose the scene where Hamlet confronted his mother in her bedroom after putting on the play which revealed the manner of his father's death. Also, it is not possible to overlook the superb reading of the famous Soliloquy.

Victor Bey's orchestra provided the background music and Conway Tearle acted as narrator.

"Songtime"

"Songtime," which bowed in last evening over CBS, is one of those unpretentious sustaining offerings which so frequently are arranged at this time each year to fill holes in the summer network schedule. As was to be expected, it did not assay high in entertainment value.

The series is to feature different vocalists each evening and last night's guests were Hollis Shaw and Ray Hetherington, the latter currently the male lead in the Broadway musical comedy, "Babes in Arms." Hetherington pleased with his contribution of "Where or When," from the show in which he is featured and with "Summertime," from the late George Gershwin's "Porgy and Bess."

BANNER

CBS to Start a New Hollywood Program

A new program from Hollywood titled "Hollywood Show Case," which will offer promising new film talent as well as those already established in film work, will be inaugurated on the CBS network July 17, from 9:30 to 10 P. M., E. D. S. T. The program will feature the vocals of Lillian Lawrence and Lud Gluskin's orchestra.

The series also will offer five-minute vignettes of various west coast CBS program offerings never heard in the east. These include "White Fires," "Fiesta" and "Your Witness."

Maynard Craig Resting

CINCINNATI, July 12. — Maynard Craig, who conducts "Meet the Missus" over WKRC is spending his two-week vacation in New York and Boston. "Meet the Missus" is not being broadcast during Craig's vacation, but his daily "Notes and News" program is being handled by Bill Seymour, a member of WKRC's staff.

Bushman Off Extras' Program

LOS ANGELES, July 9.—Francis X. Bushman is out as master of ceremonies of "Hollywood Extras on the Air" on KFI Saturdays. Douglas Evans and Wilton Hoff, announcers, take over the quizzings. Previously Archdale Jones, producer of the program which presents talented film extras, quit the show.

WHO Has "Valley Frolics"

DES MOINES, July 12.—"Pleasant Valley Frolics," a 15-minute transcribed program sponsored by Crown Overalls, has been started over WHO and will continue each Friday under the terms of a year's contract.

Over 7,000 Visitors At WMMN in 1 Day

FAIRMONT, W. VA., July 12.—More than 7,000 persons attended WMMN's "open house" party and witnessed an all-day broadcast of local programs. During the course of the day 96 cities and towns and four states were represented by the visitors. WMMN is a CBS affiliate.

The highlight of the program was a dramatization of the progress of the station made since it went on the air in 1928. C. Wade Swiger, chief continuity writer for the station, authored the dramatization.

All members of the staff were present to conduct tours. Girls on the staff were dressed in afternoon gowns and the men were attired in summer formal.

WCKY Aiding Women's Meet

CINCINNATI, July 12.—WCKY is co-operating with 91 women's organizations in the Cincinnati area to publicize the Third Biennial Greater Cincinnati Woman's Exposition, which is to be held in the Music Hall, Nov. 10 to 17.

Each Wednesday, beginning July 14, Mrs. Eugenia M. Thorpe, executive secretary of the exposition, will be heard over WCKY interviewing heads of women's organizations who will participate in the event.

Gets Bid from Crosby

KNOXVILLE, July 12.—Bunker Hill, Jr., youthful singer on WNOX, Scripps-Howard station here, has been offered audition by Bing Crosby, the trip to Hollywood for tryout being helped along by station and various business houses in town.

Fate of Film Chamber Now Is in Balance

(Continued from page 1)

tude of the Chamber, provided that Germany and Italy, which with their supporters, are a majority of the organization, will be willing to forget their political activity.

The congress ended with a general meeting at the Cinema Pavilion at the Paris Exposition, which was presided over by Jean Zay, French Minister of National Education. Oswald Lehnich, German, president for the past two years while the headquarters of the Chamber was in Berlin, turned over the president's post to Georges Lourau, who will head the Chamber until 1939, when Italy will take over.

Lourau Proclaims Impartiality

Lourau, in an energetic speech, attempted to show the full independence of the French Cinema Confederation with respect to Germany and Italy, and declared emphatically that his position as manager of the French branch of the German Tobis company will not influence him as president of the Chamber, even if there should be pressure from Berlin.

Lourau made vehement allusion to an incident, just made known, concerning the opening in Berlin of an anti-French Nazi film, "My Son, Mr. Minister," in which the French Government and democracy are ridiculed. The film was adapted from a French play by Andre Birabeau, but was completely altered in the German adaptation into a sharp attack on the Popular Front, the dominant French party. The German authorities pretended the film was only meant to be humorous.

The new president of the Chamber insisted that one of the most important objectives of the Chamber will be the suppression of all films potentially injurious to the prestige of any country, and declared that an investigation of the Berlin incident will be conducted by the Chamber.

Eight Resolutions Adopted

The congress adopted a group of eight resolutions as follows:

- (1) Free trade in cultural and educational films.
- (2) Three months of free importations of films to all countries, under a temporary arrangement, to facilitate the exchange of entertainment films.
- (3) Creation of an international court to adjudicate film questions.
- (4) Creation of international film archives and an office of statistics.
- (5) Collaboration with the Venice Biennial and Olympic Games Committee.
- (6) Accepted the principle of limitation of film theatres.
- (7) Limitation of competition in substandard films by issuing a license for the transformation of 35 mm. film to substandard only after three year of exhibition in the standard form.
- (8) Creation in all countries of film archives for the best educational and artistic pictures.

In addition the congress decided that color films would attain real success commercially only when the cost would not exceed that of black and white pictures.

Product Talks Here Are Key To Hoyts Deal

(Continued from page 1)

been no word of a successor to Stuart F. Doyle as managing director. Two weeks after Doyle's sudden resignation, film circles were still buzzing with the news. It is believed in informed quarters that he will be extremely difficult to replace.

However, in the event that Hoyts and Greater Union continue their partnership, the logical choice for sole managing director of the two companies is thought to be Charles E. Munro, present head of Hoyts.

Independent theatre owners here are watching the Hoyts-Union developments very closely. It has been indicated that with the end of the current deal approaching, many exhibitors in New South Wales are apprehensive about the supply of product in the future. It is felt that if the partnership continues, the independents may have to pay more for films, to make up the "leeway," since the distributors may lose in dealing with one big national circuit instead of two.

Independents in New South Wales, in an effort to forestall such a contingency, are understood to have approached distributors seeking three-year contracts.

Chicago Film Board Retention Expected

(Continued from page 1)

board, as outlined by the distribution executives here, are many. However, they do not include any public relations work directed from New York by the M.P.P.D.A. If the film board secretary carries on any such activities it will be at the expense of the Hays organization. In other words the board as set up would be for the local situation alone.

Most notable among the plans suggested was for the retention of Emma Abplanalp as secretary. Miss Abplanalp has been in charge of the local office for several years and has won a nationwide reputation for her work.

Republic Files on New Issue of Stock

(Continued from page 1)

notes. Of the balance, \$1,010,250 will be used for working capital.

Of the stock to be offered, aside from the 600,000 shares to be sold, 225,000 shares have been issued to the Cajo Co., Inc., 150,000 to Consolidated Film and 80,000 to Setay.

The new Republic Pictures Corp. was incorporated on July 6, acquiring, as of April 30, last, Cajo Co., which owned all the issued and outstanding capital stock of Republic Products, Inc., Republic Pictures Corp. and Arthur Realty Corp.

Roach Signs Bren

HOLLYWOOD, July 12.—Milton Bren has signed a five-year producer contract with the Hal Roach studios. Bren was co-producer on the current "Topper."

LUIS ROJAS DE LA TORRE *Presents*

MAN HUNTERS OF THE CARIBBEAN

with

ANDRÉ ROOSEVELT
Capt. E. ERSKINE LOCH

MAN AGAINST MAN, MAN AGAINST BEAST,
THROUGH THE PERILOUS JUNGLES, DOWN IN
THE DEPTHS OF THE SEA, SEEKING THE UNTOLD
WEALTH OF A LONG-LOST PIRATE TREASURE.

FEROCIOUS ANIMALS OF THE CENTRAL AMER-
ICAN JUNGLES, FIGHTING EACH OTHER TO
THE DEATH.

AN AUTHENTIC RECORD OF ANDRE ROOSE-
VELT'S DARING EXPEDITION TO THE UNEX-
PLORED LAND OF THE SAVAGE, BLOOD-CRAZED
PENITENTES.

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Impartial

VOL. 42. NO. 11

NEW YORK, WEDNESDAY, JULY 14, 1937

TEN CENTS

Asserts Quota Pictures Must Help Britons

Government Attitude Is Stated in Commons

By BRUCE ALLAN

LONDON, July 5.—A question from J. R. Remer in the House of Commons today asked assurances that, in new Films Act legislation, the Government's intention was "the development of British film production in Great Britain, rather than the development of American film production in Great Britain."

The reply of Capt. Euan Wallace, Parliamentary Secretary to the Board of Trade, was: "The object of the proposed legislation will be to encourage the production in Great Britain of films which conform to certain statutory requirements designed to secure that they are preponderantly of British origin."

In a supplementary question, Remer asked if Capt. Wallace was aware that American companies were "organizing themselves in such a way

(Continued on page 9)

A. B. P. Buys Control Of English Circuit

LONDON, July 5.—John Maxwell, head of Associated British Pictures, has acquired a controlling interest in Hull Cinemas, owning 14 theatres in that city and neighboring Yorkshire areas.

Republic Business Up, States Vincent

Republic's business is considerably improved in comparison with last year at this time, Walter Vincent, newly-elected president of Republic Pictures Corp. of Delaware, declared yesterday.

Discussing the formation of the new Republic corporation, Vincent pointed out that the company has been formed as a new parent company for Republic, with himself as chairman of the board as well as president. He declared also that the company was formed for the purpose of issuing the new stock, the registration statement on which was filed with the S. E. C. in Washington on Monday.

Republic Pictures Corp., Vincent said, remains as an active corporation, in which he retains his post as chair-

(Continued on page 9)

Report Fox Behind Sale of Color Lab

Ted Altman and Joseph O'Donnell yesterday purchased the Kromo-Color Laboratories at Englewood, N. J., at a receiver's sale. The price reported was \$50,000.

Altman and O'Donnell, who are said to be closely allied with William Fox, American representative for British Chemicolor, were reported to have bought the property for the British company. Fox has returned from the coast after several weeks there.

Accessories Rental By U. A. Is Delayed

Although it had been planned to put the system into effect on Aug. 1, United Artists has delayed until a later date the adoption of an accessories' rental plan. Harry D. Buckley, vice-president in charge of exchange operations, is now working out details of an accessories plan which will be similar to that of Paramount and Warners.

First indication that U. A. would adopt a rental system for advertising

(Continued on page 9)

Film Leaders Asked To National's Meet

DENVER, July 13.—Joseph M. Schenck, chairman of the board; Sidney R. Kent, president, and Darryl Zanuck, production head for 20th Century-Fox; Ned E. Depinet, vice-president of RKO; Gradwell L. Sears, sales head for Warners; Abe Montague, Columbia sales manager, and Neil F. Agnew, vice-president in charge of distribution for Paramount, have been invited to attend the four-day meeting of all National Theatres'

(Continued on page 9)

Told Off

By RED KANN

The fire that has been burning fiercely in Bob Cochrane's typewriter all of these years flamed into the open yesterday for the first time in quite a time. He was aroused by the publication elsewhere of an overseas story that J. Cheever Cowdin and Gus Schaefer, petitioning for Universal, had agreed with Dr. Goebbels to give "The Road Back" a finish glorifying Hitler and, by that method, presumably, get the picture into Germany. "A complete falsehood from start to finish," Cochrane describes the story and adds to his own repudiation a cable from Cowdin denying the purported interview and dealings with Goebbels.

A romantic twist is being grafted to the picture. Cochrane views the new one as an advance over the old, but the storm and the fury which we cheer to the echo are in the closing line of his indignant statement wherein he states: "Politics and fear had nothing to do with it." That, we insist, is telling them off, in and out of Germany. It reminds us again that the time had been reached long since when someone, cloaked with authority and position in this industry, should

(Continued on page 2)

New Operator Pacts Being Talked Here

IATSE Men and Circuit Contacts Meeting

Negotiations have been started between I. A. T. S. E. representatives and major circuit labor contacts on new pacts for operators and stagehands, it was learned yesterday. Many of the current contracts with out-of-town locals expire the end of next month. In situations where pacts lap over, discussions will be postponed until a later date.

Hartford and a number of other key cities are scheduled to be settled next week, it was stated yesterday. Lou Krouse, vice-president of the I. A. T. S. E. with headquarters in Philadelphia, is active in all negotiations where affiliated members are concerned.

New contracts with theatre service employees in numerous cities are also up for discussion. Practically all of the unions are members of the I. A. T. S. E. As is the case with stagehands and operators, agreements for ushers, cashiers, porters and other union help will be taken up individually by cities.

St. Louis will not be among the territories to be discussed at the forthcoming sessions. The contract with

(Continued on page 9)

"U" Strike Settled In Phila. Exchange

PHILADELPHIA, July 13.—The sit-down strike of office workers in the Universal exchange was settled today after conferences between Frank McCarthy and Sig Wittman of the home office with Joe Engel, exchange manager.

It is understood that the strikers received raises with the matter of union recognition put up to an arbitration board.

J. M. Schenck Will Join Mayer's Party

Joseph M. Schenck, chairman of the board of 20th Century-Fox, yesterday decided to sail Saturday on the *Rex* with Louis B. Mayer, production head of M-G-M, en route to Carlsbad. Benny Thau, Howard Strickling and Lew Wertheimer will also be among the passengers on the *Rex*.

While in England, Strickling will establish a publicity organization for M-G-M in connection with its British production plans. Michael Balcon,

(Continued on page 9)

Cochrane Denies "Road Back" Change to "Glorify Hitler"

R. H. Cochrane yesterday unqualifiedly denied the ending of "The Road Back" had been changed to glorify Adolf Hitler and thus assure entry of the film into Germany.

In a wire to *Motion Picture Daily*, he said:

"A recently published story to the effect that our company changed the ending of 'The Road Back' for the purpose of glorifying Hitler is a complete falsehood from start to finish. Nothing but malice could have created it.

"I am in receipt of a cablegram from J. Cheever Cowdin, chairman of our board of directors, who is now in Europe with our foreign sales manager, Gustave Schaefer, in which he says:

"Neither Schaefer nor I ever met Dr. Goebbels in the first place and in the second place we have never discussed 'The Road Back' with any official in Germany at any time. Both of us hope you will use this denial as emphatically as you can."

"The simple truth is that, after showing the picture to the public, we decided to add several romantic scenes. Those who have seen both versions say the new one is immeasurably better. "Politics and fear had nothing whatever to do with it."

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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"Road" Closes After Four Weeks at Globe

"The Road Back" wound up a four-week engagement at two-a-day at the Globe last night. The take for the last week was approximately \$6,000. "Knight Without Armor," which is expected to tally between \$90,000 and \$95,000 for the week ending tonight, is being held for a second stanza at the Music Hall.

Levine to Do 6 Yearly

HOLLYWOOD, July 13.—Nat Levine, who will join M-G-M in three weeks, will make six pictures a year for that company.

Henigson-Col. Deal Near

HOLLYWOOD, July 13.—Henry Henigson, former Universal studio head, is reported practically set to produce for Columbia in England.



Produced by Experienced Showmen
HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

Purely Personal

NATE BLUMBERG and ARTHUR MAYER got together for lunch yesterday at the Tavern where many business and social matters were discussed. At another table, ALAN FRIEDMAN, TED CURTIS and BILL GERMAN talk about laboratories and printing. ARTHUR W. KELLY, L. JACK SCHLAIFER and PAUL LAZARUS are a U. A. three-some at one table, while JAMES MULVEY has some guests at another and LOWELL CALVERT has a party at a third table. GEORGE J. SCHAFER and A. W. SMITH, Jr., entertained a mutual guest at the Astor, while CHARLES STERN, MOE STREIMER and HARRY GOLD are also among the missing.

JOE WEIL and MORRIS KINZLER found a convenient table at the side at the Tavern and among things brought up is the latest Universal Newsreel in which WEIL appears with his secretary, THERESA BURNS. The news shot, says WEIL, has Miss BURNS sitting on a cake of ice in a bathing suit and taking dictation, which is one way to cool off.

ED GOLDSTEIN, after waiting fruitlessly for CLAUDE EZELL to show up, joins LEO JUSTIN, EDDIE RUGOFF, MITCHELL KLUPT, HENRY BROWN, and MORRIS JACKS at the Monday Knights' round table. EMIL JENSEN and AL AARONSON are together for a chat and JACK BARNSTYN, just back from a six months' tour of Europe, lunches with EDDIE UGAST, his assistant.

CLAYT BOND and JULES LEVY come in late and occupy the table vacated by FRIEDMAN, CURTIS and GERMAN. JACK TROP and FRANK MELFORD talk independent production. MELFORD, by the way, leaves for Hollywood today. BILL JAFFEE, just back from a three-week visit to the coast, says hello to W. RAY JOHNSTON and EDWARD GOLDEN then joins SIDNEY SPECTOR and JULIAN ROSENTHAL, of his office. EDWIN MORRIS, son of SAM, has a few guests and says he feels great once again.

RICHARD D. SPIERMAN has been assigned by PHIL REISMAN, RKO foreign manager, to cover a section of the Far Eastern territory. He will sail July 24 from San Francisco on the *President Hoover*.

MARGARET TALLICHET, who appeared in "The Prisoner of Zenda," is in town preparing for roles in summer stock shows at Mt. Kisco and Westport.

ROBERT GUITERMAN, president of the Manitowoc Theatre Co., Manitowoc, Wis., is in New York for a three-week vacation.

JACK WHITING, musical comedy star, will sail today on the *Aquitania* to begin work opposite JESSIE MATHEWS in "Sailing Along" for G.B.

CLAUDE EZELL is slated to leave for Philadelphia today, en route to Dallas and a number of other key cities.

NAT HOLT, RKO division manager with headquarters in Cleveland, is in town for a few days.

MEL BERNS, RKO studio make-up man, is in town from the coast.

JOHN T. DORAN will supervise a commercial short for Castle Films at the Film Art Studios.

MARLENE DIETRICH, her husband and daughter; JACK BENNY and MARY LIVINGSTONE, COLE PORTER, ED SULLIVAN, *Daily News* columnist; PEGGY HOPKINS JOYCE, JOSEPH FRIEDMAN, Columbian European manager; MAX MILDER and MRS. MARK OSTRER are sailing today on the *Normandie*.

JIM FINEY, former secretary to JULES LEVY, has been promoted to the circuit division of the RKO contract department.

HARRY WARREN, Warner songwriter, arrived from the coast yesterday to attend the funeral of his brother.

CAROL LYNN's novel, "Modeling for Money," has been purchased by M-G-M.

WILLIAM GOETZ flies to the coast tonight.

... London

DAVID BERNSTEIN, vice-president of Loew's, in on the *Normandie*.

JOSEPH and MRS. SCHILDKRAUT visiting. Arrived on the *Aquitania*.

WILLIAM B. LEVY, publisher of *Mickey Mouse Weekly*, opening new offices at Wallace House.

CHRIS DUNPHY, director of studio publicity for Paramount, here on vacation. A short stay.

MAJOR A. KLEIN, color expert, joins Dufay-Chromex.

BUSTER COLLIER, now with Warner First National at Teddington, presented with a new daughter on Independence Day.

R. G. ENGLER, previously director of sound at General Service, Hollywood, is now recording manager for Western Electric here. H. C. HUMPHREY, technical director for W. E. here, returning to New York.

MARGERY LOCKETT of G. B. Instructional, and OLIVER BELL, manager of British Film Institute, representing England at the advisory committee meeting of the League of Nations in Paris. Subject: Further consideration of films to increase international understanding.

Form French Branch For Grand National

Grand National, S. A., has been formed in France with B. J. Gottlieb in charge for the handling of Continental European sales, Jack Barnstyn, foreign head of Grand National, stated yesterday. Assisting Gottlieb will be Antonio Nunes.

Fred A. Fletcher has been named in charge of the company's office in London, Barnstyn said. Distribution deals have been closed in 17 foreign countries, including Syria, Egypt and Palestine.

Reginald Baker, managing director of A. B. F. D., will sail on the *Aquitania* from England on Aug. 4, and will leave with Barnstyn for the coast about Aug. 15.

Dr. Kalmus Returning

LONDON, July 13.—Dr. Herbert T. Kalmus is returning to the United States on the *Bremen* after making arrangements with Alexander Korda to make six films in Technicolor during 18 months, with Natalie Kalmus supervising.

Told Off

(Continued from page 1)

have found something to say about the fanatical busybodies who persist in their efforts to stick their unwanted noses in the operations of this business. Within the industry, Cochran's courageous stand rates praise. Outside the industry, progressive and liberal thought will align itself on the side of such freedom of action, fearlessly and boldly voiced.

Cowdin Is Due from Europe on July 22

J. Cheever Cowdin, chairman of the board of Universal, is scheduled to return from Europe on July 22. He is due to sail from England Saturday. Gus Schaefer, who accompanied Cowdin abroad, will return at a later date.

The next board meeting of Universal is slated for Aug. 5, unless Cowdin, on his return, calls a special meeting to discuss developments during his trip abroad.

Report Diamond Set As Producer for "U"

HOLLYWOOD, July 13.—Dave Diamond is understood to be practically set to produce three pictures a year for Universal with Joe Brandt financing production. Brandt has returned from New York. It is reported that his proposed deal with Eddie Dowling has been dropped. The deal is expected to be closed in New York shortly.

Universal home office executives yesterday stated they knew nothing of a reported deal whereby Dave Diamond would produce three a year with Joe Brandt financing.

Universal Golf Today

Universal duffers and divot diggers will converge on the Bonnie Briar Country Club links tomorrow to exhibit their golf prowess.

ITOA to Meet Today

Members of the I. T. O. A. will hold a meeting today at the Astor.

The All-Year Route to CALIFORNIA

Just a cool over-night journey on the lower-ground-level, ALL-YEAR Transcontinental Route. Two Overnight Schedules in 14-berth Flagship Skysleepers:

THE MERCURY

3 stops only

Leaves New York 5:10 pm.
Standard time
Arrives Los Angeles 7:30 am.



THE SOUTHERNER

5 stops only

Leaves New York 8:40 pm.
Standard time
Arrives Los Angeles 11:41 am.



Call your travel agent or Phone VANDERBILT 3-2580
Ticket Office—45 Vanderbilt Ave.

AMERICAN
AIRLINES INC.

TO AN EXPECTANT PUBLIC, WE ANNOUNCE THE
PRESENTATION OF JEAN HARLOW'S LAST PICTURE
—A PRODUCTION YOU WILL NEVER FORGET



Clark
GABLE *Jean*
HARLOW
in
SARATOGA

Vivid . . . fast-moving . . . romantic drama by Anita Loos and Robert Hopkins, authors of the unforgettable "San Francisco" . . . set to a tempo equally thrilling and romantic—a truly exciting love story . . . filled with swift-paced action, tender pathos and dramatic conflict whirling wildly to a gripping climax . . . with lovely Jean Harlow as the vivacious daughter of a veteran of the tracks—and Clark Gable as the spectacular plunger who gambled everything for her love . . .

Also in the cast:

LIONEL BARRYMORE • Frank Morgan
Walter Pidgeon • Una Merkel • Produced by Bernard H. Hyman
John Emerson, Associate Producer

A Metro-Goldwyn-Mayer Picture

Directed by Jack Conway

Starts
TOMORROW at **LOEW'S**

Coming! M-G-M's Surprise
COMEDY SENSATION!
Constance "TOPPER" Cary
BENNETT GRANT



HOW TO ANNOUNCE "SARATOGA"

An advertisement
appearing in news-
papers which tells
the public the news
they have asked
to hear.

Above is the reduced size of the advertisement which
actually measures 200 lines across 4 columns and is
being widely used in conjunction with all openings.

300 SIMULTANEOUS BOOKINGS JULY 23rd!

Another impressive addition to the Summer Re-
leases of M-G-M's Leo. A line-up never duplicated
before at any season. (Are you listening 1937-38?)



ROAD BACK

THE MOST
ABOUT
IN YE



LOOK AT THESE RAVES!

"A truly great picture!"
DAILY VARIETY

"A smashing theatrical
attraction!"
HOLLYWOOD REPORTER

"Tops 'All Quiet'! Will go
on and on to top grosses
at the box office!"

SHOWMEN'S TRADE REVIEW

"Will keep the cash regis-
ters ringing with machine-
gun staccato and pile up
magnificent grosses every-
where!"
BOX OFFICE

DIRECT FROM A SENSATIONAL

**TALKED
PICTURE
ARS!**

RELEASED

NATIONALLY

AUG. 1ST

Smashing hit! Better
than 'All Quiet' and that's
high compliment in-
dubitably!"

FILM CURB

RUN ON BROADWAY AT \$2 TOP!

No St. Louis Fight On Theatres: Arthur

ST. LOUIS, July 13.—Fanchon & Marco and its local units, including the St. Louis Amusement Co., have no intention of engaging in a building race with Fred Wehrenberg, head of the local M. P. T. O. and owner of four theatres here. Harry Arthur, vice-president and general manager of F. & M., declared here prior to his return to New York.

"Fanchon & Marco has no intention of destroying or injuring any business or any other exhibitor in St. Louis or elsewhere," Arthur said. He expressed a willingness to confer on any problem which may arise. He called the recent deal with Ansell Brothers a logical move, as was the pooling arrangement with Bessie Schuler and Alex Papand. Referring to the plan of Wehrenberg to build approximately 20 houses, Arthur said, "Fred doesn't have to build one house to protect himself from us." F. & M. has no intention of invading Wehrenberg's territory, he emphasized.

New St. Louis Pool Set

Arrangements for the pooling of four F. & M. units and five St. Louis theatres of Bess Schuler and Alex Papand have been completed and contracts are now in the hands of attorneys, Harry C. Arthur stated yesterday on his return from the Mound City where he completed negotiations.

Included in the pool are F. & M.'s Granada, Maplewood, Kingsland and Shaw. The Schuler-Papand group consists of the Avalon, Roxy, Whiteaway, Columbian and Powhattan.

Pathe Makes a Denial

Pathe News filed a general denial in the U. S. District Court yesterday in answer to the \$50,000 suit of Phillips H. Lord, known professionally as Seth Parker.

Lord alleges that Pathe breached a contract in 1933 to furnish men and technical equipment for a film of a proposed world cruise by Parker. Pathe denies that the plaintiff was prepared to furnish the men with passage on his boat and assert that the boat was not licensed for commercial purposes. A dismissal of the complaint with costs is asked.

Monahan Goes to Coast

PITTSBURGH, July 13.—Kaspar Monahan, film editor of the *Pittsburgh Press*, has left for several weeks in Hollywood where he will do a series of interviews and studio stories. It's Monahan's first trip to the coast in more than 10 years. On his way west, he plans to stop in Denver, his home town.

"Winkie" to Roxy July 23

"Wee Willie Winkie" has been booked into the Roxy, starting July 23. The picture is due for a minimum run of two weeks. "Lost Horizon," which recently completed a 14-week run at the Globe at two-a-day, will shortly play the Music Hall. The opening date has not been set.

General Reports Profit

LONDON, July 13.—General Theatres Corp. today reported profit of £337,041 for the year and declared a final dividend of six per cent, making a total dividend for the year of 15 per cent.

Looking 'Em Over

"Springtime in Vienna"

An extremely light and frothy offering from the studios of Ernst Neubach in Vienna, this Austrian film has little to offer American audiences. The dialogue is in German, the subtitles are sufficient for understanding of the story, and there is some sprightly and tuneful music.

Outside of that, the plot is the ancient one of operetta, so much favored by European producers, of the romantic mixup which results from mistaken identities. Featured is Leo Slezak, fat and amusing, who has sung in the Metropolitan Opera in New York. His role is confined to that of a melodious buffoon, who sings snatches of operatic arias and popular songs.

Featured are Olga Tschechowa, Gusti Huber and Wolf Albach-Retty. I. A. Hubler-Kahla directed and Anton Profes wrote the music. The story is that of the wealthy young widow, who meets a taxi driver, and is attracted to him. Meanwhile, her devoted masculine secretary, in an effort to make her lead a more quiet life, finds a foster-daughter for her, who is actually a dancer out of work. Both mother and adopted daughter fall in love with the young man, while he is in love with the girl. A crash of the romance is prevented by the older woman, who sees to it that the young couple have happiness.

No production code seal. Running time, 82 minutes. "G."

Va. Censor Receipts Go Up to \$32,226.30

RICHMOND, July 13.—Receipts for the State Censor Board for the 11 months ending July 1 again showed an increase, the total being \$32,226.30, a gain of \$1,926.50 over the previous 11-month period. Of this, \$16,000 was profit to the state.

Two pictures were rejected during the year—a sex film and a so-called medical film.

The board has been subjected to some criticism lately because of the stoppage of bulletins giving details of dialogue and other cuts.

No Hartford Closings

HARTFORD, July 13.—No summer closings are expected here this season. The Palace, usually closed, is running holdovers from Loew's Poli and with revivals suggested by a newspaper poll. The Cameo is running straight pictures. The State continues with vaudeville three days a week on a summer budget, but may close for two weeks in August to change policy and raise prices.

To Base Film on A. P.

HOLLYWOOD, July 13.—David O. Selznick will start soon on "Freedom of the Press," a film depicting the history of the Associated Press and the part it has played in the development of American journalism.

"The Picture will present a truthful outline of the nature of the Associated Press and its firm development of the principle of unbiased news," Selznick said today.

Wheat Crop Excellent

KANSAS CITY, July 13.—In spite of late season development of grasshoppers and rust, a golden stream of wheat is pouring into Kansas City from the southwest, particularly Kansas and western Missouri, in quantities exceeding any crop since 1931—and the price is \$1.20 a bushel, the highest in an even longer period. Grain handling facilities are being taxed to handle the crop.

Three Writs Issued In English Inquiry

LONDON, July 5.—Three writs have been issued as a sequel to the investigation which W. R. Crocker, lawyer, is conducting into British production finance. The question involved in each case is believed to be whether advances from insurance interests were obtained by false pretenses.

Crocker is engaged by a group of Lloyds underwriters, who declined to pay certain re-insurance claims on the grounds that they had been led to advance the money for specific production plans but that in fact it was used wastefully for general expenditure.

Riot Reel on Coast

LOS ANGELES, July 13.—The Paramount newsreel showing the Memorial Day riot at the Republic steel plant in Chicago is being shown at the Trojan here, at the Vogue in Hollywood and the Ritz in South Pasadena. The Washington, Pasadena, and Bard's Adams house are booked starting tomorrow.

The Paramount, the only first run house using Paramount Newsreel, is not showing the riot scenes because these were issued as a supplement on the odd series whereas the Paramount uses the even issues.

Court Names Gershwin

LOS ANGELES, July 13.—Ira Gershwin received letters of special administration yesterday in Superior Court for the estate of his brother, George, before flying east. He estimated the estate at about \$200,000.

Gershwin said the funeral services to be held at Temple Emanu-El Thursday would be simple.

The industry here will observe a minute of silence at 10 o'clock tomorrow morning in honor of the late composer.

Warners Sign Goodman

HOLLYWOOD, July 13.—Benny Goodman and his orchestra have been signed by Warners for "Hollywood Hotel," which will star Dick Powell.

Plan Wide Activity For Chicago's Board

CHICAGO, July 13.—An elaborate schedule of activities is planned for the Chicago Film Board of Trade, which is expected to be retained, in view of the almost unanimous expression of local distributors that the board be continued.

Included in the activities of the board as outlined are the following: contacts with city and state government, legislation in both the city and state, and contact with city and state censorship groups. The labor contacts of various kinds would be handled through the board as would other problems of this nature.

Requests for donations to various organizations would be handled through the board as would requests for advertising in programs and the like.

Other duties would include regular fire inspection, cooperation with the Fire Prevention Bureau, reports on prints, theatre information, cooperation with Better Films Councils, local public relations work and all types of information which might be of peculiar interest to the members of the board.

If the plan goes through, Chicago will have one of the most valuable film boards in the country. Unhampered by a national organization, it is thought that a great deal of good can be done for distributors locally.

Korda to Produce Shorts

LONDON, July 5.—Alexander Korda will produce a series of shorts at Denham, featuring new players of both sexes who are believed to have star or feature possibilities. They will be shown at 250 Odeon theatres controlled by Oscar Deutsch and patrons will be asked to fill in voting cards.

Approve Liverpool House

LONDON, July 5.—Liverpool County Magistrates approved the plans of the Ritz, a 1,700-seat house in Liverpool, in face of opposition of three existing theatres, which alleged that available seating capacity was only 40 per cent occupied.

Kohner Joins Columbia

HOLLYWOOD, July 13.—Paul Kohner for 15 months associate producer at M-G-M, has resigned to join Columbia, starting July 15, where he will produce a minimum of three A features yearly. His first assignment will be the next Francis Lederer vehicle.

Club Aids Charities

OMAHA, July 13.—Children's charity funds sponsored by the two local newspapers have benefited by \$50 each as the result of donations made by Omaha's Variety Club.

May Resume Trailers

OMAHA, July 13.—Sam Bialac has returned to Omaha after three years' residence in New York to consider resuming the World Film Service, which formerly made advertising trailers.

Original Title Resumed

HOLLYWOOD, July 13.—Universal has returned to "The Man Who Cried Wolf" as the release title for the film which had tentatively been called "Too Clever to Live."

THE MOST EXPENSIVE KISS IN AMERICAN HISTORY



**IT COST JIM FISK AN
INDUSTRIAL EMPIRE**

... IT SAVED THE UNITED STATES A REVOLUTION!



"Gentlemen, the Erie Railroad is ours!" . . . A great railway system the pawn in a reckless man's game with a glamorous woman!—Just ONE chapter in the battle of the giants for possession of America!—Just ONE incident in the mighty screen drama whose sweep is the surge of a nation on the march!



EDWARD ARNOLD..

CARY GRANT . . FRANCES FARMER . . JACK OAKIE

DIRECTED BY ROWLAND V. LEE
AN EDWARD SMALL PRODUCTION
Screen Play by Dudley Nichols, John Twist, Joel Sayre

The Toast of New York

LITHO U.S.A.

New Operator Pacts Being Talked Here

(Continued from page 1)

service employees in that city has another year to go.

Felix Snow, I. A. T. S. E. representative from Kansas City, arrived in town late last week prepared to present amended demands for the Kansas City Theatre Employees' Union. Snow has not met with major circuits, but it is understood the international union will negotiate the contract along with others that come up for renewal.

Meanwhile, the scheduled meeting between distributors and union delegates on exchanges yesterday was put over until today.

K. C. Independents In Union Agreement

KANSAS CITY, July 13.—Independent exhibitors, through their labor committee, have reached an agreement here with the I. A. T. S. E. Local 170 following a week of negotiations with Frank Stickling, I. A. representative from Elgin, Ill. Contracts are expected to be signed this week, which will end a four-year period in which owners dealt with the operators' local on a verbal agreement basis. A member of the committee said that terms of the agreement would be announced as soon as contracts are signed.

Acting for the independents were Jay Means, E. Rolsky, president of the I. T. O.; C. A. Schultz of Commonwealth Amusement Corp., and Ed Dubinsky-Durwood, head of the Dubinsky Brothers circuit.

Stickling is negotiating with Fox Midwest here also, and it is considered likely he will begin his talks with other first runs shortly. The local has not had contracts with first runs for three years, the expiration date being Aug. 31. First runs have used members of Local 170 on the terms of the last signed contract.

Ben Hecht to Goldwyn

HOLLYWOOD, July 13.—Samuel Goldwyn has signed Ben Hecht, playwright, to a long term contract. The first scripting assignments will be "Sweet Land of Liberty" and "The Duchess of Broadway."

Hecht will spend October in New York for the opening of "To Quito and Back," his latest play.

Lightman in Talks Here

M. A. Lightman, Paramount theatre partner from Memphis, conferred yesterday with Y. Frank Freeman, head of Paramount theatre operations. It is understood the conference was a general discussion of theatre problems. Lightman is expected to leave for the south in a few days.

"Souls" Opening Shifted

Paramount has shifted the opening date of "Souls at Sea" at the Globe on Broadway to Aug. 4, from July 28. "High, Wide and Handsome" will open at the Astor on July 21, as scheduled. Both will be two-a-day showings.

Asserts Quota Pictures Must Help Britons

(Continued from page 1)

that American films would be produced in this country with very little British labor."

Capt. Wallace replied: "If that is the case, they will not conform to the statutory requirements and will not rank for quota." He promised to consider any particulars sent him by Remer. No reply was made to a suggestion that the British film industry was being exploited by "certain financial interests."

Quota Defaults Total 21

LONDON, July 5.—Oliver Stanley, president of the Board of Trade, in a written reply to a member of Parliament, states that there were 21 prosecutions of exhibitors for quota default in the three years to Dec. 31, 1936. In 36 cases, exhibitors were prosecuted for failure to make returns and four for failure to make proper returns.

J. M. Schenck Will Join Mayer's Party

(Continued from page 1)

Robert Taylor and Jack Conway will arrive from Hollywood in two weeks. They will leave immediately for London to start production on "The Yank at Oxford."

Schenck, Mayer, Strickling, Thau and Werthheimer are due to return Sept. 1. J. Robert Rubin, general counsel for M-G-M, is now at Carlsbad. He probably will return Sept. 1.

New British Reel to Be Issued in Autumn

LONDON, July 5.—"National News," a new British newsreel, to make its first appearance in October, has been announced by Victor Creer, who will be the executive director, with Cecil R. Snape, from "Universal Talking News" as producer.

Backed by Norman Loudon of Sound City and to be handled by Sound City Distributors, Ltd., the new reel will be processed by George Humphries, Ltd. An expert staff is being lined up and new methods of news presentation are promised by the promoters.

Discount Colman Report

HOLLYWOOD, July 13.—Reports that Ronald Colman has been signed to a long term exclusive contract with Selznick International are discounted at Renowned Artists. Colman is slated to start work in "Trade Winds," the first of three pictures planned for next season, in October. John Ford will produce and direct the second film. The name Renowned Artists will not be changed, it was stated in official quarters today.

Tradefilms Expands

HOLLYWOOD, July 13.—Tradefilms, Inc., of which Shirley C. Burden is president, and Henri Chappellet is vice-president, has expanded its facilities for the production of commercial films.

Fined on Quota

London, July 13.—Associated British Pictures, the John Maxwell company, today was fined £50 and costs of £5, five shillings for a quota default at the Regal here, in the year ended last September. It was charged that he showed 15.55 per cent on features.

The defense was pre-released long runs.

Republic Business Up, Says Vincent

(Continued from page 1)

man of the board of directors. That company has had no president, and none will be named, the executive said yesterday. There has been no actual board of directors of Republic Pictures Corp., he said, but one was formed at a meeting on July 6, at which time Vincent was named to the presidency of the new Republic Pictures Corp. of Delaware.

Republic Pictures Corp. will continue as the distributing company for the pictures produced by Republic Prod., it was indicated, of which Moe J. Siegel remains as president. Siegel has been named a vice-president of the new Republic Pictures of Delaware, with Grover C. Schaefer as treasurer. The directorate of the new company includes the offices and H. J. Yates, head of Consolidated Film Industries; F. R. Ryan, president of Setay Corp., and F. W. Smith, head of British Lion Films, London.

Vincent said yesterday that the formation of the new company and his assumption of the presidency, entailed no changes in the executive setup of the organization.

Morris Quits Boston Job to Go to Studio

BOSTON, July 13.—Victor Morris has retired as manager of Loew's Orpheum here. The move was made following a conference with Nicholas M. Schenck, Charles C. Moskowitz and Joe Vogel. He will go to Culver City where he is expected to be assigned to a producing unit, possibly with Edward Mannix, who formerly was connected with the Orpheum under Morris.

Joseph Brennan, executive secretary of the local M. P. T. O. is heading a committee planning a farewell party for Morris who has managed the Orpheum for 27 years.

Trans-Lux After Sites

Trans-Lux is negotiating for three sites out of town with deals said to be in the early stages. The circuit operates theatres on Madison Ave. and Broadway and is building three others in the city. In addition, Trans-Lux has a unit in Philadelphia and in Washington. Two theatres formerly operated by the company in Brooklyn have been leased to independent exhibitors.

Remodel Trailer Offices

Theatre Trailer Corp. has installed new sound recording equipment in its laboratories at the New York offices, which have been enlarged and remodeled.

Film Leaders Asked To National's Meet

(Continued from page 1)

operating heads, bookers and film buyers, according to Rick Ricketson, head of Fox International Theatres.

The dates for the meeting are Aug. 10-13 at the Broadmoor, Colorado Springs. Ricketson will play host to all the men attending. More than 100 are expected to be on hand, including Spyros and Charles Skouras, William T. Powers, Edward Zabel, Milton Hossfelt, J. J. Sullivan, Irving Barry, Aubrey Schenck, Harold J. Fitzgerald, John Hamrick, Frank Newman, Sr., Elmer C. Rhoden, Al Rosenberg, Al Finkelstein, Arch Bowles, Will Steege and others.

Allied Discusses Sales

ASBURY PARK, July 13.—Sales policies of major companies were discussed by members of Allied of New Jersey today at a meeting at the Berkeley Carteret. Lee Newbury, president, conducted the session. Preliminary plans for the unit's annual convention in Atlantic City also were discussed.

Delay Imperial Meet

CHICAGO, July 13.—The midwest convention of Imperial Distributing Corp. has been indefinitely postponed. The sessions had been scheduled at the Congress Hotel July 11-12.

Accessories Rental By U. A. Is Delayed

(Continued from page 1)

material was made by Buckley at the time of the company's local regional sessions. At the time, Buckley said he hoped to have the plan working by Aug. 1. Because of the many details involved, this has been impossible. An announcement of the new date will be forthcoming shortly, according to Buckley.

M-G-M is making a study of rental plans on accessories, but no decision has yet been reached.

Wall Street

Light Board Losses

	High	Low	Close	Net Change
Columbia	30 3/4	30	30	— 1/4
Consolidated	3 3/4	3	3	— 3/4
Consolidated, pfd.	13 3/4	13 3/4	13 3/4	— 1/4
Eastman	179	178	178	— 1/2
Gen. T. Equip.	24	23 3/4	24	— 1/4
Loew's, Inc.	80 3/4	79 3/4	80 1/2	+ 1/2
Loew's, pfd.	106 1/2	106 1/2	106 1/2	
Paramount	21 5/8	21 1/2	21 1/2	— 3/4
Paramount 2 pfd.	19 3/4	19 3/4	19 3/4	— 1/4
Pathe Film	8 3/4	7 7/8	8 1/4	— 1/8
RKO	8 1/2	8 1/4	8 3/4	— 1/8
20th Century-Fox.	36 5/8	35 3/4	35 3/4	— 1/2
Universal, pfd.	70	68	70	
Warner Bros.	14 1/2	13 3/4	14 1/4	

Curb Declines

	High	Low	Close	Net Change
Grand National ..	2 1/2	2 3/8	2 3/4	— 1/8
Sentry Control ...	1/2	1/2	1/2	— 1/8
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	29 3/4	28 3/4	28 3/4	— 1

RKO Bonds Drop 2 Points

	High	Low	Close	Net Change
Loew's, ...	99 1/2	99 1/2	99 1/2	
Paramount Pict.	100	99 3/4	100	+ 1/8
6s '55	94	93 1/2	93 1/2	
Paramount '47	107	106 3/4	107	— 2
RKO 6s '41 pp.	94	94	94	
Warner Bros. 6s	94	94	94	
'39 wd	94	94	94	

(Quotations at close of July 13)

Summer Shows On the Air

Bernie and Guests

Ben Bernie's program can usually be depended upon for bright moments but last evening's session was even more agreeable than usual, made so by the presence of its two featured guests, Lucy Monroe and Gus Van.

Miss Monroe, who has been heard on the air consistently until a short while ago, proved last night that she is blossoming into a really great voice. Already a Metropolitan Opera fledgling, having appeared there last spring, she gave evidence last night that the day is not far distant when she will become a regular "Met" artist.

Gus Van is a rare singer of comedy songs and the possessor of an inimitable style. His two comedy numbers, delivered in Italian and Irish dialects, provided pleasant listening.

BANNER

"Rise of Goldbergs" Returns on Sept. 13

"The Rise of the Goldbergs," a popular script series authored by Gertrude Berg will be returned to the networks Sept. 13 when Procter & Gamble will return it on the NBC web as an afternoon show.

Miss Berg is currently in Hollywood and will remain there until her picture commitments are fulfilled.

The agency is Compton Co. The network and broadcasting hours have not as yet been decided.

Raymond Scott Goes West

Raymond Scott and his quintet left yesterday on the Century to appear in David O. Selznick's "Nothing Sacred." The deal was negotiated by Paul Ross of the CBS artists service.



JESSICA DRAGONETTE

Palmolive

BEAUTY BOX THEATRE
of the air

Every Wednesday Night, Nine-Thirty,
E.D.S.T.

W A B C — COLUMBIA NETWORK
TONIGHT

Noel Coward's "Bitter Sweet"

Drugs, Toiletries Top Sales At NBC; Foods CBS Leader

Industry classification of time purchasers at NBC and CBS for the first six months of this year disclosed that the drug and toilet goods trades headed the NBC list with an expenditure of \$6,610,632, while food concerns led the CBS clients with a total of \$3,479,068.

Total revenue for the six-month period on NBC was \$19,948,107; on CBS it was \$14,803,265.

The industrial breakdown for NBC follows in alphabetical order:

Automotive industry, \$1,752,069; building, \$163,325; cigars, cigarettes, tobaccos, \$801,039; clothing and dry goods, \$64,688; confectionery, gum, ice cream, \$102,800; drugs and toilet goods \$6,610,632; financial and insurance, \$153,060; foods and food beverages, \$5,607,660; garden-field, \$5,200; house furniture and furnishings, \$267,471; jewelry and silverware, \$64,716; lubricants, petroleum and petroleum products, \$1,068,052; machinery, farm equipment, \$65,120; paints and hardware, \$199,005; radios, phonographs and music instruments, \$749,420; schools and correspondence courses, \$5,868; shoes and leather goods, \$55,500; laundry soap and housekeepers' supplies, \$1,596,892; sporting goods, \$83,699; stationery and publishers, \$219,062; wines, beers and liquors, \$27,792; miscellaneous, \$285,037.

CBS Also Itemizes

Similar breakdown for CBS—also alphabetically—follows:

Automotive, \$1,974,720; cigarette and tobacco, \$2,358,724; confectionery, \$606,120; drugs, \$2,685,399; financial, \$261,351; foods, \$3,479,068; house furnishings, \$259,118; lubricants, \$1,162,146; machinery, \$61,725; radios, \$377,335; schools, \$3,960; soaps and housekeepers' supplies \$1,178,843; stationery and publications, \$79,365; travel, \$37,708; miscellaneous, \$277,683.

CBS Daytime Sales \$4,135,182

CBS daytime expenditures for the first six months of this year totalled \$4,135,182. Evening hour time sales brought \$10,668,083 to the network for a grand total of \$14,803,265.

NBC Signs Ina Claire

Adding to its cycle of dramatic broadcasts which includes the Shakespearean series, and which will be followed by productions of Eugene O'Neill and George Bernard Shaw, NBC yesterday signed Ina Claire to present a series of three dramatic broadcasts over the Blue network on Sunday evenings beginning July 25. Miss Claire will be supported by Os-good Perkins.

The opening program will be "Madame Sans-Gene." The time will be from 8 to 9 P. M., E. D. S. T.

John S. Royal Going Abroad

John S. Royal, NBC vice-president in charge of programs, who sails aboard the *Normandie* today, will visit England, France, Germany, Holland, Switzerland, Italy and the Scandinavian countries. While abroad he will make arrangements with the foreign broadcasting associations for the guest exchange of NBC and foreign station personnel.

Surprise Raise

NBC engineers were pleasantly and unexpectedly surprised yesterday by notification from the network that their pay envelopes would be fattened 15 per cent each week. The pay rise becomes effective as of tomorrow.

Ayer Buys Football Time on 65 Stations

Time has been purchased on 65 stations by the Atlantic Refining Co. for the broadcasting of intercollegiate football games. Each of the stations will broadcast from eight to 11 games during the season. The stations are as follows:

Hartford—WDRG, WTIC; Wilmington—PDEL; Miami—WIOD; Jacksonville—WJAX; Gainesville, Fla.—WRUF; Atlanta—WSB, WTFI; Augusta—WRDW; Savannah—WTOG; Baltimore—WBAL; Boston—WEEL, WBZ; Worcester—WORC, WTAG; Springfield, Mass.—WBZA, WMAS; Atlantic City—WPG; Newark, WOR; Albany—WOKO; Binghamton—WNBF; Buffalo—WBEN, WGR; Elmira—WESG; Rochester—WHAM, WHEC; Syracuse—WFBL, WSYR; Utica—WIBX; Charlotte—WBT; Durham, N. C.—WDNC; Akron—WADC; Canton—WHBC; Cleveland—WHK; Columbus—WHKC; Youngstown—WBKN; Allentown—WCBA; Altoona—WFBG.

Easton—WEST; Erie—WLEU; Harrisburg—WHP; Lancaster—WGAL; Philadelphia—WIP, WCAU, KYW; Pittsburgh—WCAE, KDKA, WWSW; Reading—WRAW; Scranton—WBGJ; Sunbury—WKOK; Wilkes-Barre—WBRE; York—WORK; Providence—WPRO, WJAR; Greenville—WFBC; Charlottesville—WCHV; Danville—WBTM; Harrisonburg—WLVA; Newport News—WGH; Richmond—WRNL, WRVA; Roanoke—WDBJ. N. W. Ayer & Son, Inc., is the agency.

Lanny Ross Signed For Packard Series

Lanny Ross, who last week left the Maxwell House "Showboat" cast, was signed yesterday to headline the Packard program, beginning Sept. 7. The series is offered Tuesdays from 9:30 to 10:30 P. M. on the NBC-Red. Fred Astaire was formerly starred on this program.

The terms of Ross's contract have not been made public, but it is believed that it is a long-term document.

The show will continue from Hollywood. Young & Rubicam is the agency.

Sign Rosenthal Orchestra

Artists' Management Bureau, Inc., has signed Harry Rosenthal's orchestra for management and publicity. Paul Whiteman, associated with Artists Management, arranged the contract.

Radio Personals

LUCY MONROE has been signed for a personal appearance at the Palace in Chicago, the week of July 23 . . . Howard Barlow, CBS conductor, has been named as a member of the advisory committee on music for the World's Fair . . . Roland Jordan is the latest addition to NBC's engineering staff . . . Art Shaw will be featured on the "Saturday Night Swing Club" over CBS July 17 . . . Frank Russell, NBC vice-president in charge of the Washington office, returned to Washington last night after visiting here several days . . . CBS daytime expenditures for the Detroit last night on business.

Rogers, Peet Tries Radio After 6 Years

After considering the idea for the past six years, Rogers, Peet Co. yesterday signed for a radio program with WOR, beginning Aug. 30. The series will feature Gabriel Heatter five nights each week, from 9 to 9:15 P. M. Marschalk & Pratt is the agency.

Clothes and department stores in the metropolitan area have been exceedingly chary of radio in the past, and it is said Rogers, Peet were induced to try radio because of the success of the Bamberger Co.'s radio program which features Ed Fitzgerald, also on WOR.

GoGo DeLys on CBS

GoGo DeLys will begin a new sustaining series on CBS tonight at 10:30 P. M., taking over the spot left vacant by Babe Ruth, whose commercial series has faded. Freddie Rich's orchestra will support Miss DeLys.

Lisa Sergio Here from Rome

Lisa Sergio, chief announcer over 2RO, short wave station in Rome, arrived here yesterday to make a study of radio and to act as guest announcer of NBC.

Her arrival here is in line with NBC's policy of exchanging personnel with the broadcasting organizations of foreign countries.

"Amateur Hour" to Continue

Procter & Gamble, for Oxydol, has renewed the "Amateur Hour" program on WHN for 13 weeks, beginning Aug. 3. The "Amateur Hour" features Jay C. Flippen as emcee and is offered Tuesdays from 7 to 8 P. M. Blackett-Sample-Hummert is the agency.

Renew WHN Food Program

A 52-week renewal for the WHN participation program, "What to Eat and Why" has been placed by the C. Houston Goudiss Co., effective immediately. The series is heard Thursday, Friday and Saturday from 9:30 to 10 P. M. under the Goudiss sponsorship. The contract was placed direct.

Weed Named WJNO Agent

Weed & Co. have been appointed national representatives of WJNO, West Palm Beach, Fla. WJNO is a full-time station and is the city's only local broadcasting unit. It is affiliated with CBS.

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and
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Industry

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Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 12

NEW YORK, THURSDAY, JULY 15, 1937

TEN CENTS

Loew Extends Its Drive for More Theatres

Negotiating at Niagara Falls, Larchmont

Continuing its drive for additional outlets, Loew's has negotiations under way which may give the circuit further theatre representation at Niagara Falls and also in Westchester.

Loew's and Paramount now operate the Bellevue, Niagara Falls, under Buffalo Theatres Corp., in which Vincent McFaul is a prime factor. Charles Heyman, independent operator, has the Strand and Cataract, same city. Under the terms discussed at a meeting recently, the three houses would be pooled with McFaul and Heyman as an operating committee of two. Another session is scheduled next week when arrangements are expected to be completed.

Also being considered is the acquisition by Loew's of the Larchmont, 550-seat theatre operated by Maurice Freed at Larchmont. The major circuit some time ago purchased the Cameo, New Rochelle, a 500-seat house. On Tuesday night, Sam Silver turned over the Dyckman, Washington Heights, to Loew's under the terms of a 15-year lease. The theatre is now closed and will be re-

(Continued on page 6)

Open Sunday Leads In Beatrice Voting

BEATRICE, Neb., July 14.—Sunday picture prospects were brighter today as a result of the count of the Sunday film ballot which showed 1,525 for and 1,512 against, although 67 mail ballots remain to be counted.

This is the fourth time in 10 years that the question has been brought to a vote. Open Sundays lost in 1927, 1932 and 1935.

Munro, Crick Back At Sydney for Deal

SYDNEY, July 14.—Charles Munro, managing director of Hoyts; Stanley S. Crick, managing director of 20th Century-Fox here; Kenneth Asperrey, attorney for Greater Union, arrived yesterday from the United States on the *Mariposa*.

With the return of the key figures in the Hoyts-Greater Union alliance, negotiations are scheduled to be resumed here on a continuance of the pooling

(Continued on page 6)

Radio News—Page 7

Brandt Tells ITOA Para. Will Be Fair

Harry Brandt, head of the I.T.O.A., yesterday discussed the Paramount sales policy at a meeting of the membership at the Astor. Allied of New Jersey, in meeting Tuesday at Asbury Park, N. J., also discussed the same distributor's new and old pictures due on contracts.

He told local theatre owners that, as far as Paramount was concerned, exhibitors can expect "a fair deal." He said he and two other members had conferred with an important sales executive of the distributing company and assurance was given that independent exhibitors would be treated fairly on all deals.

The New Jersey group has been talking about picketing the local exchange, but no action was taken at

(Continued on page 8)

Greenblatt Handling G.B. Exchange Here

Arthur Greenblatt, assistant to George W. Weeks, and Irving Gumbert, local G. B. exchange manager, are doubling in brass until the new selling season gets under full swing.

In addition to assisting Weeks, Greenblatt has taken over the managerial duties of the New York branch, temporarily relieving Gumbert, who is acting as assistant manager and salesman. The local sales staff of four men has not been reduced.

Several of the exchange forces

(Continued on page 8)

Minn. Amusement In Partnership Deal

MINNEAPOLIS, July 14.—The Minnesota Amusement Co., Paramount subsidiary, has closed deals ending the competitive situation in Winona and Mankato, Minn. In the former town, the company has taken over the Broadway from Harry A. Rolbiecke and at Mankato has entered into a

(Continued on page 8)

Two Cities Added as IA Affiliate Unions

San Francisco and Salt Lake City yesterday were added to the list of exchange centers where film and poster employees will be recognized as union affiliates of the I.A.T.S.E.

A request from Salt Lake shippers, cutters, examiners and poster clerks was sent in some time ago and returned to the local territory because of the lack of members identified with major companies. This matter was cleared up yesterday.

Although no new date was set, it is expected that another meeting between distributors and I.A.T.S.E. representatives will be held next week on two or more territories. Contracts on 14 more cities have to be negotiated before the "back rooms" of exchanges in the entire country will be unionized.

Gillmore in Protest To Hopkins on WPA

By CLARENCE LINZ

WASHINGTON, July 14.—A strong protest against methods of WPA officials on the New York Federal Theatre Project was lodged with Administrator Harry Hopkins today by Frank Gillmore of Actors' Equity, attempting to settle the difficulties arising out of the recent strike invasion of William P. Farnsworth's office.

Asserting that previous protests to Mrs. Hallie Flanagan and Farnsworth and to lesser WPA officials in Wash-

(Continued on page 8)

Injunction Request By Artists Rejected

HOLLYWOOD, July 14.—United Scenic Artists, local of the Painters Brotherhood, today received a setback in its court fight to prevent the Society of M. P. Set Designers from negotiating a bargaining contract with the producers. The suit filed by the scenic artists against the society and

(Continued on page 8)

U.A. Theatre Expansion in Texas Is Seen

Believed Purpose of New Delaware Company

Behind the incorporation in Wilmington, Del., yesterday of United Artists of Texas, Inc., is seen future expansion of the United Artists Theatre Circuit, Inc., in the Southwest area to follow on the heels of the purchase by the latter company of a 50 per cent interest in the Robb and Rowley circuit.

The general impression current in New York is that the Robb and Rowley acquisition by United Artists Theatre Circuit, Inc., which is 90 per cent controlled by Joseph M. Schenck, chairman of the board of 20th Century-Fox and which has no connection with the United Artists Dist. Corp., constitutes the opening step in an expansion program of which the Southwest will be a part, but merely a part.

For their half interest sale, Harold Robb and Ed Rowley are understood to have been paid in cash on the basis of four times their circuit's 1936 earnings. Following the deal, Robb and Rowley, United, Inc., was formed to handle the chain under its split ownership.

Headquarters of United Artists Theatre Circuit, Inc., the parent company, declared yesterday the exact purpose behind the formation of

(Continued on page 6)

Para., 20th-Fox List Their High Salaries

By BERTRAM F. LINZ

WASHINGTON, July 14.—Top salaries paid by Paramount and 20th Century-Fox last year were disclosed today in reports filed by the two companies with the S.E.C.

Paramount reported that it paid Gary Cooper \$265,454, George Raft \$202,666 and Wesley Ruggles, producer, \$188,808. Twentieth Century-Fox paid Warner Baxter \$284,384,

(Continued on page 8)

"Living" and Raye \$58,500, Paramount

"Easy Living" and Martha Raye on the stage combined to tally \$58,500 for the Paramount for the first seven days. The Capitol, with "The Emperor's Candlesticks," garnered about \$24,000. The show is being held a second week and will be followed by

(Continued on page 8)

Eggs Get 'Em In

Detroit, July 14.—If the hens keep laying, Harold Eastman, owner of the Palace, Mayville, will keep the house running.

His weekly nut is about \$95. His weekly take is about \$45 in cash. However, Harold trades the farmers' admission tickets for a dozen eggs. Every Tuesday he brings a couple of hundred dozen into Detroit, sells them to the four or five hundred workers in the Film Bldg., pays off his film bills and goes home with a neat little profit.

He has done so well in the venture that he has bought four chicken farms and is going into the business in a big way, but he'll keep the theatre, as it's his hobby.

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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J. M. JERAULD, Managing Editor

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ROME: Viale Gorizia; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Welsmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Universal's Golfers
To Dig Divots Today

Provided the weather man behaves as a gentleman should, Universal will stage its golf tournament today at the Bonnie Briar Country Club in Westchester. Fighting the fairways and digging the divots will be the following:

R. H. Cochrane, J. H. Laeri, P. D. Cochrane, Samuel Sedran, S. Singeman, J. R. Grainger, A. Schimel, W. Kraemer, M. Schwartzwald, Joe Weil, H. Malafronte, C. Ford, Budd Rogers, C. Kirby, E. Bonns, H. Eysmann, W. J. German, J. Jordan, Paul Gulick, C. Preutzman, L. Woolams, E. Walsh, E. P. Curtis, H. J. Yates, Ralph Poucher, Peyton Gibson, George Cochrane, A. J. Sharick, Leo Abrams, Max Cohen, F. J. A. McCarthy, C. B. Paine, Willard McKay, Herman Stern, O. C. Binder, Mike Stolzer, L. Pollock and Nate Goldberg.

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Purely Personal

JACK FLEX, Akron; SAM GILLMAN, Harrisburg; and MILT HARRIS, Cleveland, the first two Loew managers and the last named publicity and exploitation head for the circuit in Ohio, are in town on vacations.

FRANCIS LEVITT, bookkeeper for the local 20th Century-Fox exchange, will become a benedict next Wednesday.

ERNEST EMERLING is back from a visit to Dayton, O., his home town.

JACK PEARL was among those who sailed on the *Normandie* yesterday. He has the stateroom adjoining JACK BENNY.

A. H. McCausland, E. B. HARRICK, WILLIAM GOETZ and SIDNEY HOWARD left last night for the coast on an American Airline ship.

LOUIS ROJAS DE LA TORRE, producer of "Man Hunters of the Caribbean," is back from a short vacation on Long Island.

HARRY GUINNESS, Movietone news head in Australia, is visiting TRUMAN TALLEY and his staff.

LAURENCE RUSSELL WATERMAN of RKO is spending a vacation on Cape Cod.

ROSE STRADNER, new M-G-M Viennese find, will leave for the coast today.

HAROLD J. FITZGERALD and ETTA WEISNER have delayed their departure for Milwaukee a few days.

IRWIN ZELTNER of Loew's publicity department has gone to Orchard Beach, Me., for a vacation.

ART SCHMIDT, one of OSCAR DOOB's assistants at Loew's, is vacationing at Venice, Cal.

LOUIS NIZER is planning to leave for the coast and Hawaii on an extended vacation the middle of next month.

JACK WHITE has returned from the coast where he had a part in "52nd Street."

HARRY GOLD has returned from a New England sales trip.

CHARLES STERN of U. A. returned yesterday from Albany.

EDWARD PESKAY has gone to Chicago and will be back Saturday.

LOUELLA O. PARSONS sails on the *Rex* Saturday.

CARMEL MYERS and her husband, RALPH BLUM, in from Hollywood.

ROLAND YOUNG returning to London soon for a new JESSIE MATTHEWS film.

ANNA MAY WONG is contemplating summer stock.

MEL BERNS, makeup man for RKO, is in town on a vacation.

MARLENE DIETRICH is aboard the *Normandie* now on the high seas.JOE HEPPNER and MOE LEFTOFF of Metropolitan Photo Service are taking bows for a swell photographic job on the recent RKO convention in *Radio Flash*, just off the press.

... Denver

MIKE GEISKEING, RCA engineer, vacationing in western Colorado and Utah.

HENRY BUDDE, RCA engineer, St. Louis, at the Denver offices for a while.

BUSTER MORRIS, manager of the Teton, Powell, Wyo., recovering from serious injuries sustained in an automobile accident.

JAMES ECKER, formerly shipper at the Sheffield-Republic exchange, now a booker, succeeding FRANK SHEPHERD, who was made salesman.

C. G. DOTY now managing the Liberty in Lincoln, Neb., a Paramount house. DOTY was formerly with the Civic theatres in Denver.

GENE GERBASE back in town after a business trip to the southern part of the territory.

... Houston

EDDIE BREMER and MRS. BREMER have gone to the Kerrville hills for fishing and resting. BREMER is manager of the Kirby for Interstate. Other Interstate family members vacationing are WELDON PARSONS, publicity man for suburbans, and MRS. PARSONS, in Miami. BOB KELLY, city publicity manager, and MRS. KELLY and little daughter, who have just returned from the Ozarks.

FRANCIS DEERING, manager of Loew's State, MRS. DEERING and little daughter, DIANE, are spending their vacation in Richmond, MRS. DEERING's home, and in New York.

... New Haven

JOHN HESSE is off for some ocean swimming in Avon, N. J.

BEN COHEN is planning a trip on a tramp steamer and some polishing off work on his recent play.

C. D. BURBANK and family are summering at their home in Morning-side.

JACK SCHWARTZ is the father of a girl.

LOU SCHAEFER attended the wedding of his former assistant, WALTER STUART, to CELESTE ALLEN of New London. STUART is now with M. & P., North Attleboro.

B. E. HOFFMAN heads a local community center drive.

MORRIS WEINSTEIN, 20th-Fox ad sales manager, will be married to PRISCILLA WEBER of New York on July 25.

... Seattle

PAUL and MRS. HORNIG, operators of a suburban circuit in Baltimore, are vacationing here, the guests of HERNDON EDMOND of 20th Century-Fox.

FRANK SOULE, Republic auditor from New York, and JACK BURKE, 20th Century-Fox auditor from the same city, are on Film Row in pursuit of their duties.

C. J. SHANTZ of the Grand in Bremerton is receiving congratulations on the arrival of an eight-pound daughter.

JOHN HAMRICK and FRANK NEWMAN of Evergreen State back from New York; AL ROSENBERG of the same circuit back from Chicago.

Gershwin Rites on
Both Coasts Today

Simultaneous funeral services for George Gershwin will be held in New York and Hollywood today, at 2 P.M. here and at 10 A.M. in Hollywood. The coast service will be conducted by Rabbi Edgar F. Magnin at the B'nai B'rith Temple, and in New York at Temple Emanu-El, where Rabbi Nathan A. Perilman will conduct the service and Rabbi Stephen A. Wise will deliver the eulogy.

The honorary pallbearers for the local service will be headed by Gov. Herbert H. Lehman and Mayor F. H. LaGuardia, and will include: Gene Buck, Ben Bernie, Irving Caesar, George M. Cohan, Walter Damrosch, Arthur Hammerstein, John Golden, Otto A. Harbach, Sam Harris, Harry Hershfield, George S. Kaufman, Jules Levey, Guy Lombardo, David Sarnoff, Herbert Bayard Swope, Deems Taylor, Paul Whiteman and others.

The memorial service on the coast will be in charge of Sigmund Romberg, and the following committee of film and theatre personalities and members of Ascap:

Adolph Zukor, Edward G. Robinson, Gus Schirmer, Darryl Zanuck, Charles Rogers, Jerome Kern, Dick Rogers, Larry Hart, Marc Connelly, Harry Cohn, Robert Montgomery, Arnold Schoenberg, Otto Klemperer, Ernest Toch, Samuel Goldwyn, Pandro Berman, Fred Astaire, Irving Berlin, David Selznick, Rouben Mamoulian, Ernst Lubitsch, Frank Capra, Sam Katz, Oscar Levant, Sam Briskin, Jack Warner, Moss Hart, Arthur Lyons, Oscar Hammerstein, Wolfe Gilbert, Vincente Minnelli, Ben Bloom, Alex Aarons, Henry Spitzer, Alex Steinert, Edgar Selwyn, Lillian Hellman, George Pallet, Dashiell Hammett, Merle Armitage, Eddie Cantor, Alfred Newman, Arthur Kober, Eugene Solow, Charles Chaplin, Fannie Brice, Elizabeth Myers.

Enforcement of Ban
On Jackpot Delayed

MONTGOMERY, Ala., July 14.—Enforcement of a recent Court of Appeals decision declaring theatre Jackpot illegal in Alabama has been held in abeyance by a motion for rehearing.

The motion was filed by Cecil B. Grames, Tuscaloosa theatre manager, who was fined \$200 in Tuscaloosa Circuit Court for conducting a Jackpot. In spite of the Appellate Court's decision, theatres in some cities have continued to use the game.

"Theodora" Fight Ends

NEW ORLEANS, July 14.—After a court battle extending over a period of months with Saengers and Affiliated on one side and Columbia on the other "Theodora Goes Wild" will go into the Liberty, a Mort Singer house, tomorrow.

After the film had played at the Orpheum Affiliated sought an injunction to prevent Columbia from giving the film to any opposition houses. When the case was dismissed the court charged court costs against Affiliated.

Lieberman to Open Two

BOSTON, July 14.—F. E. Lieberman is expected to open two Boston newsreel and short subject theatres soon. The basement of the Tremont is being considered as one location by the firm. Two theatres in the Repertory Theatre Bldg., due to pass to Lieberman as a film house, would boost the newsreel sites to two, inasmuch as one would assume such a policy.

LOST AND FOUND

EXHIBITORS who have lost faith in product announcements are advised to attend the National Trade Showings, August 9th and 10th, of the first 1937-38 productions from Warner Bros. They will find completed evidence of unmistakable hits ready for release one after the other—precisely as announced two months ago.

Union Cites More Liberal Censor Views

A more liberal trend in censorship in this country is noted by the American Civil Liberties Union in its report on the "annual survey of the state of civil rights." The union reports that "censorship of all kinds decreased in the past year," and only "scattered instances" of book, play and film censorship were noted.

The report also cited the fact that no further restrictive legislation was passed and court decisions were on the whole encouraging.

The union assumes credit for the veto by Governor Lehman in New York recently of the proposed one-man censorship for New York City, and the Michigan Supreme Court decision denying the right of the police to censor films on political grounds, referring to the "March of Time" sequence on the Supreme Court issue. It condemned the banning of "Spain in Flames" in two states and a number of cities, and called such a ban "dangerous." The union has brought several suits on the censoring of the film.

Hits Radio Discrimination

With respect to radio censorship, the union cited the alleged discrimination against the Communist Party during the political campaign by local stations when programs were on national hookups.

The union cited the bill pending in Congress, as introduced by Representative Byron Scott, which would extend freedom for radio by setting aside time for public discussion free of station managers' control, with equal time for both sides. The union's program also includes efforts to abolish film censorship in seven states.

M. & P. Bars Riot Film

NEW HAVEN, July 14.—The Paramount strike reels were not passed by the Massachusetts censors and the M. & P. theatres in both that state and Connecticut will not play the films.

Van Beuren to Give Party for E. N. Clark

Amedee J. Van Beuren, chairman of the board of Condor Pictures, has invited film executives to attend a beefsteak dinner at his Carmel, N. Y., estate today in honor of Edwin N. Clark, new chairman of the executive committee of the company. There will be golf and tennis in the afternoon and bridge and swimming in the evening.

Extend Beahan Contract

Charles Beahan's contract as head of Universal's home office story and talent department has been extended for another year. The first option under a long term pact becomes operative Aug. 2.

"Vienna" Distribution

"Springtime in Vienna," reviewed in Wednesday's MOTION PICTURE DAILY, is being distributed by Bruno Zwickler Films.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Saratoga"

(M-G-M)

HOLLYWOOD, July 14.—Jean Harlow's last picture and, happily, an exciting comedy entertainment in which she scores one of her best successes. The comedienne's initial appearance on the screen here drew a respectful tribute from the audience. Throughout the course of the film it was noticeable that the patrons were in full sympathy with the efforts of the late star. In company with Clark Gable, with whom she first rose to stardom, and surrounded by Lionel Barrymore, Frank Morgan, Walter Pidgeon, Una Merkel and Cliff Edwards in supporting roles, Miss Harlow's valedictory is distinctly pleasing and, because of the circumstances, the surrounding production can be expected to result in an unusually strong box-office attraction.

In an excellently produced and colorful racetrack atmosphere, the plot tells the story of a slick bookmaker intent upon hooking the wealthy Pidgeon. Miss Harlow, who has striven to rise from the social strata of the racetrack crowd, hopes to climax her climb by marrying Pidgeon. She is also attracted by Gable, albeit wise to his plan to fleece Pidgeon. She tries to prevent Gable from carrying out his plan as the troupe moves from track to track, with Morgan, Barrymore and Miss Merkel conducting separate sideshows of their own. The finale comes at Saratoga when it appears that Gable has been double crossed into losing a large fortune to Pidgeon. However, Barrymore's trained horse wins to save the situation and help effect a romantic conclusion between Miss Harlow and Gable.

The film is rather long in running time but careful blending of action, situations and dialogue keeps the piece moving. Theatrics have been wisely utilized, but are in no sense overdone in Bernie Hyman's production and Jack Conway's direction.

Production Code Seal No. 3,534. Running time, 90 minutes. "G."

"Wine, Women and Horses"

(Warner)

HOLLYWOOD, July 14.—The three factors mentioned in the title have been potent influences in many a man's downfall. They are again in this case even though, as the story works out, the downfall is pretty much of a rebound. Played by a group of Warner stock people intended to engage the attention of average audiences, the film is a secondary attraction in which the intelligentsia will probably evince little interest.

Racetrack gambler Barton MacLane enjoys life in following the horses with his pals, Ann Sheridan and Charles Foy. Sometimes they are up and just as often they are down, but varying fortunes don't bother them very much. Then MacLane meets and marries Peggy Bates, a country girl, who detests gambling. The monotony of a small town job palls on MacLane and soon he is secretly dabbling in track betting and similar diversions. In California, picking up with Miss Sheridan again, MacLane shatters all Miss Bates' illusions about reforming him. Prosperous for a while, he's broke in no time. He'd like to be back with his wife and she would like to have him, but things don't work out and the finale has MacLane with Miss Sheridan again riding the crest of gamblers' happiness.

Based on a novel by W. R. Burnett, Roy Chanslor did the screenplay and the Bryan Foy production was directed by Louis King. Intended to be a comedy-drama, the preview audiences considered it primarily as more of a comedy than probably had been intended.

Production Code Seal No. 3,295. Running time, 60 minutes. "G."

(Additional Reviews on Page 6)

Pollak Going Abroad

As soon as franchise holders are set in all key cities, Adolph Pollak, general sales manager for Theatre Trailer Service, will sail for London to open an office for the company there. Edmund Mantell, partner in the company with Mark Block, may accompany Pollak.

With franchise deals completed for North and South Carolina, Theatre Trailer Service is now represented in 29 territories.

Homer L. Blackwell is in charge of Theatre Trailer Corp.'s newly opened office in Kansas City which will service Iowa, Nebraska, Kansas and Western Missouri.

To Stagger "Forget"

Mervyn LeRoy's "They Won't Forget" will be the second film to be released on the "stagger" plan recently announced by Gradwell L. Sears, Warner general sales manager. The picture opened at the Strand yesterday. It will open in Los Angeles and San Francisco July 29, and Seattle and Chicago will follow.

Trade Shows on "Topper"

M-G-M will hold simultaneous trade showings of "Topper" in about 30 exchange centers over the country today. The New York showing will be held at the Astor at 10:30 A. M.

Short Subjects

"Equestrian Acrobatics"

(M-G-M)

Another humorous and slightly screwy item by Pete Smith. This one offers exciting scenes of a circus act going through its paces. Many of the stunts are difficult and dangerous stuff that are effectively photographed from many clever angles and in slow motion. It is first-rate entertainment. Production Code Seal No. 3,455. Running time, 10 mins. "G."

"The Battling Bettas"

(Principal)

Here is a distinct novelty. It deals with the love life and reproduction habits of Siamese fighting fish. The photography is in splendid color and the accompanying narrative is tastefully handled dealing with the morivivacious side of the creatures' habits. Production Code Seal No. 1,548. Running time, 10 mins. "G."

FitzPatrick Busy on 3 in a Series of 12

James A. FitzPatrick, who returned from an extensive trip abroad the other day, is now completing the first three of 12 TravelTalks for next season's release by M-G-M. Recording will be done at the RCA studios today.

On Monday, FitzPatrick will leave for New Brunswick, Canada, to confer with Premier Dysart on the possibility of making a subject there. Louis B. Mayer regards St. John as his home town. FitzPatrick will return next Thursday and on the following day will leave by plane for Hollywood to consult with Fred C. Quimby, short subject manager at M-G-M and Herbert T. Kalmus, president of Technicolor. After a week on the coast, the short subject producer will return to New York and then sail on the *Normandie* to resume quota production in England for M-G-M. This will take until November when he will return to the United States and finish a number of other travel subjects.

Plans Four Shorts

Irvin Gwartz of Musical Shorts Inc., plans a series of four shorts. He has already selected a number of children cast from auditions held every Tuesday by the Central Artists Bureau.

Acquire French Film

Arthur Mayer and Joseph Burstyn have acquired the American distribution rights to "Lower Depths," French film based on the Maxim Gorki work, "Na-Dnie." The film will be shown in the fall on a two-a-day basis.

MPTO Meet in October

PITTSBURGH, July 14.—The M. P. T. O. of Western Pennsylvania will hold its 17th annual convention here Oct. 18-19, probably at the Hotel Schenley. Leaders of national Allied are expected to be the chief guests.

Ben-Ami to Co-Direct

Collective Film Producers, Inc., has signed Jacob Ben-Ami as co-director for the unit's first picture, "Greer Fields." Anna Appel and I. Cashier have been signed for the cast.

NEW TOOLS

LABORATORIES are today doing what was long thought impossible. With the aid of Eastman Fine-Grain Duplicating Films they are producing duplicates of such high fidelity that they equal the originals in quality. These special Eastman films are important new tools that will substantially aid the motion picture industry. Eastman Kodak Company, Rochester, N.Y. (J.E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*
DUPLICATING FILMS

Loew Extends Its Drive for More Theatres

(Continued from page 1)

opened about Labor Day as Loew's Dyckman.

Negotiations with Ed Fay for the purchase of a partnership interest in the Carlton, Providence, are proceeding rapidly with the possibility that details of a deal may be consummated by next week.

In addition, Loew's is expected to buy a half interest in the Missouri, St. Louis, from Fanchon & Marco. Contracts are now in the hands of attorneys. Both this house and the Carlton, Providence, will be used as holdover units. Pictures finishing short runs at Loew theatres in St. Louis and Providence will be shunted to the Missouri and Carlton.

Yonkers Deal Delayed

RKO and H. Sussman have temporarily held up the deal whereby the former was to take over the Central, Yonkers. RKO executives are said to have asked Sussman to book the theatre after July 15. Sussman has declined.

Strand, Clifton to Fabian

Al G. Reid, general manager for Fabian Theatres, has taken over the Strand, Clifton, N. J. The house seats about 600. Reid also is interested in the new theatre now being complete in the same town.

To Do "Sawyer" in Color

HOLLYWOOD, July 14.—"Tom Sawyer" will be shot entirely in Technicolor, the Selznick offices stated today. Production will begin Monday. Six days' shooting of black and white footage under the direction of H. C. Potter will be scrapped. Norman Taurog will direct the color version.

Ted Limes, Alhambra boy, who was to have played the role of Huckleberry Finn, is out of the cast and has been replaced by Jackie Moran.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Wild and Woolly"

(20th Century-Fox)

HOLLYWOOD, July 14.—Against a small western town setting, Jane Withers scampers through a pleasantly plausible story of juvenile impingement on adult affairs. Walter Brennan, highly effective as the grandfather, together with Carl (Alfalfa) Switzer and Jackie Searl score individually as stars while Pauline Moore and Frank Bailey take care of the romantic angle adequately. The production is high grade from a technical angle and elicited an enthusiastic response from the preview audience at the Los Angeles Uptown. This reaction indicates that "Wild and Woolly" should amply satisfy and substantially add to the Withers following.

The story has the child star as the granddaughter of a long reformed bandit running for sheriff of Mesa City against the opposition of the town banker, who makes a secret deal with gamblers operating a crooked concession at the local Pioneers' Day celebration. The early episodes, which feature a runaway locomotive with children aboard, an averted duel between the banker and the candidate for sheriff and finally a young newspaper editor in love with a school teacher, all reach peaceful solutions. Later the gamblers attempt to make the public reenactment of a historical stagecoach, bank robbery genuine and the finale has the aged reformed bandit capturing the crooks and ending the feud.

Little Miss Withers has a good song and dance number midway through the picture. The lines and performance are suitable throughout. Switzer stops the show with a comic singing attempt. The original screenplay by Lynn Root and Frank Fenton as well as Alfred Werker's direction combine to keep humor the essential factor without skidding into slapstick.

Production Code Seal No. 3,441. Running time, 64 minutes. "G."

Looking 'Em Over

"The Red Rope"

(Republic)

There is a good dramatic story interwoven in this western but its handling is not what it might have been. The necessary action, riding and shooting are present, however, and it is otherwise satisfactory as outdoor entertainment.

Bob Steele is about to be married to Lois January. His wedding day becomes a series of threatening hours during which sniping and various other forms of skullduggery become apparent. They are married, nevertheless, and Steele sets out to uncover the objectors to the match. One trail leads to another and with many action-filled sequences the film draws to its conclusion with Steele maneuvering two outlaw bands so that they battle each other into the arms of a posse.

The cast includes Forrest Taylor, Charles King, Karl Hackett, Bobby Nelson and Lew Meehan. S. Roy Luby directed. It was adapted from an original by Johnston McCulley.

Production Code Seal No. 3,422. Running time, 60 minutes. "G."

"They Won't Forget," now current at the Strand, was previewed by wire from the coast on June 10.

"Easy Living," at the Paramount; "Knight Without Armor," at the Radio City Music Hall; "The Emperor's Candlesticks," at the Capital, and "Slave Ship," at the Rivoli, are holdovers.

"Juggernaut," which opened at the Globe yesterday, was reviewed by cable from London on Sept. 21, 1936.

A. P. Man-Selznick Sign

HOLLYWOOD, July 14.—Final details for a film based on the activities of the Associated Press were set here today by Kent Cooper, general manager of the news agency, and David O. Selznick.

Would Force Real Names

BOSTON, July 14.—A bill to force actors and actresses and other performers to use their real names has been introduced in the House by Representative Francis X. Coyne.

Plan Two in Arkansas

LITTLE ROCK, Ark., July 14.—According to E. H. Rowley of the Arkansas Amusement Corp., two new theatres, to cost \$190,000, will be built here in the near future. One will seat 1,800 and the other 900.

Jason Stays at RKO

HOLLYWOOD, July 14.—Leigh Jason, who was scheduled to direct "Goldwyn Follies of 1938," will not work on the picture, but instead will continue at RKO where he is under contract. He has three pictures lined up.

U.A. Theatre Expansion in Texas Is Seen

(Continued from page 1)

United Artists of Texas, Inc., was not known in New York. However, indications future developments may not take place until the fall is seen in the fact William Phillips, executive vice-president of United Artists Theatre Circuit, Inc., is in Europe on an extended vacation, while Schenck, the president, will sail on the *Rex* Saturday.

WILMINGTON, Del., July 14.—United Artists of Texas, Inc., incorporated here today, was formed with a capital of 2,500 shares of no par value stock. Clearing through a company acting for the principals, the incorporators were Walter Lenz, B. R. Jones and J. P. Murray.

Munro, Crick Back At Sydney for Deal

(Continued from page 1)

deal between both circuits. Greater Union controls most of the first run key cities, while Hoyts has the majority of suburban and smaller houses.

Munro, it is understood, during his visit to the United States received instructions on terms for making a new deal. However, nothing of a final nature is expected to be done until Walter J. Hutchinson, foreign head for 20th Century-Fox, and Sidney R. Kent, president, arrive.

Sidney R. Kent, president of 20th Century-Fox, and Walter J. Hutchinson, foreign head, will sail on the *Mariposa* from Los Angeles on Aug. 18 for Sydney. During their visit, the 20th Century-Fox heads are expected to complete negotiations for continuing the Hoyts-Greater Union deal for at least 10 years, or more.

Wall Street

Consolidated, Eastman Gain

	High	Low	Close	Net Change
Columbia	30	30	30	
Consolidated	3 3/4	3 3/4	3 3/4	+ 1/2
Consolidated, pfd.	13 1/2	13 1/2	13 1/2	+ 1/2
Eastman	178 1/2	178 1/2	178 1/2	+ 1/2
Loew's, Inc.	81 1/2	79 3/4	80	- 1/2
Paramount	21 1/2	20 5/8	21	- 1/2
Paramount 2 pfd.	19 3/4	19 3/8	19 3/4	- 1/8
Pathe	8 3/8	8	8 1/4	
RKO	8 3/8	8 1/8	8 1/8	- 1/4
20th Century-Fox.	36 3/8	35 1/2	35 1/2	- 1/4
Universal, pfd.	70	70	70	
Warner Bros.	14	13 5/8	13 3/4	- 3/8

Curb Has Slight Decline

	High	Low	Close	Net Change
Grand National ..	2 3/4	2 1/4	2 1/4	- 1/8
Sonotone	1 1/2	1 3/8	1 3/8	- 1/8
Technicolor	28 3/4	28 1/2	28 1/2	
Trans-Lux	4 1/4	4 1/8	4 1/8	- 1/8
Universal	9	9	9	

Small Bond Losses

	High	Low	Close	Net Change
Loew's	99 1/2	99 1/2	99 1/2	
Paramount B'way	67 3/4	67 3/4	67 3/4	
3s '55	99 1/2	99 1/2	99 1/2	
Paramount Pict.	92 3/4	92	92 1/2	- 1/4
6s '55	108	106	106	- 1
RKO 6s '41 pp.	94	93	93	- 1/2
Warner Bros. 6s	94	93	93	- 1/2
'39 wd	94	93	93	- 1/2

(Quotations at close of July 14)

NATION-WIDE
AIR EXPRESS—
FASTEST!



• 2500 miles overnight by super-swift AIR EXPRESS. Nation-wide air and air-rail service. For rates, schedules, 'phone AIR EXPRESS Division, RAILWAY EXPRESS.

Thursday, July 15, 1937

Bamberger to Sell Program to Others

L. Bamberger & Co. is out with a unique idea which is described in a promotional booklet about to be issued. The department store, which sponsors Ed Fitzgerald on WOR, and which for some time past has been inserting a chatty news column under Fitzgerald's byline as a paid ad in metropolitan papers, is now offering both the program and the column to department stores in other cities.

The syndication is offered in the following fashion and terms: No more than one store in any one trading area can buy the column or the program. Both the column and the broadcast over a Mutual station will be so worded that it may be used by all stores. The broadcast will be offered to fewer stores than the column so that if the radio coverage is wider than local newspaper coverage, overlapping of audiences between any two stores will be minimized.

The cost of the column ranges from \$12 to \$50 per week; for the radio program as a live feature from \$18 to \$75 per week; and for the program as an electrical transcription from \$13 to \$50 per week. Radio time and newspaper space is additional.

RCA-Victor Plant to Close

CAMDEN, July 14.—The RCA-Victor plant here will close from July 30 to Aug. 9 for the annual plant-wide employees' vacation. Every effort will be made to make the shutdown as complete as possible, but a skeleton staff of maintenance and similar workers will be kept on. Under the 1936 vacation agreement, the company gives two per cent of the annual salary to each hourly wage employee on the payroll on July 16.

"Smoke Dreams" Renewed

H. Fendrich, Inc., has renewed "Smoke Dreams" for an additional 52 weeks, effective Sept. 26. The series is heard over a split NBC-Red network, broadcast westward from WLW studios in Cincinnati, Sundays from 1:30 to 2 P. M. Ruthrauff & Ryan is the agency.

Change Berch and Warnow

Fels & Co., sponsors of the Jack Berch and Mark Warnow program on CBS, will change the program's broadcasting time starting July 19, after which it will be offered Monday, Wednesday and Friday from 9:30 to 9:45 A.M. Young & Rubicam is the agency.

"Curb Exchange" New Name

OMAHA, July 13.—KOIL's daily man-on-the-street program, presented at 1:30 P. M. by Don Kelley and Had Hughes, has been officially christened "The Curb Exchange."

Miss Hope Opens Coast Office

Constance Hope, head of the publicity bureau bearing her name, has opened a new west coast office, with Henry C. Rogers as a partner.

Swimming Lessons Scheduled by WJAY

CLEVELAND, July 14.—H. K. Carpenter, general manager of WHK-WJAY, and John E. Vorpe, production manager, have just completed arrangements for the broadcasting of the first series of educational swimming lessons ever put on the air. Floyd Zimmerman, swimming supervisor of Billy Rose's Aquacade at the Great Lakes Exposition, has consented to act as instructor in the weekly broadcast to start on WJAY Tuesday, July 20, at 1:30 P. M., E.S.T.

Zimmerman has constructed a special beginner's platform at the Aquacade so he can start the series with fundamental instructions. The platform for the broadcast is three feet below the water and took an entire week to construct.

Zimmerman has developed a special technique for the program. Taking a beginner, he will help him overcome fear of the water, teach him proper movements and carry him right up to the stage of the advanced swimmer.

Zimmerman will also give hints on life saving.

Crowley Opens Agency

PHILADELPHIA, July 14.—Jerry Crowley has opened an agency handling publicity, advertising and merchandising. He was formerly associated with Crowley-LaBrum, Inc.

Z-Z-Z-Z-Z!

Dayton, July 14.—They're calling Ron Gamble, WHIO announcer, the human fly trap. It came about in this manner. While reading an announcement Ron paused to take a breath—and into his mouth a little fly flew. Fortunately the control operator cut the mike, while Gamble amid gasps, gulps and chokes turned pale green. The fly was finally extracted.

Expect Sterling to Drop Three Shows

Sterling Products will discontinue three of its NBC programs, "Sweetest Love Songs Ever Sung," "Broadway Merry-Go-Round" and "Manhattan Merry-Go-Round." Blackett-Sample-Hummert is the agency.

It is believed, however, that Sterling will build new shows in the periods now occupied by the outgoing programs, for fall presentation.

Add to "Home Forum" Time

PHILADELPHIA, July 14.—KYW's "Home Forum," directed by Home Economist Carol Bennett, has given an added spot on Thursday at 1:15 P.M., making a weekly schedule of four programs designed for women listeners.

Two New Offices for Transradio Started

Transradio Press Service has opened new bureaus at El Paso, Tex., and Phoenix, Ariz., and has moved its Philadelphia bureau into enlarged quarters.

A. L. Williams has been transferred from Transradio's Dallas bureau to open the new El Paso office, in the building occupied by *El Continental*, Spanish language daily. The Phoenix bureau will be located on North Central Ave. Its manager has not yet been permanently assigned.

Harold Parr, until recently New England division manager, is opening the enlarged Philadelphia quarters.

Latest station contract placed with Transradio for its new service is WCKY's in Cincinnati. L. B. Wilson, owner of WCKY, contracted for Transradio's full leased wire.

NBC Gets All Pier Bands

PHILADELPHIA, July 14.—All dance bands scheduled for the summer season at the Million Dollar Pier, Atlantic City, will be carried by both the NBC Red and Blue networks, with KYW, local NBC-Red outlet, making the pickups. The Red net shows will be heard on Fridays, while the blue carries the dancing sessions on Saturday. The list of bands following Johnny Hamp's current week includes weekly stays for Clyde McCoy, Jan Savitt and his KYW Tophatters, Ted Lewis, Clyde Lucas, Don Bestor, Harold Stern, Jack Denny and Russ Morgan.

McDonough Sports Editor

BOSTON, July 14.—Dick McDonough, radio sports commentator, will be the sports editor of the Yankee and Colonial Network news service, according to John Shepard, 3rd, president of the Yankee and Colonial networks.

McDonough has been associated with all branches of sports in radio since 1931 and is well known to the New England radio audience.

Nola Day on NBC-Blue

Nola Day, west coast contralto who settled here recently, will be featured in a new twice weekly sustaining series over the NBC-Blue, beginning July 17. She will be heard Saturdays from 8:15 to 8:30 P. M., and Wednesdays from 7:15 to 7:30 P. M. Norman Clouthier's orchestra will support her.

F. W. Meyer's Duties Split

DENVER, July 14.—F. W. Meyer, manager of KLZ, has been relieved of some of his duties by the promotion of Frank Quinn, national sales manager, to sales manager. Quinn has been with KLZ for five years.

Form Kentucky Broadcasting

LOUISVILLE, July 14.—Kentucky Broadcasting Corp., with principal office in this city, has been chartered with \$50,000 capital by Arthur C. Van Winkle, Oldham Clarke and D. E. Kendrick.

"Shadow Strikes" on Mutual

Grand National's "The Shadow Strikes" will be heard as a radio series beginning Oct. 3 over the Mutual and Colonial networks. It will be offered over Mutual Sundays at 5 P. M., and over the Colonial web at 5:30 P. M.

Radio Personals

FRANK AND MRS. HUMMERT of the Blackett-Sample-Hummert agency will take their first vacation in years next month when they leave for Europe. . . Henry Fox of CBS artists service has booked Margaret McCrae for a guest appearance on Sunday's "Surprise Party". . . NBC Production Directors Harry McFayden, Tom Hutchinson and Carlo Edwards start their vacations tomorrow. . .

Vincent Lopez will be a guest lecturer at two class sessions at N. Y. U. this fall. . . Ann Sothorn has been set for a guest appearance on the Chase and Sanborn show Sunday. . . Ray Saunders, WHN staff announcer, has added sports broadcasting to his duties. . . Ray Perkins' Mutual show compresses to a half-hour presentation beginning Sunday. . . Binnie Barnes will be the screen guest on the CBS "Hit Parade" Saturday. . .

Mrs. Janet Fox Wing, formerly with J. Walter Thompson, has joined the copy staff of Kenyon & Eckhardt. . . Harry Salter, "Hit Parade" conductor, will be a guest on Walter King's "Song Contest" over WINS today. . . Irving Strouse, Paul Whiteman's press representative, returned to New York yesterday from a 10-day trip with Whiteman to Fort Worth. . . Jerry Baker, WMCA singer has been made a deputy sheriff of Passaic County, N. J. . . Francesco X. Sanchelli, the individual who has caused radio officials no end of sleepless nights by calling their attention to mistakes made in pronunciation over the air, has established a school which

is being patronized by some of the biggest names in radio. . .

Chicago Town Pump

CHICAGO, July 14.—Frank L. Rand, Chicago CBS publicity director, is back from a visit to CBS stations KMOX in St. Louis, and WKRC in Cincinnati. . . Hal Burnett, WBBM publicity director, left yesterday for a golfing and swimming vacation in New Orleans and on the gulf coast. . . A third antenna has been added to the group of towers that disseminate the 22-hour-a-day broadcasts of WIND at the Gary transmitter. . . Andrew Schomaker and Hugh T. White have been added to the maintenance engineering staff and Arthur L. Hockin to the studio engineering staff of the NBC Chicago studio. . . Durward Kirby, formerly with WLW, Cincinnati, has been added to the NBC Chicago announcing staff. . .

Pittsburgh Town Pump

PITTSBURGH, July 14.—Betty Dugan (Mrs. Buddy Biller), who took a leave of absence at WWSW to become a mother, has resumed her "Juvenile Round-Up" program on that station. . . Carolyn Gray has been signed for a weekly series of piano recitals on WWSW until she leaves for the coast Aug. 1 to accompany Lily Pons. . . Jack Gihon, KDKA's program director, has just become a granddaddy. . . Brian McDonald and Jerry Mayhall are touring their WJAS-Wilken's amateur units in small town theatres all over the tri-state area. . . Virginia Dahlman, the former band leader, has been made musical director for all radio shows produced by the Bothwell agency.

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535 Fifth Avenue,
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From script to production—
that extra something that's good radio

Para., 20th-Fox List Their High Salaries

(Continued from page 1)

a considerable increase over the \$208,000 he received in 1935; while Darryl F. Zanuck received \$260,000 and Roy Del Ruth \$238,333.

Details of expenditures in the Paramount report showed that seven persons, who were both officers and directors in the company, received \$400,132; 10 officers received \$290,895 and 143 producers, supervisors, directors, actors and actresses, technicians, etc., received \$7,458,240.

A bonus of \$92,080 was paid to R. B. Wilby and H. F. Kinsey for management services; Joseph P. Kennedy got \$50,000 for his services as special adviser and \$118,500 was paid to Simpson, Thacher and Bartlett as counsel and \$65,000 to Root, Clark, Buckner and Ballentine as attorneys.

Brandt Tells ITOA Para. Will Be Fair

(Continued from page 1)

the Asbury Park session. The Allied unit, before the meeting, sent out circulars to its members on the Paramount situations, one of which reached the manager of the local exchange.

Next Wednesday, Brandt will meet with his members at a special session. Sales policies in general are expected to be gone over at the time. He was forced to cut yesterday's meeting short due to a bad ear.

Greenblatt Handling G.B. Exchange Here

(Continued from page 1)

throughout the country likewise have been temporarily shifted, but all will assume their original posts in September.

"Non-Stop to New York" is the first of the minimum of 12 films G. B. will release next season. The output is being sold either individually or in groups.

Minn. Amusement In Partnership Deal

(Continued from page 1)

partnership deal with the Grenges for operation of the Urban.

Under the Grengre deal, Don Grengre will continue as manager of the Urban under the supervision of his brother, Sheldon, who will divide his time between Mankato and the other Grengre operations in Cloquet and Lake City, Minn., and Spooner and Barron Lake, Wis.

McLeod, Goodrow Join

NEW ORLEANS, July 14.—Harry S. McLeod, former manager of the St. Charles, and Frank Goodrow of Goodrow Attractions, have formed a partnership in the mechanical advertising business, and making progress. They say they are through with the film game—for a time at least.

Banks to Appear Here

LONDON, July 14.—Leslie Banks has completed his part in the Basil Dean London Films "The First and the Last" at Denham. He will go to Broadway in September to play opposite Sylvia Sydney in a new Ben Hecht play.

No Royalty

Des Moines, July 14.—Some peculiar quirk in the democratic makeup of the mid-western inhabitant makes him rise up at royalty. The public does not respond to picture titles which use such words as "king," "queen" or "emperor."

Tri-States advertised "The Emperor's Candlesticks" as "The Mystery of the Emperor's Candlesticks," and concentrated on the players rather than the title.

"Living" and Raye \$58,500, Paramount

(Continued from page 1)

"Saratoga" and then "Captains Courageous."

"Knight Without Armor" finished a first week at the Music Hall last night with approximately \$85,000. "Two Who Dared" will probably finish at the Roxy tonight with \$23,000.

After garnering \$22,000 on the first week, "The Singing Marine" ended a second stanza at the Strand at \$12,000. "League of Frightened Men" at the Rialto took in about \$7,500. The final week of "Slave Ship" at the Rivoli was good for \$10,000.

Shift Loew Managers

BOSTON, July 14.—Several E. M. Loew managers have been shifted. Hy Passman goes to the Ideal, Roxbury, taking the place of Lawrence Stone, who has been transferred to the Regent, Arlington. Harry Blackstone has gone to the Colonial, Newport, from the Regent.

Swedish Group Elects

STOCKHOLM, July 14.—The Swedish M. P. Owners' Ass'n., at its annual conference here, reelected Carl Brannberg as president.

Out Hollywood Way

HOLLYWOOD, July 14.—M-G-M will have more than 200 dancers in "Rosalie," directed by ALBERTINA RASCH. . . . BETTE DAVIS has returned from a three-week vacation at Del Mar. . . . "Adventurous Blonde," another of Warners' "Torchy Blane" stories, has finished shooting.

JACK HASKELL, for more than two years dance director at 20th Century-Fox, has left the lot. . . . WILLIAM DOLLAR of the American Ballet has been signed for a specialty dance in "The Goldwyn Follies." . . . RAY NOBLE will make his film debut in RKO's "Damsel in Distress." . . . BUCK JONES has purchased film rights to "Sudden Bill Dorn," JACKSON GREGORY novel, for his next Universal film which RAY TAYLOR will direct.

Casting—MARIAN MARSH draws a featured role in RKO's "Saturday's Heroes." . . . MARY BOLAND in RKO's "Don't Forget to Remember." . . . LIONEL ATWILL to Warners' "The Great Garrick." . . . BRANDON TYNAN

Gillmore in Protest To Hopkins on WPA

(Continued from page 1)

ington had been unsatisfactory, Gillmore carried the case to the top today, the first time that any of the protestants in the case had an opportunity to talk to Hopkins.

The crux of the controversy is the effort of the actors', musicians' and stage hands' unions to prevent the dismissal of professionals from the New York theatre project in favor of others, who, it is charged, never worked on the stage.

Gillmore had a lengthy conference with Hopkins in the course of which he is said to have acquainted the administrator with the whole situation and was given assurances that the matter would be investigated in an effort to accord justice to all in the project.

Equity WPA Meet Today

A general meeting of representatives of 11 A.F. of L. theatrical unions and Actors' Equity is expected to be held today to hear the results of the conference at Washington yesterday between Frank Gillmore, Equity president, and Harry Hopkins, WPA Administrator.

Equity Holds Miss Bryant

Dorothy Bryant, executive secretary of the Chorus Equity Ass'n, who had steadfastly refused to consider the Actors' Equity Council proposal to reconsider her resignation, and take two months off with pay, has finally made a proposal of her own. She has extended the effective date of her resignation to June 1, 1938, but will leave before that time if a suitable successor can be found to replace her.

Kill Minnesota Bill

MINNEAPOLIS, July 14.—Minnesota's chain tax bill, which would have levied a seat tax on circuit theatres on a graduated scale, has been killed in committee in the special session of the legislature.

Bargaining to Start On Pacts in Omaha

OMAHA, July 14.—Bargaining between the exchange employees' union and branch managers will start late this week on the demands drawn up after a series of union meetings. For bargaining purposes the union lumped the exchanges into three classes as follows: Class A—Paramount, M-G-M, Warners, 20th-Fox and RKO; Class B—United Artists, Universal and Columbia; Class C—Republic-Midwest and Capitol. Because they do not have sufficient employees eligible to union membership, Monogram and Grand National are being ignored for the time.

Demands Listed

The demands are: Class A: Head shippers, \$40 a week; assistants, \$35; head poster clerks, \$35; assistants, \$30. Class B: head shippers, \$35 a week (no assistants); poster clerks, \$30 (no assistants). Class C: Head shippers, \$30 (no assistants or poster clerks). Inspectresses scales for all exchanges: Head, \$25; assistants, \$20; apprentices, \$15 (of less than six months' experience).

Closed shop, 40-hour week, time and half pay or equivalent time off for overtime; two weeks' vacation for employees of a year; week for employees for six months; arbitration on discharges; only grounds for discharges to be drunkenness or dishonesty; work day of only 55 1,000-foot reels for inspectresses; pay increases to be retroactive to date negotiations start.

Theatrical Group Meets

CINCINNATI, July 14.—Approximately 75 delegates from the U. S. and Canada are attending the 26th biennial convention of the Grand Lodge of the Theatrical Mutual Ass'n. here. The membership, which totals approximately 4,000, is composed of actors, operators, studio employees, stagehands, musicians and others in the professional and entertainment field.

Injunction Request By Artists Rejected

(Continued from page 1)

the Producers Ass'n sought a permanent injunction restraining interference with the bargaining pact now being sought by the local. Superior Judge W. Turney Fox ruled that the union is not incorporated and cannot bring suit.

As a result of today's decision the union plans to have individual members sue for an injunction on another labor front.

The Ass'n of Color Film Technicians today filed a request before the Regional Labor Board asking to be declared the bargaining agent for Technicolor workers here. The I.A.T.S.E. is negotiating a contract with Technicolor currently and this move is believed to have been taken to defeat the I.A.T.S.E. Society of M. P. Set Designers.

The Society of Art Directors and the Society of Artists and Illustrators today filed requests for an election to declare them the collective bargaining agencies for their crafts in major studios. The organizations were formed during the recent strike and represent some of the divisions claimed by the scenic artists local.

Labor Board hearings are set for sometime after Sept. 1.

to "Sh! The Octopus," Warner picture featuring HUGH HERBERT and ALLEN JENKINS as detectives. . . . FREDERICK CLARKE, colored actor with a broad English accent, to "Park Avenue Follies," SCHULBERG.

Writers—Monogram has assigned SCOTT DARLING to script "Atlantic Flight," ERIC TAYLOR, "Port of Missing Girls," and BETTY BURBRIDGE, "Telephone Operator." . . . LAWRENCE STALLINGS goes to M-G-M in the fall for an assignment not set yet. . . .

Music—VICTOR YOUNG has been assigned the musical scoring on Paramount's "Double or Nothing," BING CROSBY films. BURTON LANE and ROBERT FREED are doing the songs.

Contracts—RKO has extended the contract of LUCILLE BALL. . . . ROBERT EMMETT has been signed by Monogram as a writer and will assist R. N. BRADBURY, associate producer on the JACK RANDALL musical westerns.

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and
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to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 13

NEW YORK, FRIDAY, JULY 16, 1937

TEN CENTS

Chicago Faces Levy of 3% on House Grosses

City Plan Jars Showmen, Who Map Protests

CHICAGO, July 15.—Faced with the possibility of paying a three per cent amusement license tax on gross receipts, Chicago exhibitor leaders this morning conferred with Roger Kiley, chairman, and other members of the city Finance Committee to discuss the city's plan for raising funds to meet a \$3,000,000 deficit.

Other industries also are being contacted on this fund raising plan. City officials announced some months ago that theatre license fees would be at least doubled this year, starting July 1, but the announcement that a three per cent tax would be assessed was like a bombshell to theatre men, who plan to fight such a tax.

A meeting has been scheduled next week by the exhibitors to confer regarding the presentation of a counter proposition.

"This is a serious matter and warrants the attention of every exhibitor in Chicago," said Aaron Saperstein,

(Continued on page 14)

Second Fox Theatres Dividend Authorized

Milton C. Weisman, equity receiver of the Fox Theatres Corp., was authorized yesterday by Circuit Judge Martin T. Manton in the U. S. District Court to pay a second dividend of three per cent to creditors of the corporation. The first dividend was a five per cent one.

The trustee in bankruptcy of William Fox objected to a further dividend payment unless a reserve was set up to satisfy claims of several million dollars filed by the trustee. The trustee's claims, which are based upon judgments obtained against Fox for guarantees of corporate leases, have not yet been allowed. Justice Manton ordered a reserve fund set aside for use if the claims are finally upheld.

Kyle and Whitsons Tried for Perjury

LOS ANGELES, July 15.—Selection of a jury was started in Federal Court here today in the perjury trial of Delmar A. Whitson, George T. Whitson, his son, and Robert Kyle. The defendants claim to be the inventors of a method of applying a photoelectric cell to film sound recording.

So important does the Government

(Continued on page 14)

Radio Advertising Intake In May Totals \$11,325,165

WASHINGTON, July 15.—Total radio advertising for May amounted to \$11,325,165, a slight increase over April, it was reported today by the National Ass'n of Broadcasters. The increase was due mainly to a 6.7 per cent gain in local advertising, which took the place of the usual seasonal decline.

Total May business for eight national networks was \$5,875,531; for regional networks the total was \$137,734. National non-network stations grossed \$2,962,200, a gain of 2.4 per cent. The local station total was \$2,349,700.

National magazine advertising dur-

ing May totalled \$17,763,997. National farm advertising papers grossed \$686,534, and newspapers, \$52,138,000.

Stations of more than 1,000 watts took \$2,261,000. Stations from 250 to 1,000 watts grossed \$2,335,500. The 100-watt stations took \$715,400.

Compared with April, the New England, Middle Atlantic and North Central areas experienced increases, while the balance of the country reported slight decreases.

Live talent showed the only increase of importance among various types of renditions, rising from 7.6 per cent in

(Continued on page 12)

Additional Radio News — Pages 12 - 13

Robb & Rowley Plan New Arkansas Spots

LITTLE ROCK, Ark., July 15.—The Arkansas Amusement Corp., a subsidiary of Robb & Rowley, Inc., will build two new theatres here to cost a total of \$190,000.

The first will be on Capitol Ave. near Main St. and will cost approximately \$150,000, seating 1,800.

The other, at a Main street location near a present third run house owned by opposition, will seat approximately 900 and will cost about \$40,000, E. H. Rowley, manager, said. Construction will start within the next 60 days.

The Arkansas Amusement Co. controls all first runs in Greater Little

(Continued on page 14)

Technicolor Gaining In London—Kalmus

Production volume at the Technicolor plant in London will be at full capacity by the end of the year, Dr. Herbert T. Kalmus stated yesterday upon his return from abroad on the Bremen.

The plant has a capacity of about 2,000,000 feet per month, about one-third the Hollywood plant, he said. Mrs. Kalmus remained in London to supervise the color work on six features to be made by Alexander Korda during the next 18 months.

Dr. Kalmus will leave for the coast about Aug. 1.

Unions Back Bill to Halt WPA Dismissals

The Allen-Schwellenbach bill, introduced in the House by Representative Allen of Pennsylvania and in the Senate by Senator Schwellenbach of Washington, was endorsed by representatives of the theatrical unions with

(Continued on page 14)

May Appeal Plan on Fox Detroit Theatre

An appeal may be taken by a group of bondholders from the approval by the U. S. District court in Detroit of the referee's report recommending the reorganization plan for Fox Theatre there, it was learned here yesterday. The group, if it decides to appeal, must do so within a few days. They will contend that the plan is not to the best interests of the bondholders.

Under the terms of the plan the theatre, owned by a bondholder group, will be leased to the Fox Michigan Corp., a wholly-owned subsidiary of National Theatres, for a term of years. A guaranteed annual rental of \$125,-

(Continued on page 14)

Films in Work Hit Summer Peak of 49

HOLLYWOOD, July 12.—Production reached a summer high this week with 49 pictures before the cameras. Fifteen started during the week, six finished and 19 are in final preparation stages. Sixty-nine are editing.

Starts were: Grand National, "Renfrew of the Mounted;" Monogram, "Atlantic Flight;" Republic, "Fools in Paradise;" RKO, "Fight for Your Lady," "40 Naughty Girls," "Don't Forget to Remember," "Saturday's Heroes," and "A Love Like That;" 20th Century-Fox, "Life Begins in

(Continued on page 14)

Cocalis and Sussman To Discuss Overages

Conferences will get under way at Louis Nizer's office between William Sussman, eastern division sales head of 20th Century-Fox, and Sam D. Cocalis of the Springer-Cocalis circuit on alleged accumulated overages

(Continued on page 14)

Film Buying Is Sluggish In New York

Preliminary Talks Held By Some Circuits

Film buying by local independents for next season is at a low ebb. Distributors are showing no signs of concern, contending that New York exhibitors are usually the last to buy. Theatre owners declare there is no reason to rush new product deals as current contracts provide for a steady supply of film until the latter part of next month.

Preliminary discussions have been held by some of the larger independent circuits with major companies, but few deals have been closed because of the Loew and RKO delay in completing arrangements for next season's playing time.

Loew last week signed contracts for U. A.'s output next season. The circuit is now finishing talks with Paramount. In both instances, the new pacts supplant 10-year franchises held by Loew's. RKO, Skouras and Randforce have franchises with 20th Century-Fox which have from four to seven years to run. RKO's term deal with Warners has another three years to go. Skouras also has another year to continue under a two-year Columbia compact.

Harry Buxbaum and Joe Lee of the local 20th Century-Fox exchange have completed arrangements with Loew's and RKO for the new season's product. Loew's will play a number of pictures second run after RKO, Skouras and Randforce, the same as heretofore.

Report 300 Theatres In Phila. Para. Move

PHILADELPHIA, July 15.—Chairman Dave Barrist of the U.M.P.T.O. committee in charge of the Paramount boycott drive reported today that 300 theatres have been lined up in the move to prevent bookings of that company's product during August. He

(Continued on page 14)

Court Upholds Song Plagiarism Verdict

The U. S. Circuit Court of Appeals, in a unanimous decision handed down yesterday, upheld the viewpoint that actual proof of access is not necessary to the establishment of plagiarism in musical composition. The court, confirming a U. S. District Court deci-

(Continued on page 14)

MOTION PICTURE
DAILY
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MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.

PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Viale Gorbias; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Alberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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◀ Purely Personal ▶

SIDNEY R. KENT is due Aug. 1 from Maine. On that date a board meeting of 20th Century-Fox will be held, following which KENT will return to the New England resort to complete his vacation.

PERCY PHILLIPSON, slated to sail for London earlier in the week, has been detained by pressure of General Register business and will return home in a couple of weeks.

REGINALD ARMOUR, RKO sales head in the Far East, left yesterday for Chicago, the coast and his headquarters.

MRS. RUBE JACKTER leaves California Sunday by boat with Mrs. JEROME SAFRON for New York. They are due here Aug. 3.

ARTHUR A. LEE, G.B. vice-president, was host in Buffalo yesterday at a trade screening of "King Solomon's Mines."

FRED ULLMAN, editor of Pathe News, went to Boston yesterday for a short business visit. He is due back today.

"SANDY" ABRAHAMS, head of the trailer department at the Warner studio, flies west tonight after a few days here.

BUDDY LONGWORTH, Warner cameraman, leaves for Hollywood today over the road which was the way he came in.

GEORGES RIGAUD, Argentine actor, left France yesterday on the *Champlain* and will arrive in New York, en route to Hollywood, on July 22.

LOUIS WEBER, attorney for Skouras Theatres, is due back at his desk to-

They Golfed

Universal executives and a limited number of guests went ahead with their plans for golf at Bonnie Briar near Larchmont yesterday despite the downpour. Some of the harder ones played in the morning and practically all of the 60 who turned out played in the afternoon.

Sam Sedran and Eddie Bonns have a sort of reputation around "U" headquarters as the outfit's champion golfers. To prove you never can tell, along came Jimmy Grainger, coupling with Paul Gulick yesterday, to lick the champs by seven to six for an 18-hole afternoon play.

day after having been home several days because of a cold.

STEVE BROIDY, Monogram franchise holder in Boston, is in town conferring with JACK SHEA of Feiber & Shea.

HAL HORNE arrived from the coast yesterday and he will remain several weeks looking over new talent.

HAROLD J. FITZGERALD and ETTA WEISNER of Fox Wisconsin yesterday left for Milwaukee.

MARION AVERY of the Columbia scenario department yesterday flew to the coast.

BEN CAMMACK of RKO will leave today by plane for Dallas, en route to his foreign headquarters.

CARL SHALIT, Columbia branch head in Detroit, left for his headquarters yesterday.

ED T. DAWSON has joined National Studios to take charge of promotion.

I. J. HOFFMAN has returned to New Haven after a short visit here.

CHARLES STERN of M-G-M is back from a vacation at Long Lake, N. Y.

European Deals Are Closed by Goodman

New distribution deals for Republic product were closed in Norway, Sweden, Turkey, Holland and Belgium by Morris Goodman, in charge of foreign sales for the company, during his recent three-month trip abroad, he said yesterday. Goodman visited England, the Scandinavian countries, France and Italy.

Business is excellent, he reported, in England and the Scandinavian countries, but not more than fair on the Continent generally. Governmental restrictions in the central European countries present obstacles to prosperous activity for imported product, Goodman declared. Theatre building is continuing in England and especially Sweden, but there is very little in the other countries he visited. The business of British Lion, which distributes Republic product in England, has improved substantially, Goodman said. Notable among the examples of governmental restriction which he cited was that in Czechoslovakia, where an imported film must pass through a series of commissions before it may be released in the country.

M-G-M Year Book Out

M-G-M has just issued its 14th year book in four colors with the pages held together by a wire spiral. It is simple in design with the usual heavy plugging of Leo the lion and a foreword by Nicholas M. Schenck. Before listing the new season product the book turns back to hits of every season from 1924-25 to the present. The final page has the lion roaring "M-G-M Tops M-G-M in 1937-38."

It is the work of Si Seadler's staff under the supervision of Howard Dietz.

Rudd Made Theatre Head

Major A. G. Rudd, for five years head of the contact department and assignment editor for Pathe News, yesterday was appointed theatre supervisor of Newsreel Theatres by William Githens, president. The company at present operates the Newsreel Theatre on Broadway and is remodeling the Concourse at Fordham Road and the Concourse, Bronx. Prior to joining Pathe News Rudd had spent several years in the theatre field.

Odeon Offer Popular

LONDON, July 8.—The offer of £1,800,000 first mortgage debenture stock, at 99 per cent, and of 180,000 ordinary shares at five shillings, in Odeon Theatres, Ltd., made by Philip Hill & Partners, was heavily oversubscribed five minutes after the opening of the lists. It is understood on the Stock Exchange that, with less than £1,900,000 asked, the public offers totaled nearly £5,000,000.

Bar "Spain in Flames"

LOS ANGELES, July 15.—The Vacaville, Solano County, City Council has banned the showing of "Spain in Flames" as "filled with Communistic propaganda."

Five weeks ago authorities arrested four men, including Nathan Adler and Lew Mintz of San Francisco, for attempting to show the film without a license.

Hold "Slave Ship"

The Rivoli is holding over "Slave Ship" for another week at least.

Imperial's 3rd Meet At Frisco July 28-29

Imperial Pictures will hold its third and final regional meeting at the St. Francis, San Francisco, July 28-29, William Pizor stated yesterday. The New Orleans session has been canceled. Last Saturday and Sunday the second regional was held at the Congress.

Pizor said either he or E. J. Smith, general sales manager, will attend the coast session.

Set Stage Award Group

Sidney Howard, president of the Dramatists' Guild, has named the following committee to award the John Golden Fellowship: Frank Crowninshield, chairman; John Golden, Sidney Howard, George Kaufman and Burns Mantle. The Golden Fellowships are of \$1,000 each, to be awarded to young dramatists who have shown promise.

Gershwin Services Held

Funeral services for George Gershwin, who died in Hollywood Sunday, were held yesterday afternoon at Temple Emanu-El. At the same time a memorial service was held in Hollywood. Burial was in Mount Hope Cemetery, Hastings-on-Hudson.

Looking 'Em Over

"Meet the Boy Friend"

(Republic)

A nicely turned semi-musical film that will be entirely approved on a double bill or as a feature in the lesser spots. It is gay stuff, combining all entertainment elements in formula style. The cast names are fairly well known and the performances are adequate.

David Carlyle, a newcomer, is a nationally known crooner. His romantic nature causes Andrew Tombes, his boss, to keep the amorous females from him. He sends Gwili Andrew, a Swedish actress, off to Hollywood and takes out "love insurance." Carol Hughes is a partner in her uncle's insurance firm. To her falls the lot of keeping Carlyle's mind on his broadcasting. She accomplishes this end by having him fall in love with her. Eventually her scheme is uncovered. Warren Hymer saves the situation by having her kidnapped by a pair of phonies. But it turns out to be real when insurance racketeers discover her at Cy Kendall's night club. Carlyle comes to the rescue and the police intervene in time. The pair go on to greater success as "America's Singing Sweethearts."

Pert Kelton is amusing as Tombe's scatter-brained spouse. Smiley Burnette delivers a tuneful sequence with various paraphernalia. The music is pleasant. Ralph Staub directed.

Production Code Seal No. 3,425. Running time, 65 minutes. "G."

(Additional Reviews on Page 5)



"WEE WILLIE WINKIE"

20th's maximum-money smash of 1936-37!

» *Hailed by the entire trade press as the season's boxoffice sensation!*

» *A record-breaking advance sell-out at its \$5.50 world premiere!*

» *Now set for its 4th great week at the Carthay Circle (\$2.20 top)!*

SOON TO BE YOURS!*

AND EAGERLY AWAITING AUDIENCES WILL GIVE THE WORLD'S SHOWMEN THE MOST DAZZLING RECORD OF HOLD-OVERS THE TRADE HAS EVER WITNESSED!

* Released July 30th



Rudyard Kipling's
"WEE WILLIE WINKIE"
starring
SHIRLEY TEMPLE
and
VICTOR McLAGLEN
with C. AUBREY SMITH, JUNE LANG,
MICHAEL WHALEN, CESAR ROMERO,
Constance Collier, Douglas Scott
Directed by John Ford—Academy Award Winner
Associate Producer Gene Markey. Screen play
by Ernest Pascal and Julien Josephson.
Darryl F. Zanuck in Charge of Production



THE KEYSTONE OF YOUR FUTURE

Short Subjects

"I Pledge My Heart"

(U. S. Dept. of Agriculture)

A pictorial record of the pilgrimage to Washington of the delegates to the 11th annual 4-H Club Camp, a little known activity, sponsored and encouraged by the U. S. Dep't of Agriculture. Director Emerson Yorke, in his direction, has done a representative job in catching the spirit of the country's farm youth. In his pictorial treatment of their visit to Washington and its memorials, its public buildings and its notable sights, his handling is interesting and more professional than the rank-and-file film turned out under the auspices of various Government bureaus. Alois Havrilla supplies the running commentary and the U. S. Marine Band the music. Running time, 11 minutes. "G."

"Little Hiawatha"

(Disney-U. A.)

Walt Disney's fathomless whimsicality results in an entirely new approach on the famous Hiawatha. He makes the renowned Indian warrior a tender youth who has his troubles with the raging currents and who, setting out to hunt in the forest, understandingly fails to develop the courage to bump off a pleasant-looking bunny. This earns him the gratitude of the friendly denizens of the woods and they come mightily to his rescue when Little Hiawatha is chased by the old grizzly bear. Up to the Disney standard and thoroughly charming throughout. Running time, 10 minutes. "G."

"Hollywood Screen Test"

(Universal)

By far the best treatment of the subject to be offered. Here, in an informal and lightly technical manner, the inner workings of the quest for new talent are revealed. The scenario is simple and has a sincere ring. Kay Hughes is discovered by a scout and her test, from the initial voice recording to the final screening and contract signing is revealed. It is the stuff which audiences of all kinds will receive with approval and enjoyment. Running time, 20 mins. "G."

Show Stereoscopic Film

PARIS, July 5.—"Euskadi," a documentary film on the French Basque country, is being shown at the Olympia. It is a stereoscopic picture, made with the Louis Lumiere process, which requires the use of colored glasses. It is said to be a distinct improvement over the previous pictures made with the process.

"Thin Ice" Final Title

HOLLYWOOD, July 15.—It's "Thin Ice" again, and probably finally. Twentieth Century-Fox changed the title of the new Sonja Henie film to "Lovely to Look at," and now has reverted to the former title.

Charge Wilcox Title

LONDON, July 15.—The title of the Herbert Wilcox production, "Neapolitan Love Song," which was written by Ray Lewis, Canadian film trade paper editor, has been changed to "London Melody."

Overseas Previews

"The Edge of the World"

(Rock-British)

LONDON, July 8.—At last a British company has offered exhibitors an unusual film. From the box-office point of view, "The Edge of the World" is a problem. Its nearest affinity is "Man of Aran." As an artistic endeavor, also, it deserves to be classed with that picture. Pictorially, it is of a very high order. Dramatically, it is uneven. Whether its theatre career depends on the extent to which the public patrons will accept a realistic picture of man's struggle with nature, which is necessarily a somewhat sombre matter, lightened in this case by magnificent seascapes, in preference to easier, if less truthful, fare.

Staged in the remote Scottish island of Foula, the film pictures the unavailing struggle of the small community of fishers and farmers to hold on to their ancestral home, in face of the competition of trawlers, the failure of crops and the defection of younger members. Individual drama is provided by episodes of a youth who, due to leave for the mainland, is killed in a reckless cliff climb; in the love affair of his sister and the other young islander unjustly blamed for her brother's death. A dash through angry seas with a child dying of diphtheria, and finally saved by an operation in the ship's cabin, the final evacuation of their home by the islanders, and the tragic death, through a frayed rope, of one of the elders are other scenes that remain in the memory.

As notable is the atmosphere of absolute, and often stark, realism in the pictures of everyday life on the bleak Atlantic rock. There is color in the primitive church service, and in the picture of the island "parliament." It is impossible to overpraise the austere beauty of the island or the excellence of the photography by which it is presented. Some of the acting is really fine; notably that of John Laurie as the stern upholder of ancient tradition. Finlay Currie, Niall Macginnis, Grant Sutherland and Belle Chrystall also are convincing in very testing roles.

Many of the virtues of the British "documentary" are to be found in this picture. That is to say, it is pictorial, sincere, and sometimes very moving. The settings are grandly beautiful. Its direction, by Michael Powell, has avoided most of the screen cliches. It is one to be viewed; no one but an exhibitor with an intimate knowledge of his local conditions can say whether it is unsalable in any given theatre. Where it can be shown, it is likely to be more than an average success, but it calls for very special handling.

Running time, 80 minutes. "A."

"... Said O'Reilly to McNab"

(Gainsborough—G.B.)

LONDON, July 8.—Given understanding of all the dialogue, this may well prove one of the most acceptable, in America, of light comedies made in England. Even without that certainty it has so much comedy expressed in action and so much fundamental humor of idea, that it should find a hearty welcome in many quarters.

The weight of the film rests entirely on the shoulders of Will Fyffe, the Scottish comedian, and Will Mahoney, whose Irish-Americanisms need no introduction. Fyffe puts up a brilliant piece of character acting as a close-fisted Scotsman and Mahoney is a fine second as a wise-cracking American crook. How these two get into a business partnership, based on the American's discovery of a marvelous reducing pill, which is really a candy stolen from the small son of the Scotsman, and how after mutual efforts at double-crossing they establish a firm liking cemented by the marriage of the Scotsman's daughter and the American's son, is just one long laugh.

High spots are a golf match which each, a crack player, tries to start with a lost hole, and a New Year's Eve party giving Fyffe a chance to sing and Mahoney an opportunity to put over his famous comedy dance, but the big success of the film is in those little touches of character and incident that just can't be put down on paper. There is excellent support, notably from young Robert Gall, as the black-mailing schoolboy son of the Scotsman. William Beaudine has directed it brilliantly, giving it American pep without sacrificing a bit of Fyffe's authentic Scottish pawkiness. One to see.

Running time, 84 minutes. "G"

ALLAN.

G.B. of America yesterday stated "... Said O'Reilly to McNab" is not slated for distribution in this market.

Columbia Dividend Set

Columbia directors have voted a quarterly dividend of 68½ cents per share on the \$2.75 convertible preferred, payable Aug. 16 to stockholders of record Aug. 4.

O'Donnell Recovering

BOSTON, July 15.—Edward O'Donnell of the State and Liberty in Webster is convalescing from an operation performed at St. Vincent's Hospital. His condition is very favorable.

Variety Club

Pittsburgh

PITTSBURGH, July 15.—Joe Kaufman was king for the day at the Monday night dinner.

A cooling system has been installed in part of the club quarters at the William Penn through the courtesy of the Harris Amusement Co.

An initiation party is scheduled for Saturday night. The new members are: Jim Thorpe, Jack Hollister, Joe Miller, Jim Alexander, George Collins and S. A. Fineberg.

Committees in charge of the golf tournament to be held at Westmoreland Aug. 20 are: Trophies, J. H. Harris, chairman; J. T. McGreevey and Harry Seed; applications and treasurer, Dr. Beinhauer, chairman; James G. Balmer and Harry Feldman; contests, John Maloney, chairman; C. Eiseman and Steve Cox.

Washington

WASHINGTON, July 15.—Final arrangements for the boxing show to be staged at Griffith Stadium July 20 are under way, under the generalship of RUDOLPH BERGER, supported by his committee chairman.

The main bout will present Champion FREDDIE STEELE in a bout with CHARLES ("Hobo") WILLIAMS. Other bouts will include BUCK EVERETT and EDDIE HOGAN and JOEY ARCHIBALD and HARRY GENTILE.

Enforce Cincinnati Law

CINCINNATI, July 15.—Enforcement of the new city ordinance providing that temperatures in air-conditioned theatres and other public places shall not be more than 15 degrees cooler than the outdoor temperature will begin this week. A force of inspectors will be maintained to see that the ordinance is obeyed.

B. N. Judell to Produce

HOLLYWOOD, July 15.—B. N. Judell, Chicago independent distributor, has formed Progressive Pictures Co. here to produce four films per year as road-show attractions.

Wall Street

Light Board Movement

	High	Low	Close	Net Change
Columbia	29½	29½	29½	— ½
Columbia, pfd. ...	42¾	42¾	42¾	— ¾
Consolidated, pfd. ...	14	14	14	+ ¾
Eastman	179	178	179	+ ½
Loew's, Inc.	80¼	79¾	80	
Paramount	21½	20¾	20¾	— ¼
Paramount 2 pfd. ...	19¾	19¾	19¾	— ¼
Pathe Film.....	8½	8½	8½	— ½
RKO	8½	8½	8½	
20th Century-Fox. 35¼	35¼	35¼	35¼	+ ¼
Universal, pfd.....	70	70	70	
Warner Bros. ...	137½	13¾	13¾	+ ¾

Curb Rises Fractionally

	High	Low	Close	Net Change
Grand National ..	2¾	2¾	2¾	+ ¼
Technicolor	29¼	28¾	28¾	+ ½
Universal Pict. ...	4½	4½	4½	+ ¼

Bonds Generally Gain

	High	Low	Close	Net Change
Loew's	99½	99½	99½	— ¼
Paramount Pict. 6s '55	100	100	100	+ ¼
Paramount '47 ...	92¼	92	92	— ¼
RKO 6s '41 pp....	107	107	107	+1
Warner Bros. 6s '39 wd	94	93¼	93½	+ ½

(Quotations at close of July 15)

Metro-Goldwyn-Mayer

screamingly

presents—

TOPPER

1937's GREATEST

**CRITICS FORGOT THEIR DIGNITY AND ROARED
CALIFORNIA PREVIEW ASSURES SENSATIONAL HIT**

"'TOPPER' could scarcely be topped as the film entertainment novelty of the year. It is farce comedy of the highest order, smart in production, captivating as diversion. Direction, playing, adaptation of the Thorne Smith fantasy with sure fire audience incitements, all groove the piece for impressive box-office. It has name strength, is certain to get plenty word-of-mouthing and has unusual exploitation possibilities."

Daily Variety

"'TOPPER' will blaze the trail for novelties. That this amazing comedy is box-office is undebatable. It is packed with superior entertainment, thanks to the captivating performance of its cast, headed by Constance Bennett, Roland Young and Cary Grant, and to the smooth direction of Norman Z. McLeod. A brand new amusement package. Practically without precedent. An extremely fine job of comedy construction with every situation a sock. The song by Hoagy

Carmichael, called 'Old Man Moon' is due for popularity."

Hollywood Reporter

"Rich entertainment kept a preview audience at the Chinese in stitches."

M. P. Daily

"You can safely bet your money on 'TOPPER'. A sure smash hit. Has all the charm of 'Met Him in Paris' and the utter nonsense of 'My Man Godfrey'. So screamingly funny that the brilliant dialogue was lost in many scenes".

**Louella Parsons, Universal Service Syndicate
Writer and Radio Headliner**

"The smartest, brightest, funfest of many months. A riot of laugh-laden entertainment. It is bound to breeze its way to record grosses in all its showings."

Ivan Spear, Box-Office

"The most enjoyable farce the screen has ever seen."

Harry Neimeyer, St. Louis Post Dispatch

TOPPER

NOVELTY HIT!

"One of the cleverest novelties to arrive on the screen in a long time. Impression on the preview audience was highly favorable."

Edwin Schallert, L. A. Times

It is more than a picture, it is a hilarious miracle."

George Fisher, Hollywood Whispers Broadcast

"The most novel picture made in a long time. Using trick photography to furnish an uproarious comedy, this production is so unorthodox in technique that it will cause a lot of comment and it should be a box-office smash. Smash gag after gag results from effects where, here you see it, now you don't. The picture should do much to re-establish Miss Bennett to her former position as a comedienne. This picture fits into the upper bracket of Metro-Goldwyn-Mayer Product."

Film Daily

"Daringly different 'TOPPER' another M-G-M hit."

Harold Heffernan, Detroit News

"Delightful and altogether unique farce."

Mayme Ober Peak, Boston Post

"I have never laughed so long and so loud in all my theatre experience."

Sid Grauman,
famous theatre operator

"TOPPER" a Great Comedy starring
CONSTANCE BENNETT, CARY GRANT, ROLAND YOUNG,
BILLIE BURKE, Alan Mowbray, Eugene Pallette. Directed by
Norman Z. McLeod, Associate Producer Milton H. Bren. Screen
Play by Jack Jevne, Eric Hatch and Eddie Moran. Based on the novel
by Thorne Smith. A Hal Roach, Metro-Goldwyn-Mayer Picture.

**See it!
Exploit it!
Profit by it!**

"It's the funniest
picture I ever
saw," says Leo
and you'll agree!



TURN PLEASE!

COPY ANGLE FOR THE AD WRITER!



"TOPPER" TRADE SHOWS

Now being arranged! Keep
in touch with your M-G-M
Branch Office!

**SEE IT AND
YOU'LL BE ITS
BIGGEST BOOSTER!**



HAVE YOU HEARD ABOUT "TOPPER"?

After months of secrecy, M-G-M revealed at a coast preview its amazing comedy "TOPPER"! The reception was sensational. Nothing like it ever before! . . . Why the secrecy? Because M-G-M (*often first with new ideas*) now brings to the screen things you have never witnessed before in unbelievable tricks of the camera that are screamingly funny. These tricks are used to tell the story (*from the best-selling novel by Thorne Smith*) of a gay, romantic young couple (*Constance Bennett and Cary Grant*) who decide to change the dull life of a banker henpecked by his wife, (*Roland Young and Billie Burke*) and show him it's fun to be alive, fun to flirt and dance and go gay! Eric Hatch who did "My Man Godfrey" was one of the dialogue writers!

This picture is a sure-cure for the blues! It's a worry-destroyer! You'll go out of the theatre feeling like painting the town (*if you've got enough strength left after your laughing spree*). And while you're chuckling you'll wonder how it was possible for the camera to do those tricks! We don't know (*the producers won't tell!*) But we do know that this is one of the finest all 'round entertainment we've ever put on our screen and we're positive you'll thank us for telling you!

Starts Friday **STATE**

"Races" High With \$6,000, Minneapolis

MINNEAPOLIS, July 15.—"A Day at the Races" proved a slight money-maker in the Twin Cities as total grosses slumped below normal in the hot weather. It brought in \$500 over an average \$5,500 at the Paramount.

The Tower in St. Paul, with "Riding on Air" and "It Happened Out West" made a little money when the average of \$2,000 was upped \$300. A record heat wave hurt takes.

Total first run business in Minneapolis was \$21,500. Average is \$27,000. Total first run business in St. Paul was \$14,300. Average is \$15,000. Estimated takings:

Minneapolis:

Week Ending July 8:

"EMPEROR'S CANDLESTICKS" (M-G-M)

MINNESOTA—(4,000), 25c-55c, 7 days. Gross: \$9,000. (Average, \$10,000)

"ANOTHER DAWN" (W. B.)

ORPHEUM—(2,900), 25c-40c, 7 days. Gross: \$4,000. (Average, \$6,000)

"WOMAN CHASES MAN" (U. A.)

"SING AND BE HAPPY" (20th-Fox)

CENTURY—(1,600), 25c-40c, 7 days. Gross: \$3,000. (Average, \$3,500)

Week Ending July 7:

"HIT PARADE" (Republic)

"THE THIRTEENTH CHAIR" (M-G-M)

STATE—(2,400), 25c-40c, 7 days. Gross: \$4,000. (Average, \$5,500)

Week Ending July 9:

"AS YOU LIKE IT" (20th-Fox)

WORLD—(400), 25c-35c, 7 days, 2nd week. Gross: \$1,500. (Average, \$2,000)

St. Paul:

Week Ending July 8:

"A DAY AT THE RACES" (M-G-M)

PARAMOUNT—(2,300), 25c-40c, 7 days. Gross: \$6,000. (Average, \$5,500)

"SING AND BE HAPPY" (20th-Fox)

"THEY GAVE HIM A GUN" (M-G-M)

ORPHEUM—(2,000), 25c-40c, 7 days. Gross: \$3,000. (Average, \$4,000)

Week Ending July 7:

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)

"ANGEL'S HOLIDAY" (20th-Fox)

RIVIERA—(1,000), 25c-40c, 7 days. Gross: \$3,000. (Average, \$3,500)

"RIDING ON AIR" (RKO)

"IT HAPPENED OUT WEST" (20th-Fox)

TOWER—(1,000), 25c-35c, 7 days. Gross: \$2,300. (Average, \$2,000)

"Courageous" Only New Haven Grosser

NEW HAVEN, July 15.—Terrific heat kept customers from the theatres in droves. The College, with the second week of "Captains Courageous," grossed \$3,200, over average for this house at the usual lower admissions by \$400. Otherwise, grosses were considerably under par.

Total first run business was \$16,600. Average is \$19,300.

Estimated takings for the week ending July 9:

"CAPTAINS COURAGEOUS" (M-G-M)

COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. Gross: \$3,200. (Average, \$2,800)

"THE EMPEROR'S CANDLESTICKS" (M-G-M)

"ANGEL'S HOLIDAY" (20th-Fox)

LOEW'S POLI—(3,040), 35c-50c, 7 days. Gross: \$6,000. (Average, \$7,000)

"MOUNTAIN MUSIC" (Para.)

"THE MAN IN BLUE" (Univ.)

PARAMOUNT—(2,348), 35c-50c, 9 days. Gross: \$4,000. (Average, \$4,800)

"BEHIND THE HEADLINES" (RKO)

"CASE OF THE STUTTERING BISHOP" (F.N.)

ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$3,400. (Average, \$4,700)

"Last Train" Los Angeles' Only Grosser

LOS ANGELES, July 15.—"The Last Train from Madrid" was the only first run to make much of an impression last week. It took \$21,450, helped by a stage show, at the Paramount.

The only other attraction to make the grade was "Make Way for Tomorrow," with \$4,189, at the 4-Star.

Total first run business was \$84,952. Average is \$106,950.

Estimated takings for the week ending July 14:

"WEE WILLIE WINKIE" (20th-Fox)

CARTHAY CIRCLE—(1,518), 50c-1.50, 7 days, 3rd week. Gross: \$9,200. Average, \$17,000

"THEY GAVE HIM A GUN" (M-G-M)

"SING AND BE HAPPY" (20th-Fox)

CHINESE—(2,500), 30c-55c, 7 days. Gross: \$10,957. (Average, \$12,500)

"MAKE WAY FOR TOMORROW" (Para.)

4 STAR—(900), 30c-55c, 7 days. Gross: \$4,189. (Average, \$3,250)

"FOREVER YOURS" (G. N.)

GRAND INTERNATIONAL—(750), 35c-40c, 7 days, 4th week. Gross: \$1,700. (Average, \$1,200)

"NEW FACES OF 1937" (RKO)

"ARMORED CAR" (Univ.)

HILLSTREET—(2,700), 30c-65c, 6 days, 2nd week. Gross: \$6,000. (Average, \$8,000)

"THEY GAVE HIM A GUN" (M-G-M)

"SING AND BE HAPPY" (20th-Fox)

LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$10,556. (Average, \$14,000)

"NEW FACES OF 1937" (RKO)

"ARMORED CAR" (Univ.)

PANTAGES—(3,000), 30c-55c, 6 days, 2nd week. Gross: \$6,000. (Average, \$8,000)

"THE LAST TRAIN FROM MADRID" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: Fred Waring and his Pennsylvanians, F. & M. revue. Gross: \$21,450. (Average, \$18,000)

"SINGING MARINE" (W. B.)

"THE DEVIL IS DRIVING" (Col.)

WARNER BROS. (Hollywood)—(3,000), 30c-65c, 7 days, 2nd week. Gross: \$6,100. (Average, \$14,000)

"SINGING MARINE" (W. B.)

"THE DEVIL IS DRIVING" (Col.)

WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days, 2nd week. Gross: \$7,800. (Average, \$12,000)

"Singing Marine" Best Oklahoma Bet

OKLAHOMA CITY, July 15.—"The Singing Marine" was the only first run attraction in town to get into the profit column in a week of cool weather and rains. The take at the Midwest was \$4,100, up by \$100.

"The Emperor's Candlesticks" was weak at \$4,800 in the Criterion.

Total first run business was \$11,800. Average is \$11,500.

Estimated takings for the week ending July 10:

"THE EMPEROR'S CANDLESTICKS" (M-G-M)

CRITERION—(1,700), 10c-25c-35c-55c, 7 days. Gross: \$4,800. (Average, \$5,000)

"PICK A STAR" (M-G-M)

"ONCE A DOCTOR" (F.N.)

LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$1,800. (Average, 7 days, \$2,500)

"UNDER YOUR SPELL" (20th-Fox)

"IMITATION OF LIFE" (Univ.)

LIBERTY—(1,500), 10c-20c-25c, 3 days. Gross: \$1,100. (Average, 7 days, \$2,500)

"THE SINGING MARINE" (W.B.)

MIDWEST—(1,500), 10c-25c-35c-55c, 7 days. Gross: \$4,100. (Average, \$4,000)

Close Sunday Film Deal

RALEIGH, N. C., July 15.—An agreement has been reached between the American Legion and theatres here for a continuation of Sunday shows.

Lower Overhead

Boston, July 15.—Phil Spitalny spent \$600 for a press gathering recently at the Hotel Touraine to celebrate his opening at the Metropolitan.

Bill Burton, press agent, spent \$1 to tip a bellboy to page Bob Crosby, who opens soon at the Ritz Carlton.

"Slim" with Armetta Top In Pittsburgh

PITTSBURGH, July 15.—In spite of the hottest weather in years the Stanley took \$20,000 on "Slim" and Henry Armetta in person, while the Fulton, for the first time going in for a cash giveaway, pulled a surprising \$5,000 with "As Good As Married." The management admitted, however, it was the drawing and not the picture.

Elsewhere business was as sultry as the weather. "The Emperor's Candlesticks" was a definite disappointment at the Penn, doing only \$12,500.

Total first run business was \$44,150. Average is \$44,000.

Estimated takings for the week ending July 8:

"SHE HAD TO EAT" (20th-Fox)

CORONATION IN TECHNICOLOR

ALVIN—(2,000), 25c-40c, 5 days. Gross: \$2,850. (Average, for 7 days, \$5,500)

"AS GOOD AS MARRIED" (Univ.)

FULTON—(1,750), 25c-40c, 7 days. Gross: \$5,000. (Average, \$4,500)

"EMPEROR'S CANDLESTICKS" (M-G-M)

PENN—(3,300), 25c-50c, 7 days. Gross: \$12,500. (Average, \$11,000)

"SLIM" (W.B.)

STANLEY—(3,600), 25c-60c, 7 days. Stage: Henry Armetta, California Collegians, Marjorie Gainsworth and the Lathrops. Gross: \$20,000. (Average, \$18,500)

"HOTEL HAYWIRE" (Para.)

"NIGHT OF MYSTERY" (Para.)

WARNER—(2,000), 25c-40c, 6 days. Gross: \$3,850. (Average, 7 days, \$5,000)

"Mountain Music" \$5,500 at Omaha

OMAHA, July 15.—The pace-setter of a good holiday business week was the Omaha, which held "Mountain Music" and "Night of Mystery" eight days, to gross \$5,500. Average is \$5,500.

"Kid Galahad" and "Pick a Star" whirled the Orpheum turnstiles for \$9,000, beating average by \$1,800.

Total first run business was \$22,800. Average is \$16,700.

Estimated takings:

Week Ending July 7:

"NEW FACES OF 1937" (RKO)

"THE CASE OF THE STUTTERING BISHOP" (F.N.)

BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,700. (Average, \$4,000)

Week Ending July 8:

"KID GALAHAD" (W.B.)

"PICK A STAR" (M-G-M)

ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$9,000. (Average, \$7,200)

Week Ending July 9:

"MOUNTAIN MUSIC" (Para.)

"NIGHT OF MYSTERY" (Para.)

OMAHA—(2,200), 25c-40c, 8 days. Gross: \$5,500. (Average, \$5,500)

"Courageous" Strong in 2 Boston Spots

BOSTON, July 15.—"Captains Courageous," at the Hub with the Disney Academy Award cartoon, took \$19,000, over average by \$7,000, at Loew's Orpheum in spite of hot weather. The same program at Loew's State also clicked, grossing \$13,000, which was \$2,000 above par.

"New Faces," with "The 13th Chair," proved a good draw at the RKO Memorial with \$16,000, above the line by \$4,000.

Total first run business was \$79,000. Average is \$79,500.

Estimated takings for the week ending week July 8:

"THE LAST TRAIN FROM MADRID" (Para.)

"HOTEL HAYWIRE" (Para.)

FENWAY—(1,382), 30c-50c, 7 days. Gross: \$3,800. (Average, \$4,500)

"NEW FACES OF 1937" (RKO)

"13TH CHAIR" (M-G-M)

RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. Gross: \$16,000. (Average, \$12,000)

"CAPTAINS COURAGEOUS" (M-G-M)

DISNEY ACADEMY AWARD

LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. Gross: \$19,000. (Average, \$12,000)

"CAPTAINS COURAGEOUS" (M-G-M)

DISNEY ACADEMY AWARD

LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. Gross: \$13,000. (Average, \$11,000)

"SING AND BE HAPPY" (20th-Fox)

METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Gus Van. Gross: \$11,000. (Average, \$22,000)

"THE LAST TRAIN FROM MADRID" (Para.)

"HOTEL HAYWIRE" (Para.)

PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$5,800. (Average, \$7,000)

"NOBODY'S BABY" (M-G-M)

"WHEN THIEF MEETS THIEF" (U.A.)

RKO BOSTON—(1,793), 35c-50c-65c, 7 days. Gross: \$6,800. (Average, \$11,000)

"THE GIRL SAID NO" (G.N.)

SHUBERT—(1,590), 55c-85c-1.10-1.15, 7 days. Gross: \$5,000.

"Melodrama" Dual \$8,300, Buffalo

BUFFALO, July 15.—Tourist trade kept houses well above average despite heavy competition from Ringling Bros. Circus. A reissue of "Manhattan Melodrama," plus "You Can't Buy Luck," took \$8,300 at the Century, breaking par by \$1,700.

"Captains Courageous" in its second week at the Great Lakes, was still good for \$7,600, above average by \$500, and "The Emperor's Candlesticks," at the Buffalo, did \$12,000, over the line by \$300.

Total first run business was \$38,400. Average is \$37,300.

Estimated takings for the week ending July 10:

"THE EMPEROR'S CANDLESTICKS" (M-G-M)

BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$12,000. (Average, \$11,700)

"SING AND BE HAPPY" (20th-Fox)

"ONCE A DOCTOR" (W.B.)

HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$4,500. (Average, \$7,100)

"CAPTAINS COURAGEOUS" (M-G-M)

GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$7,600. (Average, \$7,100)

"MANHATTAN MELODRAMA" (M-G-M)

"YOU CAN'T BUY LUCK" (RKO)

CENTURY—(3,000), 25c, 7 days. Gross: \$8,300. (Average, \$5,600)

"WINGS OVER HONOLULU" (Univ.)

"OH, DOCTOR" (Univ.)

LAFAYETTE—(3,300), 25c, 7 days. Gross: \$6,000. (Average, \$5,800)



edited by Terry Ramsaye

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CBS Revises Times For Foreign Series

CBS yesterday revised the broadcast schedule of W2XE, its short-wave outlet to South America and Europe.

Each week day three separate times will be devoted to South America, and three to Europe. Sundays there will be two broadcasting periods for each.

The week day broadcasts to South American will be offered from 10 A. M. to 10:30 A. M.; 5 to 6 P. M., and 7 P. M. to 12 midnight. The European schedule will 7:30 A. M. to 10 A. M.; 3 to 5:30 P. M., and 6:30 to 7 P. M.

Sundays, for Europe, 8 A. M. to 10 A. M., and 1 P. M. to 4 P. M., and to South America, 5 to 6 P. M., and 7 to 12 midnight. The times are E.D.S.T.

WIP Anti-Trust Suit Against Ascap Ended

Federal Judge John C. Knox yesterday dismissed the anti-trust action of the Pennsylvania Broadcasting Co., which operated Station WIP in 1933, against Gene Buck, Louis Bernstein, Jerome Kern and E. C. Mills, officers of Ascap, for failure of the plaintiff to prosecute the action. The suit charged alleged illegal combination in restraint of trade and asked that a three-year license made in October, 1932, for \$2,750 yearly plus three per cent of the gross income of the station for the first year, four per cent for the second and five per cent for the last year be declared void.

Buy-Sell-Trade on Air

EAST ST. LOUIS, Ill., July 15.—WTMV's "Trading Post," the show on which the station offers to buy, sell, or trade without cost for all listeners, has turned up some nicely completed deals. Farms, automobiles, canoes, tennis rackets, shot-guns and dogs have been sold for listeners to other listeners, most of whom offer to cut the station in for a commission after the deal has been completed. Announcers Woody Kloss and Fred Moegle have been offered everything from cash to baby chickens.

Lasky, Martini on Air

Jesse L. Lasky, producer, and Nino Martini will be featured in the opening "Hollywood in Person" broadcast, the feature which replaces "Who's Who in the News" as part of the Gold Medal Hour on CBS, July 19. "Hollywood in the News" will feature interviews with screen players and dramatizations from pictures, with pickups direct from the production lots. Capt. Bob Baker will emcee the series.

Hudson Day Line Fades Aug. 13

The Hudson River Day Line's "Movie Pilot" series, heard several times weekly over WEAf, will fade from the station Aug. 13. This series featured comments by local screen editors and reviewers. Wendel P. Colton Co. is the agency.

Abbott Kimball Quits Agency

Abbott Kimball has resigned as chairman of the board of Kimball, Hubbard & Powell, local agency, and will open his own offices here. The present agency name will be continued.

Radio Advertising Intake In May Totals \$11,325,165

(Continued from page 1)

volume over April. Announcements registered a slight increase, while electrical transcriptions declined nearly five per cent. Gross time sales for the following types of rendition were: Transcriptions, \$1,332,000; live talent, \$2,649,200; records, \$86,000; announcements, \$1,244,700.

Sponsorship declines were general in the national field. Clothing showed the only important increase over April. Tobacco showed the most important increase in the regional networks. Financial advertising increased 54.3 per cent in the national non-network field.

In the amusement field, regional network volume was three times as great as April. National non-network volume declined 12.9 per cent, while local advertising rose 38.5 per cent compared to April.

Regional Volume Tripled

National regional network tripled the volume of last May. Local advertising rose 79.7 per cent and national non-network dropped 81.1 per cent as against May, 1936.

Radio manufacturers spent three per cent more in May than in April on the national networks. National non-network volume went down 9.1 per cent and local volume was up 38.3 per cent.

Compared with last May, national network volume rose 6.5 per cent and local volume 74.8 per cent. National non-network dropped 70.4 per cent.

Total retail broadcast advertising over individual stations for May was \$1,333,180, which was 6.4 per cent over April, and 21.8 per cent over May, 1936.

Good Morning!

Kansas City, July 15.—KMBC has a "Good Morning!" farm program on which the Miami Valley Hound Dog Band is heard at 6:30 every Wednesday. The Band is made up of dirt farmers living about 66 miles from Kansas City. They rise about 2 A. M., do their chores, drive to Kansas City for the program, and then start back to put in another good, hard day's work.

Independent Station Claims Novel Record

ROCKFORD, Ill., July 15.—Claim to an unusual record for a non-network independent radio station is made for WROK by John C. McCloy, program director, on a basis of a recent analysis.

Taking a typical week's broadcast schedule, McCloy discovered in a breakdown that among other outstanding revelations, the station used only a total of 33.4 per cent of transcriptions, while live talent took 66.6 per cent of the station's time.

Results of the analysis follow, with the percentage of each: Total commercial, 17.5 per cent; sustaining, 82.5; commercials before 6 P. M., 13.6; commercials after 6 P. M., 3.9; sustaining before 6 P. M., 55.8; sustaining after 6 P. M., 26.7; mechanical reproduction, 33.4; live talent, 66.6.

Radio Personals

GOGO DELYS took off by plane for Hollywood yesterday to make a guest appearance on Ken Murray's show July 21, through a booking by Mack Davis of the CBS artists bureau. Wyn Murray of the "Babes in Arms" cast has been signed by NBC artists service. Jack Egan, formerly of the Rockwell-O'Keefe office, is now associated with Bob Ripley. Dot Haas of the Fanchon & Marco office is back in the city after completing a cross-country trip with the Al Pierce troupe.

NBC Treasurer Mark Woods won an electric clock for making the greatest number of holes in par at the RCA golf tournament. Jesse Butcher, NBC station relations representative, is now touring the NBC southern group, assisting the 10 new stations in their dedication plans. Donald Dickson has been booked for several Chautauqua concert dates. Ann Pennington will guest star for Powell Clark on WMCA's "Grandstand and Bandstand" today.

Robert J. Stephenson is the newest announcer to be added to the WHN staff. He was formerly with WNBF, Binghamton. Jessica Dragonette will offer "Princess Pat" on her "Beauty Box Theatre" presentation July 21. Ramon Novarro will be heard over WBNX Sunday. Capt.

Jean V. Grombach, president of the production firm bearing his name, sailed for Europe yesterday. He will represent the United States at the World's fencing championships at the Paris Exposition late this month and will guest produce several programs for the BBC. Dick Powell will be Werner Janssen's guest Sunday. Radie Harris leaves for Hollywood next week. Carlos A. Zublin, Buenos Aires, advertising director of *Antenna*, Argentina radio magazine, is in the city.

Kay Kyser winds up his eastern engagements this week and hies westward for a series of one night stands. The Herman Bernie office has booked Harriet Hilliard on the Ben Bernie show for Aug. 3, and Conrad Thibault for the Aug. 10 program. Norman Kapham, WHN staff photographer, has left on vacation and his duties temporarily are being filled by Bob Kornheiser. Doug Allan had as his guest on the "Little Moments with Big People" over WINS yesterday Rev. R. Anderson Jardine.

Pick "Julius Caesar" Cast

The "Julius Caesar" cast for the July 26 broadcast of CBS's Shakespearean series will include Claude Rains, Raymond Massey, Walter Abel and Reginald Denny in the principal roles.

Special Program Set For Capital Opening

The new studios of WMAL and WRC, affiliates of NBC in Washington, will be opened July 22 with a special dedicatory program which will be broadcast from 11:15 P. M. to 12:15 A. M. over the network. Participating in the opening ceremonies and on the broadcast will be NBC President Lenox R. Lohr, Commissioner Hazen of the District of Columbia, Senator Wheeler, F. C. C. Commissioner Eugene C. Sykes and James Roosevelt. Anning S. Prall, chairman of the F. C. C., will be unable to be on hand due to illness.

The new studios in Washington are part of the expansion and building plan undertaken by NBC last year in key cities of the Red and Blue networks. The new studios will double the capacity of the present Washington studios. Cost of the project, including a new transmitter for WRC, is said to be about \$350,000.

The studios are located in the new Trans-Lux Theatre Bldg., and occupy approximately 20,000 square feet of floor space. Provisions have been made to install television equipment. The studios are seven in number.

O. B. Hanson, NBC chief engineer was in charge of the construction, assisted by Engineers Thomas H. Phelan and J. Gordon Strang.

WRC has a day time power of 1,000 watts, and a night power of 500 watts. The station began operations in 1923. WMAL has a daytime power of 500 watts, and a night time power of 250 watts. It was licensed in 1926.

Heatter to Bromo Seltzer

Grove Laboratories, Inc., for Bromo Seltzer, will sponsor a series of talks by Gabriel Heatter over the NBC-Blue Sept. 27. The program will be offered Mondays and Thursdays from 8 to 8:15 P. M., and Tuesdays and Wednesdays from 10 to 10:15 P. M. The contract is for 26 weeks, through Stack-Goble.

It will mark Heatter's first program on a network other than Mutual's.

Wolfe Produces His First

SEATTLE, July 15.—After six years as announcer-commentator on KJR, Hal Wolfe was heard in his first personally produced program tonight from 9:45 to 10. "Century Notes" highlights the human quirks in news of yesterday and today. A Seattle firm, producer of Howe's Beauty Lotion, is sponsoring the program each Thursday evening on KJR.

No Date Set for WCKY Change

CINCINNATI, July 15.—The date upon which the WCKY power boost from 5,000 to 10,000 watts will become effective has not been definitely set, but it is expected to be not later than July 17, according to L. B. Wilson, president and general manager of the station.

The change originally was to have been made June 25.

CBS to Air Steele Fight

CBS will broadcast the non-title fight between Middleweight Champion Freddie Steele and Bob Williams, which will take place in Washington July 20. The broadcast will be heard from 11:15 to 12 midnight. Ted Husling and Andrew McDonald will officiate at the microphone.

Friday, July 16, 1937

Transradio in Rush Signs 20 Stations

Disregarding the supposed summer lag in radio, Transradio Press Service has signed 20 new station clients to date during the summer season beginning June 1.

Most important among the new Transradio clients this summer are two 50,000-watters, WCAU, Philadelphia, and WLS, Chicago. Previously both had been using other services. WCKY, Cincinnati, was added this week. Others which have just started Transradio service, or will start shortly, include WEMP, Milwaukee; KOY, Phoenix; WRJN, Racine, and WBTM, Danville.

N. E. Nets Add Accounts

BOSTON, July 15.—The Yankee and Colonial networks report an influx of new business this month. New accounts have been signed with Edgeworth Tobacco, Simmons Mattress, Lever Bros., Ironized Yeast, Selby Arch Preserver Shoe, United Farmers Creamery, Leanermaise Mayonnaise, Hayward Wine and Liquor, Household Finance, Yender Clothes, Edward Mallery Co., General Food Sales, and Narragansett and Rockingham Tracks. Most of these are for spot announcements.

Frisco Prodigies Tested

SAN FRANCISCO, July 15.—Two new San Francisco radio prodigies have attracted talent scouts. One is Peter Paul Lyanich, 10-year-old pianist, whose father is a KYA violinist. The lad has been called to Hollywood to audition for Evans and Salter; the other is Wayne Green, 15-year-old master of ceremonies of King Kiddies' Court, a KLS variety show. Green is being screen-tested at Universal.

"Uncle Wip" to Wildwood

PHILADELPHIA, July 15.—For the remainder of the summer the Tuesday broadcasts of "Uncle Wip's Children's Hour," heard at 6:45 P. M. over WIP, will emanate from Wildwood, N. J. The program is a participating show, and for that evening, Hunt's Ocean Pier has bought full sponsorship, broadcasting direct from the stage of the Ocean Theatre on the pier.

Report RCA Will Move

WASHINGTON, July 15.—RCA will, according to a well-authenticated report, take over the mezzanine floor of the Trans-Lux Bldg.

NBC is already on the top floor. The structure houses Washington's Trans-Lux Theatre.

KYA Dug Off Air

San Francisco, July 15.—KYA was literally dug right off the air by a steam shovel the other night.

Working on an excavation nearby, the shovel cut through the power line leading to the transmitter house, burning the line in two. An emergency crew went into action immediately and got the studio back on the air two hours later.

Hollywood Town Pump

HOLLYWOOD, July 15.—Bill Hatch and Tom Breneman, who wrote "Western Home" on KNX, actually are next door neighbors. . . . Joe Bishop returns to the cast of "Hollywood Barn Dance" Saturday on KNX. . . . CBS puts on a new network show from KNX called "Hollywood Show Case" Saturday from 5:30 to 6 P. M., P. S. T. Lillian Lawrence, vocalist, makes her coast-to-coast debut, and Lud Gluskin will direct musical features. Ralph Rainger and Leo Robin will present their album of music. . . .

Bill Gay is the newest KNX announcer addition. . . . Thomas Conrad Sayer has begun "Looking at the World," news commentary program, on KFI Wednesdays at 4:30 P. M. Sweetheart Soap is sponsoring. . . . KMTR has started a series of Sun-

D. V. Martin Back on Job

PITTSBURGH, July 15.—The *Post Gazette* radio column once again is being edited by Darrell V. Martin after two weeks vacation at the Great Lakes Exposition in Cleveland. During his absence, the column was written by his brother, Ken Martin, who conducts a dance band. James Melton, in Cleveland celebrating his 10th year in radio, allowed Martin to drive his 1910 White touring car through Akron streets when Melton was made an honorary fire chief. The honor was given Martin because this is an anniversary for him, too—his 14th year as a radio editor. Martin wrote his first radio column for the *Pittsburgh Gazette Times* in 1923.

Announcer Tryouts Work

PHILADELPHIA, July 15.—The WCAU farm system for announcers, which was started earlier in the year by Program Director Stan Lee Broza to overcome the shortage of experienced announcers, produced the recent addition to the WCAU staff, George Thomas. When Lon Pierce resigned from the staff, Thomas was called in from WHAT, Philadelphia, to fill the position. The farm system was formed by arrangement with a number of small stations within a radius of 40 miles from Philadelphia to give all good announcing prospects a chance to acquire the experience necessary for large stations.

WWSW Sells "Professor"

PITTSBURGH, July 15.—WWSW has sold its "Professor Yes 'n' No" program, previously sponsored by the Yellow Cab Co., to the Williams Fur Shop for 13 weeks beginning July 27. It will go on three evenings weekly, Tuesday, Thursday and Saturday, for 15 minutes beginning at 7:15 P. M. The show was originally handled by Alan Trench, announcer-salesman, but he has since switched to WIRE, Indianapolis, and somebody else will conduct the tru-false statement contest for the Williams outfit.

Bob Bradley Signed for Heinz

DENVER, July 15.—Bob Bradley, singer on the KLZ staff, has been signed for the H. J. Heinz program, "Magazine of the Air," and has left for New York for the job.

day play broadcasts from 9 to 9:30 P. M., P. S. T., titled "British Players Present." . . . Assisting George Fischer on his news program is George Goodale, who is also local representative of the *London Daily Mirror*. . . .

Cancelled last week, "Mr. Hollywood Pops the Question" starts its series tomorrow on KFVB at 9 P. M., P. S. T. The cast and the audience will be asked various questions during the half-hour program and prizes will be offered for the best questions and answers. Vera Osborne will sing, and Leon Leonard's orchestra will furnish music. . . . "Radio University" has inaugurated a summer series of weekly programs built around the School of Aviation at the University of Southern California.

WNEW Gets New Contracts

New WNEW contracts include the signing of Richard Brooks' news periods by three sponsors—Madison Personal Loan Co. through the Klinger Adv. agency; General Supply Co., through the Scheer agency; Warren & Arthur Smadbeck, Inc., direct; and a spot announcement schedule—Carter Medicine Co., through Street & Finney; Home Furniture Co., through the Schillin agency, and General Foods Corp. for Diamond Crystal Salt, through Benton & Bowles.

Resume "Pessimist Club"

OMAHA, July 15.—Russell Baker, recently returned to WOW as an announcer, and Control Operator Joe Herold again are putting their "Pessimist Club" on the air.

Baker and Herold say the program's purpose is to keep them awake Sunday nights. The program, solely one of entertainment, consists in reading letters and ideas from club members.

Bulova Goes on KYW

PHILADELPHIA, July 15.—Effective Sept. 1, Bulova Watch Co. will sponsor the eveningtime signals on KYW. The service will comprise five signals between 6 P. M. and station sign-off at 1 A. M. The Biow Co. placed the account. The Breyer Ice Cream Co., present sponsors of daytime time signals, have renewed their contract through the McKee & Albright Agency, effective Sept. 12.

Casey, Dunville Advanced

ST. LOUIS, July 15.—Arthur Casey has been made assistant program director at KMOX and Bob Dunville has been advanced to assist General Manager James S. Shouse. Casey was formerly in the production department, and Dunville succeeded Merle S. Johnson, who was transferred to Chicago as western division manager of Radio Sales, CBS sales organization.

WFIL Offices Move July 21

PHILADELPHIA, July 15.—WFIL's executive offices will be moved to the Videner Bldg. July 21. The new studios will be ready shortly after Labor day.

Pratt to Begin New WTAM Child Show

Russell Pratt will launch a new children's series titled "The Adventures of Tommy Thatcher" over WTAM, Cleveland, beginning Monday. They program will be offered five times weekly, under the sponsorship of the H. J. Heinz Co. The deal was set here through the Maxon agency.

Maxon also has placed a contract for Heinz with WJSV, Washington, and WAPI, Birmingham, for a series of 13 transcriptions featuring Dr. Angelo Patri's talks.

KSL Adds Two Contracts

SALT LAKE CITY, July 15.—Placed directly through W. E. Featherstone of KSL is a new 13-week contract with the Mantle Lam Co., of Portland. Using KSL exclusively for Inter-mountain coverage, the lamp concern is scheduled to begin the series on Oct. 10.

Beginning tomorrow, The Chicago Engineering Works will start its fall air-conditioning school campaign over KSL with a new transcribed show. The contract is for an extended period and augments a heavy spot schedule now over the station.

KTSA Adds Two Programs

SAN ANTONIO, July 15.—New programs on KTSA include the following: Coca-Cola, "Refreshment Time With Singin' Sam," Mondays; Blatz Brewing Co., "Old Heidelberg Students" with Fritz "Hugo" Neuhauser, M. C., "Kathie," vocalist, an eight-piece German band and 15 players in the cast. On Tuesdays, Thursdays and Saturdays at 6:45 P. M., for 15 minutes.

Sutton Signs With WBT

CHARLOTTE, July 15.—A. K. Sutton, Inc., has contracted with WBT for six 15-minute transcription programs weekly. The contract was handled direct by the WBT sales department and runs for a year.

Also on WBT, Webster-Eisenlohr, through N. W. Ayer & Son, Inc., has signed a 13-week renewal for seven 25-word announcements per week.

WBRY Has Oil Program

NEW HAVEN, July 15.—The Connecticut Refining Co. is sponsoring a new daily five-minute U. S. news broadcast on WBRY, at 7:55 P. M., E. D. S. T. A feature is the baseball guessing contest, with tickets to a New York game and Benzoline for the trip awarded to those guessing scores and winners in American and National League games.

KLZ to Have Picnic

Denver, July 15.—With free ice cream cones, hot dogs and rides for all the kids, KLZ is sponsoring a picnic for youngsters under 12 at the Lakeside amusement park here. The station is plugging the event freely, with tickets available at the KLZ retail advertisers. Entertainment will be provided at the park by KLZ and a 30-minute broadcast will be featured.

Chicago Faces Levy of 3% on House Grosses

(Continued from page 1)

president of Allied, following the meeting today, which was attended by Morris Leonard of Balaban & Katz, Henry Schoenstadt and Charles Ryan of Warners, Emil Stern of Essaness and Frank Smith of RKO. The city has the right to assess the three per cent tax through the power given them by the State Supreme Court under the City and Village Act of 1929. All industries operating on a license basis are subject to this tax, it is learned.

Robb & Rowley Plan New Arkansas Spots

(Continued from page 1)

Rock, operating the Pulaski, Arkansas, Capitol and Royal. Officials said that none of the present houses would be abandoned and said that the Pulaski would be remodeled and modernized next year.

Rites for Ben Kiley

Funeral services were held yesterday at the Fairchild Funeral parlors, Flushing, for the late Ben Kiley, who passed away Wednesday after a long illness. Kiley had been traffic manager for Warners for the last eight years. R. W. Budd is handling transportation until a successor is appointed.

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GENERAL

Fastest available service. Immediate free pickup with direct delivery to first plane out. Immediate delivery to consignee any hour, day or night—Saturdays, Sundays and holidays. Flight progress reports. Economical rates. Complete insurance protection.

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FLY TWA

Kyle and Whitsons Tried for Perjury

(Continued from page 1)

consider the case that Chief Justice Hughes assigned Federal Judge Philip L. Sullivan of Chicago to conduct the trial here and Attorney General Cummings sent from Washington Special Assistants Richard J. Connor and Walter E. Gallagher.

The Government charges that the three defendants perjured themselves in giving depositions before the Federal Patents Commissioner when putting forth their claims to the invention on which RCA has an option if letters of patent are granted.

Dismissal Motion in Union Action Denied

N. Y. Supreme Court Justice George H. Furman yesterday denied a motion for dismissal of a suit brought against Quirnal, Inc., operators of the Empire at Ralph Ave. and Broadway, Brooklyn, by the Empire State M. P. Operators' Union.

The judge ordered the appointment of a referee to hear testimony on the plea for an injunction to prevent the theatre from continuing to employ Local 306 operators.

The Empire Union and two members, Andrew Benaro and Irving Kanter, contend the dismissal of these two men violated a contract with the union.

Beatrice Bank Night Ruling Is Appealed

LINCOLN, July 15.—Written arguments to the Nebraska Supreme Court contending that Bank Night as operated in Beatrice is not a lottery were submitted here today by attorneys for the Beatrice Fox Theatre Corp. The company is appealing from the decision of the District Court enjoining Bank Night. The attorneys claimed that the practice could not be considered a public nuisance and therefore could not injure morals.

Little hope is held out here for the reversal of the District Court ruling, since the high court has temporarily enjoined Bank Night in Omaha.

To Hear Kromo Bid

PATERSON, N. J., July 15.—A show cause order why the \$50,000 bid for the Kromo-Color Laboratories at Englewood should not be accepted is returnable here Monday in Chancery Court.

Since Receiver William Krinsky received the \$50,000 bid made by Ted Altman and Joseph O'Donnell, a subsequent bid for purchase of the property for \$70,000 has been made. Altman and O'Donnell were reported to be representing William Fox of British Chemicolour in the deal.

Moskowitz Testifies

Examination before trial of C. C. Moskowitz, Loew executive, in connection with the suit filed by Brandt Bros. on the new split week policy of the major circuit was started yesterday and adjourned until next Tuesday.

Melvin Albert of Weisman, Quinn, Allan & Spett conducted the examination for two and a half hours yesterday afternoon in his office. Irving Greenfield, Loew attorney, represented Moskowitz. No date has been set for the trial.

Unions Back Bill to Halt WPA Dismissals

(Continued from page 1)

members engaged on the WPA Federal Theatre Project at a meeting at the Actors' Equity offices yesterday.

The measure provides that no employee shall be discharged from the WPA unless he is assured of a position, at the prevailing wage rate, in private employment. The action was taken at the meeting called to hear the results of the conference Wednesday between Frank Gillmore, Equity president, and Harry Hopkins, WPA Administrator. Gillmore protested to Hopkins the plan of WPA to cut 30 per cent of the personnel of the Federal Theatre Project, effective yesterday. Gillmore reported yesterday that although Hopkins made no promises, the result of the interview appeared favorable to the interests of the employees. A reply on the protest is expected at Equity from Hopkins within a day or two, it was indicated.

The unions' endorsement of the Allen-Schwellenbach bill was presented to the Central Trades and Labor Council at a meeting last night. No further action was taken by the union representatives at the Equity meeting, pending the reply from Hopkins.

Films in Work Hit Summer Peak of 49

(Continued from page 1)

College," Universal, "Merry-Go-Round of 1938," "Carnival Queen," "Adventure's End," and "Behind the Mike;" Warners, "Sh! the Octopus" and "Block That Kick."

Universal and RKO are working at virtual capacity, the former with five going and the latter with eight.

By studio, the tallies are:

Columbia, finished one, shooting three, preparing one, editing four; Goldwyn, zero, two, zero, two; Grand National, zero, two, three, two; M-G-M, zero, four, two, three; Monogram, one, one, six, one; Paramount, zero, four, three, eight; Republic, one, one, one, four; RKO, one, seven, two, four; Roach, zero, zero, zero, one; Selznick, zero, two, zero, one; 20th Century-Fox, two, five, one, seven; Universal, zero, five, zero, one; Wanger, zero, two, zero, two; Warners, zero, 11, zero, 29.

Two shorts were shooting, one at Warners and one at M-G-M. Five are preparing and 10 are in the cutting rooms.

Report 300 Theatres In Phila. Para. Move

(Continued from page 1)

said the pledges included all independent circuits, but that Warners had not agreed to participate.

Copy for newspaper advertisements was approved at a meeting today. The ads will be inserted July 31 in Philadelphia papers. Three hundred trailers will be shown, it was stated.

First French Cartoon

PARIS, July 5.—Pierre Bourgeon, after several years of study, has started production on "Coccinella Town," an animated cartoon in color, which will run about 600 feet. It will be the first animated cartoon made in France since the advent of talking pictures.

Postel Is President Of Theatrical Group

CINCINNATI, July 15.—George Postel, secretary of the local lodge and grand vice-president of the Grand Lodge of the Theatrical Mutual Ass'n., was elected grand president at the 26th biennial convention here. He succeeds C. W. Rockwood, Toronto.

Others elected were: J. W. Dwyer, New York, first vice-president; Harvey Schraut, Chicago, second vice-president; Edward Otto, New York, third vice-president; Nate Stein, Chicago, fourth vice-president; F. J. Willes, Cleveland, fifth vice-president; Gar MacFadden, London, Canada, sixth vice-president; Philip Davis, New York, seventh vice-president; Joseph Gehlman, New York, reelected secretary and treasurer. Harry Service, Cincinnati, was named chaplain. Trustees elected were: Arthur Kaselman and Luke Callahan, Cincinnati; Albert Homer and Marcus Rattiner, New York, and Alex. Garlick, Chicago. Edward Altwater, Cincinnati, Wallace E. Young, New York, and Frank Galluzzo, Chicago, were named to the laws, appeals and grievance committee. New York was selected for the 1939 convention.

Court Uphold Song Plagiarism Verdict

(Continued from page 1)

sion, held that the song "Starlight," was plagiarized from the song, "Confessing," written by Bud Wilkie, California composer. The action was brought against Santly Bros., music publishers, and Bernice Petkere, composer of "Starlight."

Louis Nizer, attorney for Wilkie, contended that although there was no proof that the defendants had even seen or heard Wilkie's song, the similarity of two songs established that one had been copied from the other. Both courts sustained that contention.

May Appeal Plan for Fox Detroit Theatre

(Continued from page 1)

000 per year is stipulated, which is an increase from the original figure of \$104,000. The rent is fixed at 12½ per cent of the gross per year on a combination stage show and film policy, and 15 per cent on a straight film policy. A five-year franchise for 20th Century-Fox product is included. Security of \$50,000 was put up by the owning bondholders' new company. The plan stipulates that no new first mortgage may be taken on the theatre property.

Cocalis and Sussman To Discuss Overages

(Continued from page 1)

due on a number of 20th Century-Fox pictures.

Two copyright cases against the same circuit, involving a number of pictures from 20th Century-Fox and Columbia, have been settled out of court. It is expected that the overage case likewise will be amicably adjusted.

"Phantom" to Hoffberg

J. H. Hoffberg has acquired distribution rights to "Phantom of Santa Fe," an outdoor picture in color.

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Intelligent
and
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Picture
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MOTION PICTURE DAILY

First in
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VOL. 42. NO. 14

NEW YORK, SATURDAY, JULY 17, 1937

TEN CENTS

Expect Radio Unionization In Short Time

Equity Division Will Take in Performers

Following the trend of unionization which is spreading across the country, it appears now only a matter of a short time before virtually all workers in the radio field who are not already unionized, will be represented in working negotiations by a radio division of Actors' Equity Ass'n, some observers believe.

As yet Equity has established no formal division for radio, but under

*Additional developments in
radio on page 4 today.*

the supervision of a committee of the organization, has quietly set the stage for active participation in the radio field.

Thus far, Equity claims, approximately 55 to 60 per cent of radio's actors, singers, announcers, sound ef-

(Continued on page 4)

See American Films Dominant in Austria

By HANS LORANT

VIENNA, July 6.—American production is expected to be virtually without competition in the Austrian market at least during the early part of the 1937-'38 season. Germany, America's only serious competitor in field, will have only about 100 films suitable for export next season, and the majority of them will not be ready until the last half of the season.

British, French and other foreign product has never offered real competition to the United States. Austrian production is at a standstill at present. Only one film is in work now, and only a very few are scheduled in the near future. It is considered unlikely that more than 14 Austrian

(Continued on page 4)

Skirball Plans New Theatre for Akron

AKRON, July 16.—William N. Skirball of Cleveland, associated with I. Libson of Cincinnati in the Elleness Amusements, Inc., operating a circuit in Ohio and Kentucky, plans the construction of a de luxe theatre there. The theatre, located on Main St., will have 650 seats and will cost approximately \$100,000.

The Akron I. T. O. A. earlier this

(Continued on page 3)

Allows \$132,781 in Brooklyn Fox Fees

U. S. District Court Judge William Bondy yesterday allowed \$132,781 in fees and disbursements in the reorganization of the Flatbush Ave. & Nevins St. Corp., owners of the Fox Brooklyn Theatre and office building. The independent bondholders protective committee was allowed \$10,000 in fees and \$9,367 as disbursements.

Garey and Garey, attorneys for the committee, were allowed \$47,000 for legal fees. The Continental Bank & Trust Co., trustee under the first mortgage indenture, was awarded \$5,316 as fees and \$556 for disbursements as depository and \$2,500 for fees and \$767 for disbursements for services in the reorganization proceedings. Wise, Shepard, Houghton and Hoffman, the bank's attorneys, received \$3,500 for services in the foreclosure proceedings and \$7,000 in the reorganization proceedings.

Rosensen & Lorence, special tax counsel, were granted \$15,000 in addition to the amount already received. Reavis & Pantaleone, attorneys for Fabian Enterprises, Inc., received \$7,000 as fees. Other bondholder attorneys who received awards were: J. F. Gillin, \$13,500 fees; Samuel Chess, \$4,500 fees and \$156 disbursements; Hoffman & Hoffman, \$3,000 in fees and \$87 in disbursements; Jones, Clark & Higson, \$700 fees and \$135 disbursements; Pollak and Nemerov,

(Continued on page 3)

U. A. and National Progress on a Deal

U. A. and National Theatres executives yesterday advanced a step further on a product deal for next season. George J. Schaefer and A. W. Smith, Jr., of the distribution company, again met with Spyros Skouras, William T. Powers and Jack J. Sullivan at National Theatres' headquarters and discussed various phases of the deal. However, a contract is not expected to be consummated for several weeks.

Ray Hall Is Named Pathegrams Editor

Ray Hall has joined Pathegrams as editor and sales head, according to O. Henry Briggs, president. Pathegrams will have one release a month for the 16mm field.

Hall has been in the business for 24 years, having started in 1913 with Hearst Selig newsreel. He then left to join Screen Telegram. In 1927 he became associated with Pathe News and left there several years ago to free lance.

Arthur Miller, plant supervisor for Pathe at Bound Brook, is delaying his stay at the Denham Studios, England, and is not due back for another month.

Theatre Travels

Denver, July 16.—Claiming to have the first traveling theatre, A. L. Brown, former owner of the State, Rapid City, S. D., has a car equipped with sound and 60 upholstered seats. Shows last two hours, and Brown just parks his theatre wherever there's a chance of a full house.

M-G-M Rolls Up 300 Dates on "Saratoga"

M-G-M will have more than 300 simultaneous showings of "Saratoga" during the period of July 21-24, William F. Rodgers stated yesterday.

"There is an unusual demand for Jean Harlow's last picture and this is the first time in the history of the company that we will have a picture play 300, or more, engagements at the same time."

Exactly 300 bookings were counted by Rodgers yesterday in checking up the dates. Others are coming in from day to day, he said.

"This is remarkable in view of the fact that we set the release date only 11 days ago."

The film will not be previewed for exhibitors like "Topper," Rodgers added. "We are not planning to hold further trade previews. The one reason

(Continued on page 3)

Warner Bookers in Meeting Here Today

Warners today and tomorrow will hold the fourth and final regional meeting of bookers and ad salesmen at the Waldorf. A. W. Schwalberg, supervisor of exchanges, will conduct the sessions.

Attending the meetings will be representatives from the eastern and Canadian branches, including I. H. Dodd, Arthur Sachson, H. M. Doherty, C. C. Ryan, Phila Abrahams and Bernard Goodman of the home office.

Century Reinstating Games in 8 Theatres

Century Circuit will reinstate games in eight or nine theatres, starting Aug. 3. Two theatres in Nassau County, Huntington and Huntington Station also will feature the policy.

With the resumption of the practice, Century will install a new game, Bankroll, which is being sponsored by Bank Night. Although there had been an agreement to keep games out of Nassau County, an agreement has been reached with Skouras, RKO and Loew's to restore them.

Last Consents On Roxy Plan Are Now Filed

Removes Final Obstacle To Reorganization

Final consents to the approved plan of reorganization of the Roxy Theatre were filed with Federal Judge Francis G. Caffey in the U. S. District Court yesterday by Edward Hanlon, attorney for the second mortgage gold note holders' protective committee, although it was feared last week that the reorganization might fail because of lack of consents.

Yesterday's filing of consents removed the last major obstacle to the conclusion of the reorganization. Hanlon's consent came from holders of \$1,283,300 in notes, which is \$251,300 more than the required two-thirds. A technical objection to the formal confirmation of the plan was raised at the last moment by Alfred Appel of Proskauer, Rose and Paskus, attorneys for Howard S. Cullman, Roxy trustee.

Appel charged that the plan failed to safeguard Cullman from claims which may arise after the Roxy is turned over to 20th Century-Fox and asked that the company assume all unknown obligations. After an extended argument Judge Caffey ordered all sides to confer during the week and arrive at a satisfactory settlement before the next hearing on July 23. Judge Caffey reserved decision on the

(Continued on page 3)

U. A. Wins Reversal Of Verdict for Hart

A judgment of \$85,000 which was awarded to William S. Hart against the United Artists Corp. in April by Justice Philip J. McCook and a jury in the N. Y. Supreme Court was unanimously reversed yesterday by Appellate Division of the Supreme Court and a new trial ordered.

Justice Joseph Callahan, who wrote the opinion of the court, stated that

(Continued on page 3)

M. B. Comerford Left Estate of \$1,312,474

SCRANTON, July 16.—The late M. B. Comerford left an estate valued at \$1,312,474, court records revealed today. Comerford was general manager of the New York and Pennsylvania chain of theatres founded by M. E. Comerford. The records listed cash to the amount of \$50,000. Comerford died from injuries sustained in an automobile accident more than a year ago.

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DAILY

(Registered U. S. Patent Office)

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Mayer, Schenck Sailing

Louis B. Mayer, accompanied by Ben Thau, production official, will sail today aboard the *Rex* for Nice, Paris and London where he will set in motion the machinery for M-G-M production in England.

Joseph M. Schenck will also be a passenger.

Gershwin to Finish Score

Ira Gershwin will leave soon for the coast to complete the music score of "The Goldwyn Follies," on which he had been collaborating with his brother, George. Another composer will be selected to complete the score with him.

Skouras vs. Sing Sing

The Skouras Theatres baseball team will travel to Ossining this afternoon to play the Sing Sing nine at the prison. The Skouras team leads the M. P. Baseball League, with eight victories in 10 games.

KAO Paid Spitz \$26,025

Leo Spitz received \$26,025 as salary during the past year from K-A-O as president, the company has reported to the S. E. C.

◀ Purely Personal ▶

GEORGE W. WEEKS, G. B. general sales manager, will leave Monday for a two-week tour of trade showings of "King Solomon's Mines" at Philadelphia, Washington, Pittsburgh, Cleveland, Cincinnati, Memphis, New Orleans, Atlanta and Charlotte.

HELEN McGRATH, secretary to CLINTON WHITE at G. B., will depart next week for Lake Louise and Banff.

E. K. SHEA, Buffalo manager, and JACK FLYNN, district manager with headquarters in Detroit, both M-G-M men, left last night for home after conferences with WILLIAM F. RODGERS.

J. J. MILSTEIN, Republic general sales manager, will appear in the next issue of the Paramount newsreel. EDGAR HOOVER will be seen in the same scenes.

GRACE and PAUL HARTMAN, dancers, will leave for Hollywood Aug. 2, following their engagement at the Music Hall, to appear in 20th Century-Fox films.

LOWELL CALVERT, eastern representative for Selznick International, is planning a coast trip soon, possibly next week.

MANNY REINER of Monogram's publicity department effected a Gimbel's window display for Moviematic Cameras.

ARTHUR GOTTLEIB has gone to Toronto and Ottawa on a fishing trip. He expects to be back the middle of next week.

LOUIS FRISCH will leave the end of next week for Sharon Springs and a vacation.

AL YOUNG of DuArt is all set to visit the Thousand Islands. He'll probably leave the end of next week.

FRANK CAPRA is back on the coast after a vacation in Europe and on the Thousand Islands.

LEW GOLDER, just back from Hollywood, left last night for the Thousand Islands.

JAMES A. FITZPATRICK left last night for Fallkill, N. Y., for the weekend.

SIDNEY JUSTIN, Paramount attorney, will return to the coast on Tuesday by plane.

JANE HINTON SMITH's original, "The Diamond Doll," has been purchased by 20th Century-Fox.

JOHN D. CLARK is expected back from the coast next week.

WILLIAM KUPPER, 20th Century-Fox division sales head, is in Dallas.

WILLIAM C. GEHRING is in the mid-west on 20th Century-Fox business.

GEORGE BALSDON has gone to the Adirondacks for a few weeks.

MONROE GREENTHAL is due today or Monday from the coast.

HARRY SHAW, Loew district manager, will have a by-lined article in *American Magazine* for August on "Do You Hold Hands in the Movies?" The story is based on a collection of incidents and experiences gathered by OSCAR DOOB, who with LEON BYRNE, collaborated on the article.

MILTON MAYER and TOM O'CONNOR today will settle a golf feud in the RKO real estate department. The tee off will take place at Mayer's Neponsit links.

ALAN CORELLI, executive secretary of the Theatre Authority, off on a two week vacation at Montauk Point. This is a warning to all the fish in that vicinity to head for other waters.

GLADYS SWARTHOUT and her husband, FRANK CHAPMAN, have postponed their return from a European vacation. They will sail from Naples on the *Conte di Savoia* on July 29.

HARRY TAKIFF, assistant to JACK COHN, will leave today for the Catskills to attend the funeral of his father.

MAY ROBSON returns today to Hollywood on the *Santa Rosa*. MEL BURNS, makeup expert, is another passenger on the boat.

WILLIAM C. WHITE's recently-published *Saturday Evening Post* story, "A Matter of Pride," has been purchased by M-G-M.

NAT HOLT, RKO division head in Cleveland, has returned to his headquarters.

CRESSON E. SMITH, RKO division head, is back from a tour of southern exchanges.

IRMA KOFF of Best Film Co., leaves today for a two-week vacation in Connecticut.

E. R. BEHREND of the Behrend M. P. Supply, returns to his desk Monday from a short vacation.

HELEN JEPSON left yesterday for the coast to sing in "The Goldwyn Follies."

Central to RKO July 23

RKO will take over the Central, Yonkers, from H. Sussman on July 23, it was stated yesterday. Title was closed yesterday. Last Monday the same circuit took over the Roosevelt from Leo Brecher. The house is now closed, undergoing alterations for re-opening in the fall.

Cummings Re-Signed

HOLLYWOOD, July 16.—Walter Wanger today signed Irving Cummings to a new contract. Wanger and Cummings will leave for New York in a few weeks to attend the Music Hall showing of "Walter Wanger's Vogues of 1938," which Cummings directed.

Alperson En Route Here

HOLLYWOOD, July 16.—Edward L. Alperson, president of Grand National, left here tonight for New York and the stockholders' meeting of his company.

Iowa Houses Freshen For Big Crop Boom

DES MOINES, July 16.—As the 17,000,000-bushel wheat crop, the largest ever known in the state of Iowa, is being harvested, and the money from the first cash crop many farmers have had for a year is starting into circulation, theatre owners over the state are hastening to make their houses more attractive by redecoration, remodeling and air conditioning in order to be in line to draw some of the money their way.

Among the theatres in the area which have been refurbished are: the Lyric, Coon Rapids; the Harlan here; the Garden, Sigourney; the New Grand at Eldora; the Capitol at Newton, and a number of others.

"Stanley" Is Delayed

HOLLYWOOD, July 16.—Darryl F. Zanuck has declared that "Stanley and Livingstone," for which Osa Johnson and a crew are to get footage in Africa, will not be delivered for the 1937-38 schedule as promised because of the hardships encountered by the expedition. One of the plans cracked up in Africa, and one night wild animals destroyed most of the foodstuffs, necessitating another trip back to civilization.

Johnson Unit in Jungle

The 20th Century-Fox filming expedition guided by Mrs. Osa Johnson entered Tanganyika Territory, Africa, yesterday, according to a cable received at the company's offices here. The expedition is making location scenes for "Stanley and Livingstone."

Hear Burlesque Fight

The International Board of Associated Actors and Artistes of America met at the offices of Actors' Equity yesterday to hear testimony in the jurisdictional fight between the American Federation of Actors and the Burlesque Artists' Ass'n, in the burlesque field in New York, following the restoration of licenses to the burlesque houses. The hearing is expected to continue next week.

Warns on B. N. Crowds

ORLANDO, Fla., July 16.—Threats of legal action if Bank Night crowds are not prevented from congregating on the sidewalks were served today on Vernon Hunter, local operator, by Mayor V. W. Estes who called the condition a "fire hazard, traffic hazard and public nuisance." Hunter promised that in the future the crowds would be directed to wait in a vacant lot near the back of the theatre.

Fire in S. C. House

WALTERBORO, S. C., July 16.—The Ritz, owned by H. B. Cook, suffered damages estimated at \$20,000 by a fire which broke out yesterday. Loss was partly covered by insurance.

Four Get M-G-M Pacts

Mickey Rooney, Albert Mahler, George Brigit and Robert Tasker have been signed to M-G-M contracts. The latter two are writers.

Smith in Union Post

CHICAGO, July 15.—John P. Smith has been named to succeed the late Frank Clifford as business manager of the operators' union here.

Last Consents On Roxy Plan Are Now Filed

(Continued from page 1)

application of Cullman for approval of \$28,663 payment which is the balance due to Artco under their management contract for 1936.

J. N. Wasserman, representing the Tipton bondholders' protective committee, opposed the payment on the ground that the agreement had never received the court's approval and that a previous payment of \$66,573 constituted adequate payment. A dispute between Ted Healy and his attorneys for ownership to a wage claim against the Roxy was adjourned to July 23, but permitted settlement proceedings to be carried on. It is expected that the order formally confirming the plan will be signed at the next hearing and that the closing of the contract between Cullman and 20th Century-Fox will take place 30 days thereafter. Petitions by attorneys for allowances will be heard in October.

Skirball Plans New Theatre for Akron

(Continued from page 1)

week, through its secretary, J. G. Deetjen, publicly stated its belief that the city is already overseated, that the present and future business prospects of the city are not favorable, and that the construction of any new theatres would be disastrous for existing houses.

Allows \$132,781 in Brooklyn Fox Fees

(Continued from page 1)

\$500 fees; Wagner, Quillinan & Rifkind, \$250 fees; Louis Lorence, a referee, received \$750 fees and \$227 disbursements. A \$1,000 fee previously paid to Simpson, Thacher & Bartlett was disallowed.

M-G-M Rolls Up 300 Dates on "Saratoga"

(Continued from page 1)

we put on the showings on 'Topper' is because we felt that this picture is the best Hal Roach has ever made and we wanted exhibitors to see for themselves."

H. W. Akers Dead

DENVER, July 16.—H. W. Akers, 75, Denver theatre man, died following a several months' illness, at his home. Before his retirement in 1927, he was manager of the Tabor and other Denver houses. He is survived by his widow, a son and a grandson. Funeral services and burial were held in Denver.

Frank H. McClure Passes

EAST PALESTINE, O., July 16.—Frank H. McClure, former advertising manager of the Alvin, Pittsburgh, died at his home here after a two-week illness. A native of Bucyrus, O., he had been identified with the legitimate theatre in the Pittsburgh district for many years. Funeral services were held here.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Confession"

(Warners)

HOLLYWOOD, July 16.—In this smartly produced drama, Kay Francis enacts with severe reserve and telling force a role generically reminiscent of "Madame X." Basil Rathbone performs in a similar key the chief masculine character. The picture is altogether serious in tone and content with a courtroom sequence handled in an adroitly effective manner. The offering is substantially above the star's recent average and appears qualified to give a good account of itself in the best theatres.

The star is cast as a concert singer who is held for the murder of a noted composer who was escorting a young music student from the concert hall. Unwilling to defend herself in a public hearing, she ultimately tells her story to the judge and jury with the press and the public barred. The confession from which the picture takes its title reveals the composer had betrayed her years before and the girl in the case was her grown daughter who does not know her as a mother. She receives a light sentence and the court preserves the secret of her identity.

This somewhat involved and not unfamiliar narrative is unfolded in a showmanly manner with incidental business and plot factors giving it freshness. Joe May's direction is tellingly sympathetic. Ian Hunter and Donald Crisp contribute convincing portrayals.

The subject matter, dialogue and treatment indicate the picture was fashioned primarily for maturer audiences.

Running time, 85 minutes. "A."

"One Mile from Heaven"

(20th Century-Fox)

HOLLYWOOD, July 16.—Sol Wurtzel has produced an interesting, entertaining and somewhat novel film in "One Mile from Heaven," which should be found of general interest by all audiences, although it is an unpretentious picture.

It happily combines an active and amusing yarn of newspaper reporters' competition, with a heart warming story of the intense love of a young Negress for the white child she calls her daughter. For punch action is included a flash of an attempted jail break and a roaring motor chase which ends in a crash. Unusually, there is no romantic interest, but to the credit of the picture, it is not missed, and in fact, probably would detract from the story as it stands.

Said to have been suggested by Judge Ben B. Lindsay, the famed Denver juvenile judge, the screenplay was prepared by Lou Breslow and John Patrick, and Alan Dwan did a smooth and finished job of the direction. Adding immeasurably to the effect of the film is the warm and ingratiating personality of Bill Robinson, whose feet are still as nimble as ever, and whose appearance belies his years. To Fredi Washington, attractive young colored actress, also must go high praise for a splendidly restrained performance.

Claire Trevor is the girl reporter, who, in beating the boys in the press room, including Russell Hopton and Chick Chandler, stumbles upon Joan Clark, attractive child, who calls Miss Washington mother down in the negro quarter. Robinson is the cop on the beat, beloved of all youngsters and in love with Miss Washington. Miss Trevor's story brings juvenile court action, an attempt by gangsters to extort money from wealthy Sally Blane, who is established as the mother of the child she had thought dead years before, and the successful effort of Miss Trevor to outwit the gangsters and her friendly press room rivals.

When the child is restored to Miss Blane, whose first husband had been a gangster without her knowledge, Miss Trevor suppresses the story to save injury to the child, and feels amply repaid for the loss of her job.

Running time, 68 minutes. "G."

Boston Clam Bake Today

BOSTON, July 16.—Film district office managers and bookers, together with circuit bookers, will hold a private clam bake in Ipswich tomorrow at the Labor-in-Vain Golf Club. For the encouragement of the golfers of the day, it should be said that the club is named after Labor-in-Vain Brook. W. J. Cuddy is in charge of the outing.

Hit "Horizon" Shifting

NEW HAVEN, July 16.—Allied Theatres of Connecticut has addressed a letter to the local Columbia exchange protesting the withdrawal of "Lost Horizon" from the 1936-'37 Columbia schedule. The letter declares there is no question of the company's legal right to the withdrawal, but expresses the disappointment of the theatre organization in the action.

U. A. Wins Reversal Of Verdict for Hart

(Continued from page 1)

the verdict was based upon insufficient evidence and that the findings were against the weight of the testimony. Hart asked for \$500,000 damages resulting from an alleged breach of contract which involved block booking. He charged that his picture, "Tumbleweeds," which was produced in 1925 at a cost of \$300,000 and released through United Artists was expected to gross \$800,000, but actually grossed only \$346,000. He alleged that the failure to gross more was due to the fact that "Tumbleweeds" was booked with an allegedly inferior picture, "Wild Justice," which cost \$15,000 and which grossed \$190,000. United Artists defended on the ground that they had given the picture the best possible exploitation and that its alleged failure was due to the decline of Hart as a romantic figure.

Young Sues RKO on Film

James Young, author, yesterday filed suit in the N. Y. Supreme Court for \$100,000 damages against RKO and Adela Rogers St. John for alleged plagiarism of his book, "What Price Sex in Hollywood" in the RKO picture, "What Price Hollywood" which was produced in 1932.

Join Pa. Chain Tax Suit

HARRISBURG, Pa., July 16.—Ten more actions attacking the constitutionality of the graduated chain store and theatre tax in Pennsylvania were filed yesterday in Dauphin County Court. Five such suits had been filed previously. In all cases preliminary injunctions have been granted to prevent the state from collecting the tax. As yet no theatre circuit has filed an action.

Flash Preview

"The Devil Is Driving"—Although rather involved and burdened heavily with statistics, this is, nevertheless, a valuable indictment of the drunken driver.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Wall Street

Eastman Issues Gain on Board

	High	Low	Close	Net Change
Columbia	29	28 3/4	28 3/4	— 1/4
Consolidated	3 3/8	3 3/8	3 3/8	+ 1/8
Eastman	179 3/4	179	179 3/4	+ 3/4
Eastman, pfd.	155 1/2	155 1/2	155 1/2	+ 3 1/2
Gen. T. Equip.	23 3/8	23	23 3/8	— 5/8
Loew's, Inc.	80 3/4	79 1/2	79 1/2	— 1/8
Paramount	21 1/4	20 3/4	20 3/4	
Pathe Film	8 1/8	8	8 1/8	
RKO	8 1/8	8	8 1/8	
Warner	35 3/8	35 3/8	35 3/8	+ 1/8
Warner, pfd.	13 3/8	13 3/8	13 3/8	

Light Curb Movement

	High	Low	Close	Net Change
Grand National ..	2 3/4	2 3/4	2 3/4	
Sonotone	1 1/2	1 1/2	1 1/2	— 1/8
Technicolor	29	28 3/4	28 3/4	+ 1/4
Trans-Lux	4 1/8	4 1/8	4 1/8	
Universal Pict. ..	4 3/8	4	4	— 1/2

Bonds Rise Fractionally

	High	Low	Close	Net Change
Loew's, ...	99 1/2	99 3/4	99 1/2	+ 1/4
Paramount Pict. ..	100	99 3/4	100	
Warner Bros. 6s ..	94	93 3/4	94	+ 1/4
'39 wd	94	93 3/4	94	+ 1/4

(Quotations at close of July 16)

Expect Radio Unionization In Short Time

(Continued from page 1)

fect men and all other performers with the exception of members of the American Federation of Musicians, have consented to have Equity act as their agent for collective bargaining.

The assents have been obtained in written form on a printed authorization which has been circulated among radio people for some time. In addition, small meetings have been held at Equity headquarters, attended by invited radio performers.

Equity for some years has held a charter from the A. F. of L. giving it jurisdiction over the radio field, and is just now putting it into effect. It is felt that if any attempt is made by the C. I. O. to break into the field, Equity not only will have a sizeable "head start" on the C. I. O., but at the same time will be able to count on the other A. F. of L. affiliated unions in the entertainment industries to support it in any such fight, if one should develop. The possibility of a conflict, however, appears decidedly remote at this time, it was indicated.

The committee in charge of the radio organizing of Equity already has held several conversations with executives of radio stations, although the names of the individuals contacted were not revealed. Likewise withheld has been the subject matter of such conversations, but it is assumed that they pertain to basic working conditions and collective bargaining in the radio field, and are a part of the carefully prepared ground work of the Equity invasion of the industry.

Summer Shows On the Air

Ripley—with Proof

Bob Ripley, the "Believe It or Not" man, returned to the air last night with an exciting new program for General Foods Corp. Ripley's radio and cartoon script pattern is an infallible one. As long as people thrill to the unusual and bizarre; as long as human blood pulsates to tales of adventure, just so long will his radio program and strips remain popular.

For his opener, Ripley dramatized the incredible story of Wenceslao Moguel, a Mexican, who some years ago stood before a firing squad and, with 50 of his fellow-revolutionists, was "executed." The unfortunate, yet, paradoxically, fortunate Moguel, his throat so torn by bullets that he spoke grotesquely, was actually on hand for an interview following the dramatization. Also dramatized was the experience of Vincent Richards, tennis champ, who was so severely injured in an automobile accident some years ago that a doctor predicted that never again would he be able to play.

B. A. Rolfe's music and a quartette back the dramatizations. The series is offered each Friday from 9:00 to 9:30 P. M., E. D. S. T., on the NBC Blue.

BANNER

Helen Hayes Signed For O'Neill Series

NBC has signed Helen Hayes to inaugurate the cycle of Eugene O'Neill plays, which will begin Aug. 2 on the Blue network, at 9:30 P. M., E. D. S. T. Miss Hayes will portray the lead role in "Beyond the Horizon."

The cycle will include four O'Neill plays, beginning with "Beyond the Horizon," and continuing with "The Fountain," Aug. 9; "Where the Cross Is Made," Aug. 16, and an as yet unnamed O'Neill play, Aug. 23. Francesca Bruning, who last appeared on Broadway in "One Sunday Afternoon," has been signed for "The Fountain," and Henry Hull has been booked to enact the principal role in "Where the Cross Is Made."

Miss Hayes is reported to be receiving \$3,000 for her single appearance.

NBC production men who have been assigned to the shows are James Church, Lester O'Keefe, Charles Warburton and Lester Vail.

CBS Starts Contest On the Bard's Shows

CBS has invited students attending summer university and college sessions to participate in an essay contest on the network's Shakespearean cycle. The competition was arranged with the cooperation of leading school authorities.

For the best essay dealing with Columbia's presentation of the Bard's plays, the reward will be \$250 in cash. There will be 15 second prizes consisting of a special edition of Shakespeare's works, autographed by Brewster Morgan, director of the programs.

Don Lee Acquires KBJ

LOS ANGELES, July 16.—Lewis Allen Weiss, manager of KHJ and the Don Lee system, says the Don Lee chain has acquired KQW of San Jose, effective Aug. 1. This will be the 11th link in the chain.

The station is operated by Ralph R. Brunton on 1,010 kilocycles.

School Board on Colonial

BOSTON, July 16.—The New England High School Symphonic Band of 50 pieces, under the direction of Lawrence W. Chidester, member of the faculty of Tufts College, will be heard in two concerts over Station WAB and the Colonial Network tonight and on July 23, from 8 to 8:30 P. M.

Clipper Crew to Broadcast

Mutual, through the cooperation of the Canadian Broadcasting System, will broadcast an interview tonight with the crew of the Pan American Clipper II, from 9 to 9:15 P. M., E. D. S. T. The program will originate from Shediac, Newfoundland.

O'Connor-McCaffrey Nuptials

Margaret O'Connor, secretary to John Royal, NBC vice president, and Bill McCaffrey, talent agent, were married here yesterday.

"Opera House" Starts July 22

Pat Barnes' "Opera House" will make its debut over Mutual July 22 from 9:30 to 10 P. M., E. D. S. T. The program will feature Barnes and a dramatic company, Bob Stanley's band, and Barbara Lamarr and Brick Holton as vocalists.

Measures Corn

Cedar Rapids, July 16.—Bob Leefer, farm editor of WMT in Cedar Rapids and Waterloo, Ia., seems to have the only exact information as to just how fast corn is growing in Iowa. He is recording the daily growth of corn on a farm near Springville, and has found that it grew four inches in the 24 hours ending the morning of July 10. His daily records show it varies from two to four inches.

WFIL Surveys Early Evening Listeners

PHILADELPHIA, July 16.—A survey of actual listening habits in metropolitan Philadelphia between 5:45 and 6:30 P. M. has been conducted by the Ross Federal Service for WFIL. The survey was made from May 24 to 29, inclusive, Monday through Saturday. The results have just been released by Donald Withycomb, general manager.

A summary of 2,973 telephone calls made in residential districts disclosed that WCAU (CBS) topped with 28.6 per cent of the listeners; WFIL (NBC-Blue, Mutual, WLW Line) accounted for 24.34 per cent; KYW (NBC-Red) had 18.05 per cent; WJZ had 8.72 per cent; WDAS (independent, 100-watts), 6.49 per cent; WIP (Intercity), 4.26; WOR, 2.03; all others, 2.84 per cent, and 2.24 per cent were not counted because of incorrect replies, refused information or failure to know the station they had tuned in.

A detailed breakdown was made for each 15-minute period for each day. From 5:45 to 6 P. M., Bachman Chocolate Mfg. Co. sponsors "Ole King Cole," a kiddies' program; 6 to 6:15 P. M. has the Brown & Williamson Tobacco Corp. sponsoring Hal Simonds' sport talks, and from 6:15 to 6:30 P. M., Mrs. Smith's Pie Co. sponsors an electrical transcription series, "The Freshest Thing in Town."

The survey showed that the low-watt WDAS made a better showing than the higher powered, Intercity linked WIP. Bachman Chocolate Mfg. Co. had their Bill Dyer's sport talks over WCAU, from 6:15 to 6:30 P. M. It polled the largest number of listeners, 31.95 per cent.

In releasing the results of this survey, Withycomb also disclosed a consumer survey conducted by Lennen & Mitchell, Inc., to determine the popularity and effectiveness of radio news broadcasts here. Of those interviewed on the street, 80 per cent said they listen to news broadcasts. And 64 per cent selected the Tydol News Reporter on WFIL. Lennen & Mitchell handles the Tidewater Oil Co. account.

WMCA Prepares New Promotional Series

A new series of promotional material based on reviews of its programs in the daily newspapers is being prepared for distribution by WMCA.

The series consists of transcripts of comments from radio editors printed on colored postcards with cartoon illustrations to fit the subject. The cards will be mailed to agencies and prospective clients as reminders of shows available for sponsorship.

See American Films Dominant in Austria

(Continued from page 1)

films will be made during the season, that number being allowed into Germany without importation charges.

Several American companies are improving their position by having their product dubbed in German in Vienna.

* * *

The bankruptcy of Mondial, important Austrian producing company, proved again the extent to which Austrian production is dependent on the German market. Production costs are so high here that exhibition in Germany is the only guarantee of production profit. Mondial failed because a big feature, which cost about \$100,000, was banned by the German censor.

Whitson Loses Point

LOS ANGELES, July 16.—Otto E. Gathmann, New York typewriter expert, today testified before Federal Judge Philip L. Sullivan that the typewriter characters appearing on the Delmar Whitson documents now under examination were made by a machine not available for use until 1922.

The trial is a Government perjury action against Whitson and his son which followed their claiming of a patent on a photoelectric cell's application to motion picture sound recording made in 1932.

Para. Signs Singer

HOLLYWOOD, July 16.—Paramount has signed Florence George, Chicago Opera and NBC singer, to a long term contract. Stella Ardler, whose real name is Adler, and who is well known on the stage, will make her screen debut in "Love on Toast," which Emanuel Cohen is producing for Paramount release.

Lightman Buys Theatre

MEMPHIS, July 16.—The Linden Circle has been acquired by M. A. Lightman and associates for approximately \$60,000. The house has been under Lightman's operation, through Malco Theatres, Inc., for seven years, under lease. Purchase was from the Linden Development Co.

Des Moines Wins Drive

The Monogram Des Moines exchange has been awarded first prize in the recent nine-week sales drive. Denver was second and Chicago, third. Another drive, this to continue for 10 weeks, has been launched by Edward A. Golden, general sales manager.

"Green Fields" to Start

Shooting on "Green Fields," produced by Collective Films Producers, Inc., will start July 25 at the Producers' Service Studios. J. Burgi Contner will be behind the camera.

Gets Anti-War Picture

Imperial Pictures has acquired for distribution "The Dead March," described as a screen indictment against war. Erno Rapee composed the musical score and Boake Carter is the narrator.

Gets "Red Barn"

Olympic Pictures is releasing "Murder in the Red Barn."

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief.
Accurate
and
Impartial

VOL. 42. NO. 15

NEW YORK, MONDAY, JULY 19, 1937

TEN CENTS

Warners' Net Up Over 100% For 39 Weeks

**Total Hits \$5,561,032;
Gain of \$3,006,259**

Warner Bros. Pictures, Inc., and subsidiaries, had a jump of more than 100 per cent in net operating profit for the 39 weeks ending May 29, the total going to \$5,561,032.16 after deducting all charges, including interest and amortization and depreciation and normal Federal income taxes, but not Federal surtaxes on undistributed profits.

For the same 39 weeks of 1936 the net was \$2,554,772.45. The increase was \$3,006,259.71.

The net profit from operations for the 39 weeks before amortization and depreciation of properties, normal Federal income taxes and surtaxes, was \$10,907,064.33.

The net of 5,561,032.16 is equivalent to \$53.93 on 103,107 shares of outstanding preferred. Dividends in arrears on this stock June 1 totaled \$20.21 per share. After allowances for current dividend requirements on the preferred stock the total was equivalent to \$1.42 per share on 3,701,090 shares of common outstanding after deducting shares held in the treasury.

Total assets and liabilities are listed

(Continued on page 7)

Hollywood Will Have 3 Warner Roadshows

Warners have set three roadshow attractions for the Hollywood, the first to open on Aug. 11. The initial two-day picture will be "The Life of Emile Zola," to be followed by "The Adventures of Robin Hood" and "The Gamblers."

Alterations are now being made at the Hollywood in preparation for the opening as a film theatre. The last attraction at the Hollywood was

(Continued on page 7)

Trading by Griffis in Paramount Reported

By BERTRAM F. LINZ

WASHINGTON, July 18. — Heavy trading in Paramount 3 1/4 per cent convertible debentures in May by Stanton Griffis, a director in the company, through Hemphill, Noyes & Co., was reported yesterday by the SEC in its bi-weekly summary of operations of corporation officers, directors and principal stockholders.

During the month, the SEC reported, Griffis acquired 199,000 debentures

(Continued on page 7)

Spitz Talking Reorganizing On the Coast

**Parley Follows Arrival
Of McCausland**

HOLLYWOOD, July 18.—With the arrival of A. H. McCausland, RKO trustee and Irving Trust representative, Leo Spitz, president of RKO, is understood to be discussing final plans leading to the reorganization of the company.

Floyd Odium, William Merrill and Edwin Weisl arrived from the east several days ago by plane and have been conferring with Spitz on legal matters pertaining to reorganization. The group is expected to remain here for another week at least. Spitz is due back in New York the end of the month.

Special Master Algef, who has been conducting hearings in New York on the rehabilitation of the company, has set July 26 as the final date for reply to briefs submitted by various attorneys and creditors. A meeting has been dated for Aug. 5 in the event that

(Continued on page 7)

Interstate Adds 4; Now Has 122 Houses

DALLAS, July 18.—Interstate Circuit, largest group in Texas, added four more theatres to the circuit recently, bringing the total number in the circuit to 122.

The Texas and Aggie in Arlington were taken over by Interstate recently. The Palace and Plaza at San Marcos were acquired by a partnership arrangement with F. W. Zimmermann, former owner of the theatre. He will continue as manager with Interstate as a partner.

Expect \$10,000,000

The net earnings for 20th Century-Fox for 1937 are expected to total \$10,000,000, Joseph M. Schenck, chairman of the board, told *Motion Picture Daily* on Saturday.

In 1936 the net was \$7,722,955. The 20th Century-Fox fiscal year coincides with the calendar year.

High Court Ruling On Taxes Aimed at

By BERTRAM F. LINZ

WASHINGTON, July 18.—Supreme Court determination of the legality, under the tax laws, of family partnerships and corporations has been asked by the Treasury Dept in an appeal from a Ninth Circuit Court of Appeals decision holding that Cecil B. DeMille did not owe \$1,056,000 in income taxes.

DeMille, who was cited by Internal Revenue Bureau officials during recent Congressional hearings on tax evasion, is said by the Government to have formed a \$25,000 family partnership in 1920 to which he hired his

(Continued on page 7)

Lottery Charge Hits Circuit in Michigan

MARQUETTE Mich., July 18.—Charges of operating a lottery have been preferred against H. S. Gallup, general manager of Delft Theatres, Inc., operating houses in the upper peninsula, in the employment of Bank Night.

Following a letter from Marquette, Ishpeming, Negaunee and Gwinn County officials declaring Bank Night a violation of Michigan's anti-lottery law, theatres in these counties discon-

(Continued on page 7)

Reade, Cocalis Again

It's off again, on again, Finnegan with Walter Reade and Sam Cocalis.

Latest developments in the differences between the two independent exhibitors indicate that they are as far apart as when the row first started.

Cocalis is still insisting he is entitled to purchase an interest in Reade's Hudson theatre. Reade has definitely committed himself on selling. Meanwhile, Cocalis has a lot at Hudson and is threatening to build, not only there, but also at Long Branch, where he took over the uncompleted Parker.

Reade now says that if Cocalis starts building in either of the two towns, he is prepared to take over an old theatre at Beacon, rehabilitate it and reopen the house in opposition to Cocalis.

It's all becoming very complicated and local film men have sworn off hazarding a guess on the outcome.

Schenck Sails For Talks on GB Situation

**Will Attempt to Adjust
Present Differences**

By BILL ORNSTEIN

Conferences will be held in England next month by top line executives of M-G-M, 20th Century-Fox and G.B. in an effort to adjust the present differences, according to Joseph M. Schenck, chairman of 20th Century-Fox, who sailed Saturday on the *Rex* with Louis B. Mayer, Benny Thau, Howard Strickling and Lew Wertheimer.

Upon their arrival at Naples, Schenck and Mayer will take a plane for Amsterdam and then go to Carlsbad where they will join David Bernstein, J. Robert Rubin and I. Frey for three weeks. Strickling will remain in England to organize a publicity department for the new British production unit for M-G-M.

After the three-week vacation at Carlsbad, Schenck and Mayer, accompanied by Bernstein, Rubin and Frey will go to London where meetings will be held with the Ostrers. Schenck could not tell how long the meetings would take, but indicated he would not return to New York by Sept. 1.

"There is a possibility of many, many things happening at the meetings," Schenck told *MOTION PICTURE*

(Continued on page 7)

Answers Are Filed In Momand's Action

BOSTON, July 18.—Columbia, RKO, Vitagraph, Universal and United Artists yesterday filed identical answers to the \$3,000,000 anti-trust action of A. B. Momand of Oklahoma, which is pending in the U. S. District Court here. "The causes of action alleged in the plaintiff's declaration did not accrue within the time permitted" by the

(Continued on page 7)

Orange County Group Starts Trust Action

Orange County Theatres, Inc., on Saturday filed a suit under the Sherman anti-trust law in the Federal court for the Southern District against five major distributors, three individuals and one theatre company. The complaint alleged 20th Century-Fox, Paramount, Universal, RKO, United

(Continued on page 7)

Radio News—Pp. 6-7

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

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PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Viale Gorizia; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lérant, Representative.

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Purely
Personal

JOHN BEANES and ARTHUR CALDER-MARSHALL, British writers, have been signed by M-G-M. They are due to arrive this week from London, en route to Hollywood.

LEE SHUBERT will return from England Aug. 1. MILTON SHUBERT has gone to the coast to seek talent for forthcoming plays.

MAY ROBSON and MEL BURNS, chief makeup artist at the RKO studios, sailed Saturday on the Santa Rosa for California.

ELISSA LANDI will co-star with VINCENT PRICE in "Jean," which is to be produced on Broadway in the fall.

BYRON (DINTY) MOORE returns today from a three-week fishing vacation in Maine.

EUGENE CASTLE of Castle Films leaves today for the coast on the 20th Century.

JIM CAMERON, assistant manager at Shea's in Toronto, visiting town for a few days.

ARTHUR LOEW will return this week from a cruise on Lake Champlain in his yacht.

SONJA HENIE will arrive from the coast this week, en route to Norway.

EDWARD L. ALPERSON arrived Saturday from the coast by plane.

A. H. SCHWARTZ has gone to Lake Placid for 10 days.

DAVID GOULD will leave for his

Drop "Tovarich"

Hollywood, July 18.—"Tovarich," record breaking stage play bought by Warner Brothers as a vehicle for Claudette Colbert and Charles Boyer, became "Tonight's Our Night" at close of a studio title conference today.

M-G-M headquarters in Puerto Rico on July 28. Two days later DAVID LEWIS will head for the coast en route to the Argentine.

IRVING LESSER gets back today from an auto trip to Mexico City.

Pittsburgh

JOE FELDMAN and family have left for a three-week vacation in Connecticut.

OLGA ZADOR and TONY LOMBARDO told it to a preacher last week.

BILL BLOWITZ of the HELEN FERGUSON publicity agency in Hollywood is home for a visit.

MADELEIN SKELLEY FOUST, dean of Duquesne's drama school, has gone to Hollywood for two months.

DAVE BROUDY's wife has returned from New York, where she was seriously ill for several weeks.

Hobitzelle Vacationing

DALLAS, July 18.—Carl Hobitzelle, president of the Interstate Circuit here, has left for California, where he will spend his vacation. He has leased the home of Colleen Moore in Bel-Aire and will not return to Texas until October. R. J. O'Donnell, vice-president and general manager of the circuit, will continue in active management of the company.

Mississippi Meets

BILOXI, Miss., July 18.—The M. P. T. O. of Mississippi concluded the first of its two-day convention here today.

Harvey Now Heading
Unit in California

SAN FRANCISCO, July 18.—Rotus Harvey is the new president of the I. T. O. of northern California.

Harvey, president of Harvey Amusement Enterprises, which operate more than a dozen houses in this territory, replaces Morgan Walsh of Redwood Theatres. Walsh, in association with George Mann, has interests in approximately 20 houses in northern California and southern Oregon.

Walsh's withdrawal from the I. T. O. post is due to increased business activity which prevents him giving time to the organization. He retains his position as a member of the board of directors, of which Aaron Goldberg of the Goldberg circuit, Harvey and Mark Keller, division manager of Golden State, are the other members.

Legion Approves 12
Of 13 New Pictures

The National Legion of Decency, in its list of 13 new pictures reviewed for the current week, has classified eight as unobjectionable for general patronage, four as unobjectionable for adults and one as objectionable in part. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Blazing Barriers," "Born Reckless," "The Californian," "Heart's Desire," "Range Defenders," "Riders of the Rockies," "Rustlers' Valley," "Super Sleuth." Class A-2, Unobjectionable for Adults—"Ein Seltsamer Gast" (German), "It Can't Last Forever," "Toast of New York," "War Lord." Class B, Objectionable in Part—"Two Who Dared."

New Firms Chartered

ALBANY, July 18.—The following companies have been incorporated here:

Sidney Harmon, Inc., New York City; to operate theatres, by Rose Lader, Jacob L. Steisel, Geraldine Weiss.

Moemar Theatre Corp., New York City; to deal in film equipment, by Mildred Feltman, Lawrence S. Timen, Samuel Siegel.

Collective Film Producers, Inc., New York City; to produce, deal in equipment and operate studios, by Rose Feder, Lionel Mann, Harry Berger.

Nebula Operating Corp., Brooklyn, to exhibit films, by David Manheimer, Jeneviev Manheimer, Sarah Dornholtz.

Open Spanish War Film

The Spanish Government film, "Fury Over Spain," released here by Modern Film Corp., will begin a run at the World tomorrow under the auspices of the Trade Union Relief for Spanish Children and Refugees. A portion of the proceeds will go to the Union.

File Roxy Acceptances

Sixteen holders of Roxy notes, totalling \$109,800, on Saturday filed acceptances to that theatre's reorganization plans in the U. S. District Court here.

Monogram in Cuba Deal

Monogram has closed a deal with La Universal S.A. for the distribution of its entire output in Cuba.

National's Meeting
To Continue 6 Days

National Theatres' annual meeting at the Broadmoor, Colorado Springs, will continue for six days, Spyros Skouras, operating head of the circuit, stated Saturday. No film men will be invited to the sessions. The sessions will be strictly business.

Home office executives who will leave Aug. 7 for the first session, slated to get under way Aug. 10, include William T. Powers, J. J. Sullivan, Edward Zabel, Milton Hossfeld, Irving Barry, Jack Edmonson and Aubrey Schenck. Skouras will conduct the meetings. The group will return to New York Aug. 15.

Para. Comment Stands

LONDON, July 8.—Paramount British News has refused to withdraw a comment in its pictures of the recent Swanley train smash, which was protested by the Timber Development Ass'n. The comment stressed the loss of life due to wooden construction of railway cars.

G. T. Cummins, Paramount editor, said: "The pictures speak for themselves. In rail smashes in all parts of the world the coaches that have stood the crash, and had less loss of life, have been made of steel."

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"London by Night"

(M-G-M)

HOLLYWOOD, July 18.—A realistic nocturnal terror story, adequate casting, murders, kidnapping and extortions strategically spotted maintain plot suspense in this production and remind one, without borrowing from, "The Thin Man." A wholly serious reporter hero solves the mystery with the help of Scotland Yard. Comedy background and a restrained romance are incidental.

George Murphy, Rita Johnson, Virginia Field, Leo G. Carroll, George Zucco, Montagu Love and Eddie Quillan are competent in the principal roles.

The story opens with a mysterious character called Umbrella Man kidnapping a shopkeeper in London, then murdering a pursuing policeman. The reporter following the case is threatened with death. A second kidnapping is followed by the murder of a barmaid, then attempted extortion from the wealthy father of the girl. The reporter loves dogs and dislikes father's secretary. This leads to the discovery that the secretary had impersonated the two supposed kidnap victims to terrorize the extortion target. He holds the romantic lead hostage. In the final stand the reporter kills the murderer and marries the girl.

The screenplay is by George Oppenheimer from a play by Will Scott. It is skillfully contrived. William Thiele's direction makes the most of the material. The picture is not likely to break any house records, but is a satisfying mystery melodrama where marquee names are not essential.

Running time 68 minutes. "G."

"WEE WILLIE WINKIE IN PRE-RELEASE AT POP PRICES OPENS TO YEAR'S TOP BIZ!"

ITS SERVICE

1201-S

SYMBOLS

DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
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5)

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VER
PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

Received at 955 Eighth Ave., New York

NBH332 77 DL=ABNRICHMOND VIR 15 505P

TWENTIETH CENTURY FOX FILM CORP=

DELIVER 444 WEST 56 ST=

IN SPITE OF TERRIFIC HEAT TODAY THE MATINEE ON WEE WILLIE
WINKIE AT THE STATE AND CAPITOL SURPASSED THE GROSS MATINEE
AT THESE THEATRES ON EVERY OTHER PICTURE WE HAVE PLAYED THIS
YEAR AUDIENCE REACTION GREAT IN OUR OPINION BEST SHIRLEY
TEMPLE PICTURE EVER PRODUCED WE CONGRATULATE YOU AND THANK
YOU FOR GIVING US THIS GREAT PICTURE WHEN WE NEEDED IT MOST
WITH KINDEST REGARDS=

MORTON G THALHIMER AND SAM BENDHEIM JR.

(and that pace continued far into the night to
set an opening day record for the entire year!)

and in
BALTIMORE

**S. R. O. OPENING CROWDS PLUS
WORD-OF-MOUTH OVATION STARTS
IT OFF ON RECORD-SMASHING RUN!**



THE KEYSTONE
OF YOUR FUTURE

A TOAST TO BIG PICTURE

"A memorable impression of the raw and lusty days when financial and social titans were fighting to win historic names . . . Earmarked for important coin."

—Hollywood Variety

"Lavish . . . spectacular . . . a smashing theatrical attraction . . . Exceptional entertainment . . . dramatically stirring . . . extraordinarily interesting."

—Hollywood Reporter

"An important comedy drama . . . Should play to heavy box-office returns."

—Film Daily

"Good entertainment which will get money!"—Variety

"Exciting drama with plenty of humor . . . Class, mass appeal . . . Can be sold for the money."

—Jay Emanuel Publications

**BACKED BY THE BIGGEST OUT-
DOOR CAMPAIGN IN HISTORY OF
SHOW BUSINESS! . . . 10,000 twenty-
four-sheets spread over 3,000,000 miles
of highways! . . . Blazoning a mighty show
message to more than 30,000,000 people!**



THE YEAR'S

**OPENS RADIO CITY
MUSIC HALL
THIS WEEK!**

**EDWARD ARNOLD
CARY GRANT
FRANCES FARMER
JACK OAKIE**

IN

THE TOAST OF NEW YORK

DIRECTED BY ROWLAND V. LEE
An EDWARD SMALL PRODUCTION

BASED ON
BOOK BY DANIEL F. STANLEY AND JACK WHITE



AND THE STORY
ROBERT BARBER BY MATTHEW JOSEPHSON



Perfection of Antennae Seen Key to Future

By CLARENCE LINZ

WASHINGTON, July 18.—Future developments in broadcasting will lie in the improvement of antennae to discriminate against electric interference and reduce the effects of atmospheric interference; the production of high-fidelity receivers at lower cost; the use of increased power, and extension of the frequency band, it was predicted today by the National Resources Committee in a 388-page report on technological trends in industry, submitted to President Roosevelt.

The "relative imminence" of television, however, is seen by the committee as the most significant trend in the realm of communications, but still to be resolved is the problem of who is to pay for the service. Color television is already a laboratory accomplishment and may become practical before long, while developments have already been started in three-dimensional sight and sound, it was pointed out.

Call Radio, Films Related

"As the intensive growth of broadcasting has coincided with the growth of sound films," the report commented, "it is difficult to evaluate separately its effects. Many of the musical activities which were previously confined to the concert hall have been transferred to the film and radio studios. This has helped to make tremendously popular outstanding members of the musical world. It has raised the taste of the public in musical performers and in so doing adversely affected the small itinerant musical organizations which were known 15 to 20 years ago. In spite of this and the decrease in demand for musical individuals and organizations, since the advent of broadcasting and sound pictures, it is believed that there is an increased interest in the production and enjoyment of music by the amateur musician and music lover."

Foster in Charge of Hearst's Promotion

Frank P. Foster II, formerly merchandising and sales promotion manager for WINS, has been appointed sales promotion manager of Hearst Radio, Inc.

In his new connection he will continue to serve WINS as formerly, and will also serve all of the 10 Hearst stations.

"Cheer and Comfort" on CBS

Richard Maxwell's "Cheer and Comfort" on CBS will be heard over an extensive network on a new schedule, beginning today. The new periods are Monday, Wednesday and Friday from 9:15 to 9:25 A. M.; Tuesday and Thursday from 9:30 to 9:40 A. M., and Saturday from 10:15 to 10:30 A. M., all E.D.S.T.

Mary Pickford on C. & S.

LOS ANGELES, July 18.—Mary Pickford will board a Clipper plane in Honolulu July 22 to appear as the featured guest performer on the Chase and Sanborn program July 25.

Gross Time Sales First Five Months of Year \$54,814,519

WASHINGTON, July 18.—Gross time sales for the first five months of 1937 totaled \$54,814,519, a further study of the current report of the Nat'l Ass'n. of Broadcasters reveals.

National networks during the period did \$30,009,052; regional networks, \$541,167; national non-networks, \$13,812,100 and local stations, \$10,452,200.

National networks grossed \$5,875,531 in May as compared with \$6,013,181 in April; regional networks, \$137,734 in May as compared with \$112,938 in April; national non-networks \$2,962,200 in May as compared with \$2,982,200 the previous month and local stations, \$2,349,700 in May as against \$2,201,000 in April. The four divisions, in toto, did \$11,325,165 in May and \$11,309,319 in April.

Business Divisions Listed

Details as to trends in the various fields of sponsorship are as follows:

Amusements—Regional network volume three times as great as April. National non-network volume declined 12.9% while local advertising rose 38.5% compared to April. Regional network tripled volume of last May. Local advertising rose 79.7% and national non-network dropped 81.1% as against last May.

Automotive—Gains over April as follows: national networks 2.9%, national non-network 2.6% and local 8.6%. As against May 1936, national network volume rose 47.8% while national non-network and local advertising declined 33.7% and 12.2% respectively.

Gasoline and Accessories—Increases over April as follows: national networks 7.6%, regional networks 9.6%, national non-network 9.8%, and local 37.9%. National network volume 44.9% ahead of last May in volume. Regional network volume declined 47.9% and local business 21.5%. National non-network business increased 0.9%.

Clothing—National network volume two and one-half times as great as April. Regional network volume rose 14.9% and national non-network business 25.0%. Local business declined 1.9%. As compared to May 1936, national network business declined 16.0% while national non-network and local advertising increased 97.7% and 9.5%, respectively.

Drugs and Pharmaceuticals—National network volume 6.3% below level of last month. Regional network volume rose 9.8% and local volume 10.2%. National non-network volume declined 20.8%. Compared to last May, national network business increased 25.6% and regional network volume more than doubled. National non-network

Wears Alarm Clock

Milwaukee, July 18.—Conrad Rice, announcer handling the "Even As You and I" broadcast Tuesdays through Fridays at 11:30 A.M., C.S.T., over WISN, wears an alarm clock around his neck while interviewing individuals on the program. The alarm is set to ring at a time unknown even to Rice and whoever is being interviewed at the time the clock rings receives a letter entitling the person to the choice of a coal shovel, snow shovel or thermometer furnished by the Western Fuel Co., sponsors of the program. The clock rings twice during each broadcast.

and local advertising declined 0.7% and 1.6% respectively.

Toilet Goods—While national network and national non-network volume remained at approximately the same level as last month, regional network volume declined 16.3% and local business rose 14.3%. As against last May, national network volume increased 13.5%, national non-network business 75.5% and local business 6.2%. Regional network volume declined 44.1%.

Foodstuffs—National network volume 5.3% below last month. Regional network volume increased 5.6%, national non-network volume 1.6%, and local business 1.0%. Increases in volume over last May as follows: national networks 47.6%, regional networks 21.2%, national non-network 78.7%, and local 36.9%.

Beverages—National network and national non-network volume 4.8% and 8.9% below April, respectively. Regional network volume up 19.6% and local business up 37.0%. As against May 1936, national network volume down 9.9% and regional network volume down 52.2%. National non-network business four times as great and local business up 18.3%.

Confectionery—National network volume down 5.3% compared to April. Regional network business declined materially. National non-network business increased 2.4% and local business 23.2%. Compared to last May, regional network volume remained the same while national network volume increased 12.6%, local business 41.9% and national non-network business doubled.

Household Equipment—Increases over April as follows: national networks 3.9%, regional networks 3.2%, national non-network 3.4%, and local 12.5%. National net-

"Orphan Annie" and Irene Rich Renewed

The Welch Grape Juice Co. and the Wander Co. have renewed their current NBC programs, featuring Irene Rich and the air strip based on the newspaper cartoon "Little Orphan Annie," respectively.

Irene Rich, whose program is heard Fridays from 8 to 8:15 P.M., E.D.S.T., on the Blue, has been renewed for a full year, effective in mid-August. H. W. Kastor & Sons is the agency.

"Little Orphan Annie," broadcast Monday through Friday from 5:45 to 6 P.M., E.D.S.T., has been renewed for 13 weeks, beginning in September. Blackett - Sample - Hummert is the agency.

work business five times as great as last May. Regional network volume down 16.0%. National non-network and local advertising increased 14.1% and 28.9%, respectively.

Soaps and Kitchen Supplies—National network volume 12.5% below April. Regional network volume increased materially and national non-network volume rose 5.8%. Local business dropped 10.9%. Compared to last May, national network volume increased 62.3%, regional network volume 41.1% and national non-network more than doubled. Local business down 33.5%.

Insurance and Financial—Compared to April, national network business down 16.0%. Regional network volume up 32.4%, national non-network 54.3%, and local advertising 26.9%. As against last May, national network volume increased 61.9% and local business 28.7%. Regional network business increased materially and national non-network business remained the same.

Local Radio Volume Up 74.8%

Radios—National network volume 3.0% above April. National non-network volume down 9.1% and local volume up 38.3%. Compared to May of last year, national network volume rose 6.5% and local volume 74.8%. National non-network volume dropped 70.4%.

Department and General Stores—Compared to April, national non-network business down 8.3% and local business 3.1%. National non-network volume 11.1% below last May. Local advertising increased 32.7% over May 1936.

Tobacco Products—Increases over April as follows: national network 4.6%, regional network 61.5%, national non-network 2.2% and local 25.4%. Increases over May 1936 as follows: national networks 57.8%, regional networks 72.9%, and local advertising 5.6%. National non-network volume more than doubled.

Miscellaneous—Declines from April level as follows: national networks 17.2%, regional networks 11.6%, national non-network 0.6% and local 0.6%. Compared to last May, national network volume declined 36.6% and regional network volume 7.2%. National non-network business increased 67.9% and local advertising 31.3%.

Radio Broadcast Advertising by Type of Sponsoring Business (May, 1937)

Type of Sponsoring Business	Gross Time Sales				
	National Networks	Regional Networks	National Non-Network	Local	Total
Amusements		\$984	\$2,490	\$55,770	\$59,244
Automobiles and accessories:					
Automobiles	\$532,922		176,820	128,370	838,112
Accessories, gas and oils	536,947	11,204	189,290	83,680	821,121
Clothing and apparel	26,040	913	77,210	285,210	389,373
Drugs and toilet goods:					
Drugs and pharmaceuticals	466,901	14,184	300,840	60,310	842,235
Toilet goods	1,017,125	1,680	115,090	21,000	1,154,895
Food products:					
Foodstuffs	1,219,108	41,499	787,460	326,520	2,374,587
Beverages	300,326	7,772	162,470	142,600	613,168
Confections	110,522	200	42,130	13,480	166,332
Household goods:					
Household equipment and furnishings	171,269	3,576	137,720	286,880	599,445
Soap and kitchen supplies	527,793	12,389	241,350	7,060	788,592
Insurance and financial	61,044	8,017	20,060	104,540	193,661
Radios	121,134		5,500	25,060	151,694
Retail establishments			6,800	197,590	204,390
Tobacco products	620,961	21,400	187,530	14,160	844,051
Miscellaneous	163,439	13,916	509,440	597,470	1,284,265
Total	\$5,875,531	\$137,734	\$2,962,200	\$2,349,700	\$11,325,165

Radio Personals ▶

HERMAN BERNIE will leave for the coast next month to line up guest talent for brother Ben's American Can Co. program . . . Kathryn Cravens, following her broadcast from Hollywood Friday night, took a plane to Chicago. She will broadcast her program from there tonight over WBBM, CBS Chicago station, and on Wednesday will resume her regular schedule from WABC . . . Lionel Stander will guest appear on Benny Goodman's program July 27 . . . Norman Corwin will have two famous poets as his guests over WQXR tonight and July 26—Joseph Auslander and Audrey Wurdemann, the latter a Pulitzer Prize winner. . . .

Air Contests Show Gain, States Todd

Sponsors' increasing activity in contests is indicated in an article in the current *Broadcast Merchandising*, published of NBC, by Jack Todd of Certified Contest Service.

It is difficult to obtain authoritative radio contest facts because there are so many local contests all over the nation, states Todd. However, he says, one year's figures taken from clippings and information showed \$4,661,354 awarded in prizes—cash, \$2,833,160; merchandise awards, \$1,824,194. The number of entries submitted was 55,000,000. Todd's guess is that about \$10,000,000 would be nearer the actual mark, and that the entries exceeded 100,000,000.

Larry Nixon Takes Position at WNEW

Larry Nixon, formerly head of WMCA's publicity department, has been appointed director of special events for WNEW.

No changes in staff were made at WNEW with Nixon's addition to the personnel, the special events director's job having been divided among several department heads in the past.

Celler to Air His Plan

Congressman Emanuel Celler of New York will speak on "A Pan-American Radio Station" over WMCA tomorrow from 9:45 to 10 P.M. Celler is the sponsor of a resolution calling for the erection in Washington of such a station, to be operated by the government.

American Home Joins Ass'n.

American Home Products Corp., extensive user of network time, has been elected to membership in the Ass'n of National Advertisers and will be represented by W. H. Wulfleff, treasurer.

Ed Hurley Joins Whiteman

Ed Hurley, former film executive, today joins the Paul Whiteman office as publicity writer under Irving Strauss. Hurley leaves the Don Peterson office as a radio script writer to accept his new berth.

Winston Made Doelger Agency

The Leonard F. Winston agency has been appointed to place radio advertising for the Peter Doelger Brewing Corp.

Schenck Sails For Talks on GB Situation

(Continued from page 1)

DAILY in an exclusive interview on the *Rex*. "The talks are in the embryonic stage," he added, "and I just can't say what will develop. However, something will be done eventually to adjust the situation."

Mayer, Thau and Strickling are due to return Sept. 1, but the meetings with the Ostrers are expected to keep Schenck, Bernstein, Rubin and Frey abroad to a later date.

On the same boat were Louella O. Parsons and her husband, Dr. Harry Martin.

Among those who saw the 20th Century-Fox-M-G-M party off were Nicholas M. and Mrs. Schenck, Joseph Moskowitz, Spyros Skouras, C. C. Pettijohn, Jules Brulatour, Hope Hampton, Florence Browning, Al Altman, Harry Bernstein, Aubrey Schenck, Si Seadler and Milton Weiss.

Nicholas M. Schenck stated that he did not contemplate going abroad this year, although he had been mentioned previously as looking forward to a visit to England in connection with the G. B. deal.

High Court Ruling On Taxes Aimed At

(Continued from page 1)

services. In 1922 he formed Cecil B. DeMille Products, Inc.

The Government charged that first the partnership and later the corporation sold DeMille's services as a director to various producers for larger sums than the salary paid him, and claimed that the full income from such services, rather than the amounts received from the partnership and corporation, should be held as income. If all DeMille's earnings were considered as income, taxes amounting to \$1,156,000 would be due the Treasury.

Orange County Group Starts Trust Action

(Continued from page 1)

Artists, Joe Lee, Eugene Levy, George Walsh and Netco Theatres, Inc., combined to form an alleged pool and therefore deprive the plaintiff of product for the Academy, Newburgh, a subsequent run theatre.

It is alleged Levy, who operates the Ritz and Park in that city, linked with George Walsh and Netco, the latter a Paramount theatre subsidiary, and with the majors in the pool. Orange County Theatres, Inc., seeks \$225,000 damages.

Lottery Charae Hits Circuit in Michigan

(Continued from page 1)

tinued the policy several weeks ago. Theatre men charged, however, that the American Legion in Ishpeming and the Eagles lodge in Negaunee held carnivals recently at which games of chance were operated freely.

In view of this non-intervention policy by law enforcement agencies, exhibitors in Ishpeming and Marquette declared they decided to resume Bank Night.

Job Costs 48 Cents

Hollywood, July 18.—An actor who sometimes works as an assistant director received one day's work at a Valley studio at \$25 a day. He had to join the Screen Actors' Guild by paying an initiation fee, plus dues for three months.

With deductions for the State Unemployment Insurance Fund and the Social Security plan, he was out 48 cents on the day's work.

Warners' Net Up Over 100% For 39 Weeks

(Continued from page 1)

at \$175,543,190.50. Among the major items in the assets are: Cash, \$3,245,340.95; accounts and notes receivable, \$1,868,264.60; inventories, \$26,386,338.63; investments in affiliated companies, \$1,605,069.84; film assets, \$135,632,730.52; other assets, \$2,339,383.54; deferred charges, \$1,279,570.56; good will, \$8,300,097.41.

Hollywood Will Have 3 Warner Roadshows

(Continued from page 1)

"Sweet River," which was produced by George Abbott.

Production of "The Adventures of Robin Hood" in Technicolor will start in three weeks. The ticket sale for "The Life of Emile Zola" will begin this week at the Broadway house.

Other films will follow the three listed, according to Warner's.

To Study British Wages

LONDON, July 8.—The Ministry of Labor is to ask exhibitors to furnish particulars of the wages and hours of labor in their theatres. If the returns suggest that further information or action is desirable, it may consider a formal inquiry.

This information was forthcoming in the House of Commons, in a reply from R. A. Butler, Parliamentary Secretary to the Ministry, to a question from Harry Day, M.P., who asserted that some employees at theatres were asked to work 80 hours a week for wages of 25 shillings (approximately \$6.50) per week.

Pickens to Open Seven

SAN ANTONIO, July 18.—Jack A. Pickens, Jr., head of Pickens Theatres, Inc., will open seven theatres in Texas before the end of the year, in Cuero, San Marcos, Beeville, Kenedy, Alice, Kingsville, and one other nearby town. Pickens is in partnership with Fred Hansen.

Would Extend Name Bill

BOSTON, July 18.—Francis X. Coyne, author of the bill in the Massachusetts legislature to compel entertainers to use their real names, declared yesterday that he would ask the governor of every state to introduce similar legislation and would appeal to Congress for Federal law.

Spitz Talking Reorganizing On the Coast

(Continued from page 1)

additional testimony is required by Alger.

Malcolm Kingsburg and William Mallard, RKO attorneys, returned to New York last week following a series of meetings with Spitz.

A board meeting of KAO, slated for next Thursday, may be postponed until Leo Spitz, president, returns from the coast.

KAO controls about 60 of the 100 theatres in the RKO circuit.

Answers Are Filed In Momand's Action

(Continued from page 1)

law on limitations in Oklahoma, Massachusetts or within U. S. jurisdiction, the defense contended in the joint answer.

George S. Ryan, who took charge of the litigation more than two years ago, is acting for Momand here. No answer was ever filed in Oklahoma despite prosecution of the action there for several years. The defense also denied Momand's "right to maintain any of the causes of action alleged," and asked for proof at the trial of the genuineness of all the signatures of exhibitors on all exhibits.

Trading by Griffis in Paramount Reported

(Continued from page 1)

tures and disposed of 231,000, reducing his holdings by 32,000 to 58,000.

Disposition by A. Conger Goodyear, also a director, of 1,000 shares of six per cent second preferred Paramount stock, reducing his holdings to 1,000 shares, also was reported.

Reports on the activities of Loew's, Inc., in stock of Loew's Boston Theatres from August, 1935, to April, 1937, inclusive, were filed with the commission. Loew's held 84,426 shares of common at the close of August, 1935, to which it added consistently in following months, having 96,929 shares at the end of last April.

Wall Street

Fractional Board Advances

	High	Low	Close	Net Change
Consolidated	33%	33%	33%	— 1/4
Consolidated, pfd. 137%	137%	137%	137%	— 1/4
General Theatre				
Equipment	24	23 3/4	24	
Loew's, Inc.	80 1/2	79 3/4	80 1/2	+ 3/4
Paramount	21 1/2	20 3/4	21	+ 1/4
Paramount 1 pfd. 148	148	148	148	— 2
RKO	8 1/4	8	8 1/4	+ 1/4
20th Century-Fox. 35 3/4	35 3/4	35 1/2	35 3/4	— 1/4
Warner Bros.	14 1/2	13 3/4	14 1/2	+ 3/4

Technicolor Up on Curb

	High	Low	Close	Net Change
Grand National....	2 3/4	2 3/4	2 3/4	
Technicolor	28 3/4	28 3/4	28 3/4	+ 1/4
Trans-Lux	4 1/4	4 1/4	4 1/4	

Little Trading in Bonds

	High	Low	Close	Net Change
Paramount Pictures 6s '55.....	100	100	100	
Warner Bros. 6s '39 wd.....	93 3/4	93 3/4	93 3/4	

(Quotations at close of July 17.)

"A SINCERE, GRACIOUS AND VIVACIOUS ACTRESS"
Says WANDA HALE of the N. Y. Daily News

**ANNA NEAGLE IN
'BACKSTAGE' FILM**



Anna
Neagle

Arthur
Tracy

BACKSTAGE

Fox Brooklyn presents "Backstage," with Anna Neagle (center) the starring attraction.

By WANDA HALE.

"Backstage," Gaumont-British release produced and directed by Herbert Wilcox, presented at the Fox Brooklyn Theatre.

THE CAST:

Marjorie Kay	Anna Neagle
Bob Grant	Arthur Tracy
Dancer	Tilly Losch
Ray Madison	Jane Winton
Lady Madeleine Knox	Ellis Jeffreys
Pick	Helena Pickard
Mrs. Kay	Muriel George
Queenie	Queenie Leonard
Dance Director	Ralph Reader
Impresario	Anthony Rolles

★ ★ ★

Anna Neagle, lovely Briton, whom New York moviegoers will remember as the star of the British films "Bitter Sweet," "Nell Gwynn," and "Peg of Old Drury," pays us one of her all too infrequent visits in a Herbert Wilcox musical production dubbed "Backstage."

Into her role in this new film, now at the Brooklyn Fox Theatre, Miss Neagle puts the qualities which have characterized her as a sincere, gracious and vivacious actress. That her leading man is our own—"Street Singer," Arthur Tracy, will heighten the film's popularity in this country. What Tracy lacks in histrionic ability, he makes up for with his mellow singing voice.

Not as lavish a musical as we are accustomed to, "Backstage" depends upon a human little story of frustrated love, the star's presence, Tracy's songs, dances by Tilly Losch, and a number of choruses, for entertainment value. One

particular ballet number brought as hearty applause from the audience when it was repeated as it did on first sight.

As a chorus girl in a London musical show, Miss Neagle sees a man singing for coffee and doughnuts on the street and takes him to the manager. Given a chance, he clicks. The chorus and the star seem to be headed for happiness together when ambition rears its ugly head. Tracy, as the accepts financial aid from a wealthy and attractive Englishwoman to continue with voice lessons abroad.

He becomes a singing sensation in foreign capitals while the chorus girl plods along in the front row, pining away for him. Ultimately her chance comes to replace a specialty dancer. At this she succeeds, but a wild idea of the manager to have her succeed Tracy as a girl street singer brings her short-lived grief. Tracy comes back to London just in time to step out on the stage and help the frightened young woman out of a very embarrassing situation. And from then on the future looked rosy for these two.

"The Last Train From Madrid," a Spanish Revolution story, and one of the Dick Tracy series, supplement "Backstage" on the Fox program for this week.

A Human Story - A Scintillating Musical With Exquisite Dancing, Superb Singing, Appealing Romance . . . For the Entertainment of All Audiences.



Canada Distributors
Empire Film, Ltd.

with TILLY LOSCH, Jane Winton, Ellis Jeffreys, Helena Pickard and the 24 Hippodrome Girls. Produced and Directed by HERBERT WILCOX.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 16

NEW YORK, TUESDAY, JULY 20, 1937

TEN CENTS

MGM Decides To Release 52 In New Season

Total Definite, Rodgers Declares Here

M-G-M will release 52 features for the current season and the same number during 1937-38, according to William F. Rodgers, general sales manager. At the time of the convention, Rodgers announced a minimum of 44 and a maximum of 52 for next season, but after a subsequent visit to the coast he states that the company will deliver the entire 52 promised next year.

All pictures scheduled for this season, including "Captains Courageous," will be released by the end of August, Rodgers added. In next season's group there will be 32 "A" films.

Discussing sales, the M-G-M sales head asserted that the company is 100 per cent ahead of 1936 at this time of the year. All major circuit deals have been closed, he said.

M-G-M is not seeking long term deals Rodgers declared, although they have a number of franchise arrangements, which he said were made at the request of the circuits. A deal with Si Fabian of the Fabian circuit, signed last Thursday, is for one year.

Cooper in New Post As M-G-M Producer

HOLLYWOOD, July 19.—Merian C. Cooper today assumed his new post as a producer for M-G-M, following his resignation Saturday as vice-president of Selznick International. The new post is the result of a deal with Louis B. Mayer and E. J. Mannix of M-G-M.

Cooper gave as the reason for his resignation his desire to return to active production. He is a pioneer in color film production and has acted as liaison executive between the studio

(Continued on page 11)

M-G-M Not to Make Any 3 or 4-Reelers

No three or four-reel shorts will be released by M-G-M next season, it was stated at the company's headquarters. When Felix Feist, Jr., was in New York some time ago, he said he was considering producing shorts which would be longer than two reels. However, this plan has failed to materialize. The widespread demand for double features is understood to be directly responsible for dropping the idea.

Television's Next Problem Is Called Economic by FCC

WASHINGTON, July 19.—Convinced that the next corner to be turned in television "is an economic rather than an engineering one," the National Resources Committee has informed President Roosevelt, via a study prepared by the Engineering Dept. of the F.C.C. of the "relative imminence of television."

The report, while conceding that many technical problems remain to be solved, pointed out that visual broadcasting in the past few years had reached such perfection that it was possible to transmit over a local area of 10 to 20 miles radius "fairly good pictures having the clarity and details of the average home moving picture."

The big problem to be overcome, the report stated, was to find a method of television broadcasting at a reason-

able cost. The report questioned whether the public would accept a television service based upon a continuance of the present system of commercial sound broadcasting, and questioned also whether the public would be willing to sit in a darkened living room peering into the screen of the television receiver.

The report predicted that with the advent of television, drama would supercede music as the most popular type of presentation, and indicated that the competition of television with the film theatre may lead to "important economic readjustments."

The committee also pointed out that the advent of television would bring on a censorship more drastic than in present radio broadcasting, since fewer broadcasting bands would be available for television.

Additional Radio News—Pages 10-11

Continue Exchange Parleys Thursday

Meetings between I.A.T.S.E. representatives and home office distributor executives on exchange union agreements will be resumed Thursday at the Warner home office.

With John Gatelee handling the negotiations for local unions, no delegates from out of town will sit in for the unions. Gatelee formerly headed the I.A.T.S.E. unit in New England and has been assigned to handle exchange negotiations by Lou Krouse, executive vice-president.

Included in the 19 territories already set are Albany, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Indianapolis, Kansas City, Milwaukee, New Haven,

(Continued on page 11)

Selznick Gross Was \$208,000 on 4 Films

WASHINGTON, July 19.—David O. Selznick's gross earnings from four pictures made for M-G-M in 1934 were \$208,000, the producer told the Board of Tax Appeals here today. The four films were "Dinner at Eight," "Dancing Lady," "Viva Villa" and "Manhattan Melodrama."

Selznick is seeking a redetermination of \$9,897 assessed in 1934 income taxes. He placed his net income for the year at \$92,165. His wife, Mrs. Irene Selznick, asked a redetermination of an alleged \$3,223 deficiency in 1934 income taxes. Both contended that the Internal Revenue Bureau erred in disallowing amounts deducted by them.

Springer Houses May Go to Skouras Soon

Skouras Theatres are expected to assume operation of seven of the late Jack W. Springer houses on upper Broadway on Labor Day. Included in the group are the Symphony, Beacon, Stoddard, 77th Street and Thelia. Contracts for the change in management are still in work. Indications are that RKO may acquire a partnership in the theatres.

Although Century Circuit on Aug. 3 will resume games, Skouras does not plan to reinstate the practice, it was stated yesterday.

Ohio I.T.O. Joins Paramount Protest

COLUMBUS, July 19.—"Paramount Strike Bulletin," in red bold face capital letters, appears at the top of an illustrated card sent to members of the I. T. O. of Ohio in protest against Paramount's selling policy.

The four paragraphs read: "Adolph Zukor will draw over \$400,000 salary and bonus this year." "What profit (?) did you make this year by showing Paramount pictures?" "Paramount has taken six 'box-office' pictures away from the 1936-'37 contract holders to sell them over again at higher prices. Four thousand theatres acting as one in this matter can make or break Paramount insofar as profits are concerned."

"Don't be a sucker two years in a row. Don't buy Paramount now," is the exhortation, also in red bold face capital letters, across the bottom of the bulletin.

Outside Deals Not Subject To Sale Levy

Reports of Possible Tax Are Set at Rest

Films obtained from New York City exchanges, but designed for exhibition outside the limits of the city, are not subject to the city sales tax of two per cent, it has been definitely established, setting at rest reports that such films might be subject to the tax.

Herman Goldman, assistant to Louis Goodgold, sales tax chief of the revenue division of New York City, said over the weekend that the matter was officially closed with the recent decision of the Court of Appeals of New York State, and that no subsequent action has been taken.

The distributors, who had originally planned to seek a writ of certiorari, appealing to the U. S. Supreme Court the decision which held that film designed for exhibition within New York City is taxable, have abandoned their plans to appeal from the United Artists case, which was brought against the comptroller of New York. The decision was on appeal from the Appellate Division.

Distributors, who had collected the city sales tax from exhibitors in New York since the tax became effective, and had held the money in escrow, are now paying over all such past

(Continued on page 11)

End of Pa. Tax Not To Affect Payments

HARRISBURG, Pa., July 19.—The expiration on July 21 of the amusement tax of one cent on each 25 cents of admission in Pennsylvania will not permit delinquents, of whom there are some 6,000, to escape payment of taxes due, according to J. Griffith Boardman, Secretary of Revenue. "Every tax delinquent will be obliged to pay the amount due or take the consequences," he stated.

More than \$1,000,000 is outstanding in unpaid taxes, Boardman said. Officials have been ordered to proceed with collections, and if payment

(Continued on page 11)

Mrs. Roosevelt Will Write "Dallas" Copy

HOLLYWOOD, July 19.—Mrs. Franklin D. Roosevelt, through George Bye, her literary agent, has been engaged as advertising copywriter on Samuel Goldwyn's "Stella Dallas" campaign. The money received for these services

(Continued on page 8)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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Editor-in-Chief and Publisher

MAURICE KANN, Editor

J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager. CHICAGO: 624 S. Michigan Ave.; C. B. O'Neill, Manager.

WASHINGTON: Albee Building; Bertram F. Linz, Representative.

AMSTERDAM: Zuider Amstelstraat 5; Philip de Schaap, Representative.

BERLIN: Steulerstrasse 2, Berlin W. 35; Joachim K. Rutenberg, Representative.

BUDAPEST: 3 Kaplar-u, Budapest II; Endre Hevesi, Representative.

BUENOS AIRES: Corrientes 2495; N. Bruski, Representative.

HELSINKI: Fredriksgatan 19C; Charlotte Laszio, Representative.

LONDON: 4 Golden Square, W. 1; Bruce Allan, Representative. Cable address, Quigpubco, London.

MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.

PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Viale Gorizia; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estadio 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Alberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomioka, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Subscription rates per year \$6 in the Americas, and foreign \$12. Single copies: 10 cents.

Out Hollywood Way

HOLLYWOOD, July 19. — MAUREEN O'CONNOR, 13-year-old radio singer, signed to appear opposite JACKIE COOPER in Monogram's "Boy of the Streets." She was recently voted by Los Angeles radio editors as "Radio's Baby Star of 1937."

No visitors are being allowed at M-G-M during the construction of new sound stages, cartoon building and administration and writers' buildings, the reason being that they might be injured by the heavy hauling trucks on the lot. . . . RAY JUNE is laid up at home with a sprained knee sustained while golfing. . . . THOMAS CALVERT McCLEARY here to write a series of magazine articles on DICK MERRILL.

Paramount has decided to film "Men with Wings" in Technicolor. . . . WILLIAM FERRARI made chief draughtsman at M-G-M. . . . RALPH MORGAN draws the spot in Paramount's "Wells Fargo" which LIONEL BARRYMORE had to drop because of illness. . . . "Two Platoons" company at Warners is shooting around close-ups of DICK FORAN, who has a sty on his eye. . . . SELZNICK has commissioned AZADIA NEWMAN to do an oil painting of CAROLE LOMBARD for use in "Nothing Sacred" ad campaigns. . . . M-G-M may sepiatint the entire release print of "The Firefly." . . . JUNE TRAVIS has replaced DORIS

WESTON in Warners' "Block that Kick."

Casting—MILBURN STONE in Monogram's "Atlantic Flight." . . . "Doodles" Weaver in "Double Wedding," M-G-M. . . . CLARENCE KOLB, ROBERT CUMMINGS, BERNARD SIEGAL in "Wells Fargo," Paramount. . . .

MONTAGU LOVE in "Tovarich," Warners. . . . GLORIA HOLDEN to "The Man Without a Country," Technicolor short at Warners. . . . WARREN WILLIAM, HELEN FREEMAN and JOHN BEAL to "Madame X," M-G-M. . . . ROGER CONVERSE to "Black Lightning," M-G-M. . . . Other M-G-M castings—ROBERT BENCHLEY to "Double Wedding," JACK MULHALL in the short, "The Boss Didn't Say Good Morning."

Writers and Stories—20th Century-Fox has bought "The Diamond Doll," original by JANE HINTON SMITH. . . . RKO assignments: GUY ENDORE to work with MARIAN AINSLEE on next for ASTAIRE-ROGERS; VIOLA BROTHERS SHORE on "Perfect Harmony"; GLADYS ATWATER on "Lights Out."

Contracts—RKO has extended the contract of FRANK M. THOMAS. . . . THEODORE REED has been signed to a term contract as director by Paramount.

Trans-Lux Trading
Reported by S. E. C.
By BERTRAM F. LINZ

WASHINGTON, July 19.—Reports of activities in common stock of Trans-Lux Daylight Screen during the last months of 1935 and early 1936 were filed with the S. E. C. by George H. Eichelberger, New York, director. At the close of April, 1936, he held 1,100 shares, it was shown.

Reports of holdings of officers and directors of Educational Pictures when its registration became effective May 9 showed that John R. Munn, New York, director, held warrants for 10 shares of common, but neither B. A. Barron or Norman C. Nicholson, New York, both officers, held any equity securities. Additional reports were filed for Albert F. Schwarz, New York, officer, showing no securities, and Charles B. Wiggins, New York, director, showing the holding of one share of stock in Pathe Film Corp.

Allows Claim on RKO

The U. S. Circuit Court of Appeals yesterday allowed W. Gordon Burnett \$47,172 on his claim against RKO for damages because of the breach of a lease. Federal Judge William Bondy originally allowed the claim in the U. S. District Court at \$3,246. The claim is based upon a guarantee by RKO of a lease to RKO Southern on the Ritz in Birmingham.

Deny Infringement Charge

United Artists Corp. yesterday filed a general denial to the plagiarism suit brought against it and Charles Chaplin by Films Sonores Tobis Societe Anonyme. The plaintiff charged infringement of "A Nous la Liberte" in "Modern Times." A permanent injunction, damages and an accounting of the profits was asked.

Grand National Men
Leave for Meeting

Edward L. Alperson, president; Edward Peskay, general sales manager, and Tim Murphy, treasurer of Grand National, will leave today for Wilmington to attend the annual stockholders' meeting. Alperson stated yesterday that the meeting will be routine.

Dave Diamond has been signed to make four pictures, Alperson said, the first of which will be a navy story. James Cagney's picture, "Something to Sing About," will be completed in a week. Alperson plans to remain in the east several weeks before heading for Hollywood again.

G. N. in Egyptian Deal

Grand National product will be distributed in Egypt by Charles Lifschitz and M. Joseph & Cie. under a deal just closed and which covers the 1936-37 schedule.

Nathansons in Toronto

TORONTO, July 19.—N. L. Nathanson, president of Famous Players Canadian Corp., and Mrs. Nathanson have returned from a holiday in England and on the Continent. During their stay abroad they witnessed the Coronation ceremonies and Mrs. Nathanson was presented at the Royal Court in Buckingham Palace early in July.

Moskowitz on Again

Examination of C. C. Moskowitz, Loew executive, by Melvin Albert in connection with a suit by the Brandt circuit will be resumed today after a five-day adjournment. Irving Greenfield, Loew attorney, will represent Moskowitz when the testimony is taken.

Purely
Personal

OLYMPHE BRADNA, Paramount actress, arrived from Hollywood yesterday to be on hand for the opening of "High, Wide and Handsome" at the Astor tomorrow night. RANDOLPH SCOTT, who appears in the film, also got in yesterday by plane for the premiere. He will leave Friday via the air lanes.

EDWIN N. CLARK, new chairman of the executive committee of Condor Pictures, is on the coast for conferences with FRANK M. SNELL, west coast executive head of the company. He left by plane Sunday night.

ROBERT LEE JOHNSON wrote the original story for Monogram's "Hoozier Schoolboy," and the film has no connection with the well known story by EDWARD EGGLESTON, Monogram reports.

MARTIN MOSKOWITZ, HERMAN STARR and an assortment of Foxes—VERA FOX BLUMBERG, SARAH and MATTY FOX—spent most of their Sunday on a motor cruiser in the Sound.

H. J. YATES, J. J. MILSTEIN and EDWARD SCHNITZER will leave Thursday for Toronto to attend the two-day convention of Empire Films on Friday and Saturday.

GREGORY DICKSON, who recently joined WALT DISNEY as publicity generalissimo, is due in New York from Hollywood about Aug. 2.

SALLY VICTOR, designer who created the hats for "Walter Wanger's Vogues of 1936," will arrive today on the Berengaria.

EDDIE CARRIER returned yesterday from Norfolk and Richmond after making screen tests at Loew theatres in those towns.

JAMES A. FITZPATRICK left for New Brunswick, Canada, last night and on Friday he will take a plane to the coast.

DAVE GARBER, plant superintendent at the RKO studios, has returned to the coast after a short vacation here.

MANNY REINER of Monogram's publicity department, returned yesterday from an Atlantic City weekend.

MARGARET GATESON took an American Airlines plane for the coast yesterday.

JOHN D. CLARK has returned from a visit to the 20th Century-Fox studios.

BEN CAMMACK of RKO flew to Dallas last night, en route to the coast.

LEN COHEN of Loew's is mourning the loss of her mother.

RADIE HARRIS left last night by plane for Hollywood.

HARRY GOLDBERG of Warners is vacationing in Maine.

MONROE GREENTHAL has returned from the coast.

American Seat Lists
Its Profit at \$201,886

American Seating Co. has reported net profit for the six months to June 30, last, of \$201,886, equal to 91 cents per share on 221,062 shares of common stock, and comparing with a net profit of \$23,439 during the corresponding period of 1936.

The indicated net profit for the quarter ended June 30, based on a comparison of the company's reports for the first quarter of the fiscal year and six months' period, amounted to \$100,990, equal to 45 cents per share, which compares with a net profit of \$20,519 for the same period in 1936.

Myron Selznick Files

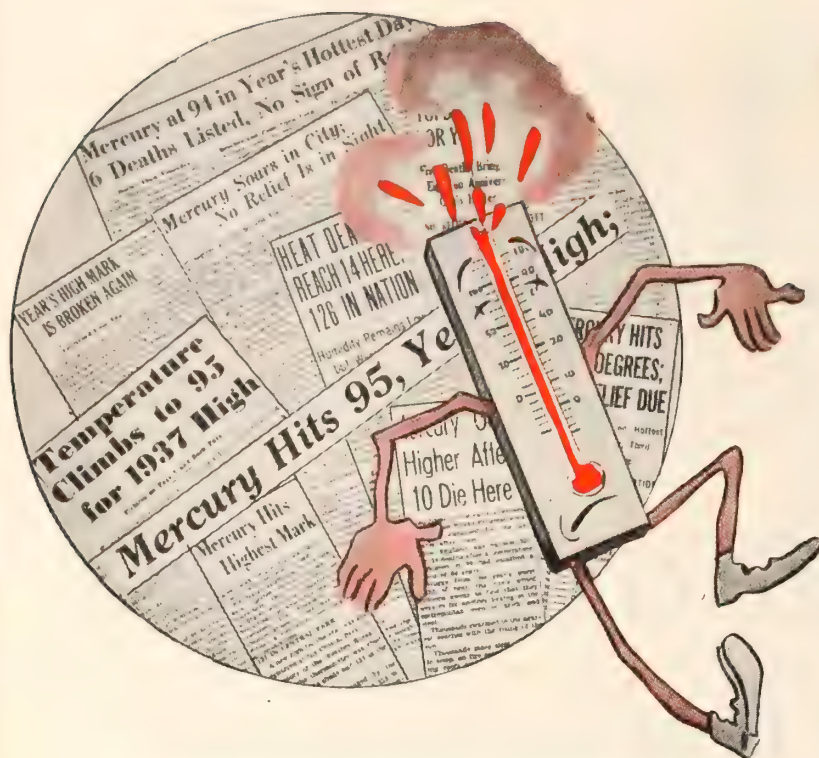
SACRAMENTO, July 19.—Myron Selznick & Co., Ltd., filed articles of incorporation here listing 25,000 shares of no par value to offer. Directors, all of Los Angeles, are, in addition to Selznick, Albert A. Kaufman and Alwin Johnson.

Cowdin Returning Home

J. Cheever Cowdin, chairman of the board of Universal, will sail from England tomorrow on the Queen Mary, which is due here July 26.

“TERRIFIC!”

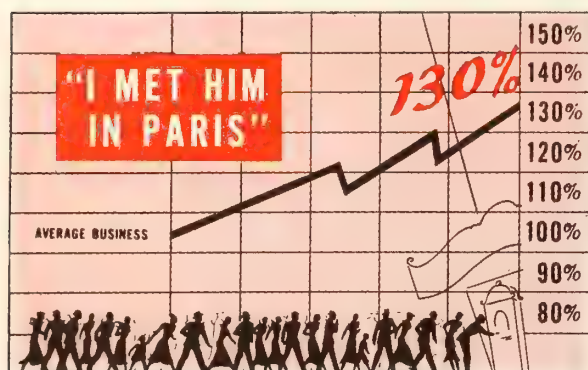
ROAD BACK *beats*
Godfrey, 3 Smart Girls,
Magnificent Obsession,
Show Boat first four
days at Orpheum
Theatre, San Francisco!
“Terrific!” wires
Manager Hal Neides.
“A sure-fire long-run
box office hit!” The New
Universal—and how!



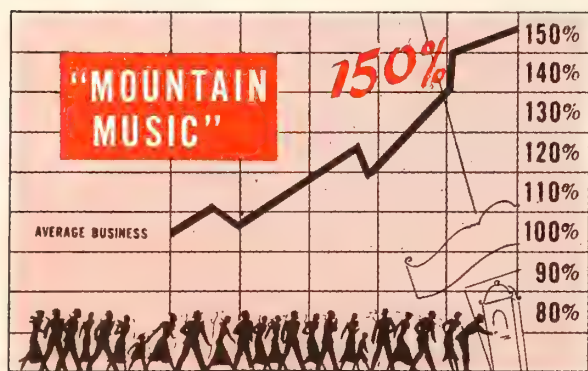
THE HOTTER, THE HIGHER

The Hotter the Weather, the Higher the Grosses with Paramount Pictures

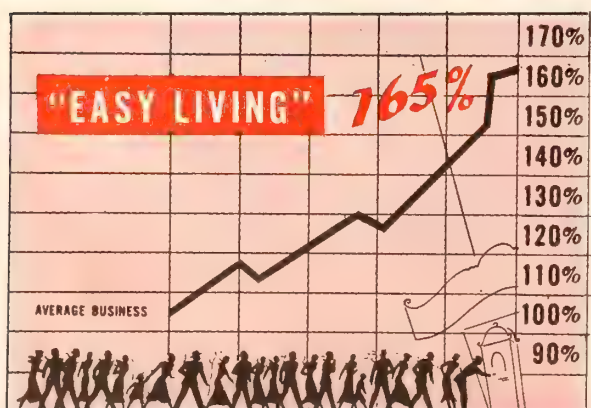
PROFITABLE PARADOX: Theatre records of past month and longer reveal astonishing situation: the higher the temperature, the higher went grosses in houses playing Paramount pictures. Explanation lies in fact that Paramount's summer releases were planned long in advance to capture fancy and shekels of populace. First of hot-weather bell-ringers was "I Met Him in Paris," followed by "Mountain Music," with "Easy Living" now current. (See graphs.) Next picture designed to maintain precedent for higher grosses regardless of weather is Paramount's "Exclusive"—sensational new-theme newspaper melodrama released July 30th—with Fred MacMurray, Frances Farmer and Charlie Ruggles in stellar roles. (See photos.)



Colbert Captivates! Audiences went in big way for little lady in "I Met Him in Paris." Receipts averaged 130 per cent in 30 key engagements.



Ray! for Raye and Burns! "Mountain Music" hit Old Man Summer Slump right in solar plexus. Turned in average gross of 150 per cent in 18 key runs.



It's the Life! "Easy Living," funniest comedy of year, smashed New York Paramount house record in hottest weather in decades. First week's gross 165 per cent above average.



Can't Always Tell: Frances Farmer plays reporter in Paramount's "Exclusive"—dynamite newspaper story. Looking at placid photo you couldn't be expected to know that around Miss Farmer revolves some of most startling action ever brought to life on screen.



New Ruggles: Charlie Ruggles, famed comedian, proves in "Exclusive" he's also dramatic actor of no mean ability. It's a rare combination of talents that can make audiences cry as well as laugh.



Revolt in Favor of Decency! What a scene! Thousands of townspeople take matters into their own hands when they march on and destroy gangster-controlled newspaper plant. As thrilling and rousing an episode as ever was written into a script.



Grim! You have to see this sequence live for you on the screen to realize the harm inherent in so-called "yellow journalism." One of the tense moments in a picture that presents one tense climax after another.



Battling Romantics: Things are not always as peaceful as this between Frances and Fred in "Exclusive." The young lady muddles things plenty for MacMurray and everybody else before she's finally brought to her senses.



Future Gone! In one brief, stunning scene, everything Ralph Morgan (as Mitchell, Mayoralty candidate) lives for is kicked out from under him by scandal resurrected by unscrupulous newspaper. "Exclusive" definitely is picture of strong melodramatic contrasts.

FRED MacMURRAY FRANCES FARMER CHARLIE RUGGLES in "EXCLUSIVE"

with LLOYD NOLAN
FAY HOLDEN, RALPH MORGAN

Screen Play by John C. Moffitt, Sidney Salkow and Rian James. A Paramount Picture. Directed by ALEXANDER HALL.



"Slave Ship" Dual \$22,000 Frisco Draw

SAN FRANCISCO, July 19.—"Slave Ship," on a dual with "Married Before Breakfast," was one of three strong attractions to beat out the summer slump. It grossed \$22,000, up by \$5,000, at the Fox.

"Easy Living," dualled with "The Great Gambini," was \$2,000 over the line on a take of \$15,000 at the Paramount, and "The Emperor's Candlesticks," with "Sing and Be Happy," was \$1,000 up at \$15,000 in the Warfield.

Total first run business was \$85,700. Average is \$81,000.

Estimated takings:

Week Ending July 13:

"NEW FACES OF 1937" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days, 2nd week. Stage: vaudeville. Gross: \$13,500. (Average, \$16,000)

Week Ending July 14:

"SLAVE SHIP" (20th-Fox)
"MARRIED BEFORE BREAKFAST" (M-G-M)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$22,000. (Average, \$17,000)

"IT CAN'T LAST FOREVER" (Col.)
"I COVER THE WAR" (Univ.)
ORPHEUM—(2,440), 15c-35c-40c, 7 days. Gross: \$5,500. (Average, \$7,000)

"EASY LIVING" (Para.)
"THE GREAT GAMBINI" (Para.)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. Gross: \$15,000. (Average, \$13,000)

"WOMAN CHASES MAN" (U.A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c, 7 days. Gross: \$8,600. (Average, \$7,000)

"THE GO-GETTER" (W.B.)
"RHYTHM IN THE CLOUDS" (Republic)
ST. FRANCIS—(1,400), 15c-35c-40c-55c, 6 days, 2nd downtown week. Gross: \$5,000. (Average, \$6,000)

Week Ending July 15:

"THE EMPEROR'S CANDLESTICKS" (M-G-M)
"SING AND BE HAPPY" (20th-Fox)
WARFIELD—(2,680), 15c-35c-40c-55c, 7 days. Gross: \$15,000. (Average, \$14,000)

Week Ending July 16:

"FOREVER YOURS" (G.N.)
CLAY—(400), 15c-35c-40c, 7 days, 3rd week. Gross: \$1,100. (Average, \$1,000)

John Clein Insolvent

LONDON, July 12.—Disclosed at the creditors' meeting of John Clein Pictures, Ltd., were liabilities of £35,000 and assets consisting of the film "The Mill on the Floss," and a small cash balance. It was stated that "The Mill on the Floss," estimated to cost £30,000, had actually cost £47,464. National Film Distributors, Ltd., who handled British distribution, have gone into liquidation.

New Burlesque Talks

A second meeting was held yesterday at Actors' Equity Ass'n by the International Board of Associated Actors and Artists of America on the jurisdictional fight on New York burlesque houses between the American Federation of Actors and the Burlesque Artists' Ass'n. Another meeting is scheduled for Thursday.

RKO Signs Milton Berle

HOLLYWOOD, July 19.—Milton Berle has been signed to a long term contract by RKO. His first sound film was "New Faces of 1937," released recently.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Big Shot"

(RKO)

HOLLYWOOD, July 19.—A lightweight comedy gangster picture, "The Big Shot" is intended for those who want merely to be amused. Not very impressive in the matter of cast names, but with several novel twists injected into the theme, the picture's field is, naturally, that of an accompanying attraction on dual programs.

Guy Kibbee, small town dog doctor, is left a fortune by a mysterious uncle. The windfall immediately gives his wife, Cora Witherspoon, social ambitions. Unknown to Kibbee, the uncle has been an ace racketeer, and his surviving mob, headed by Russell Hicks, is intent on continuing his businesses. Suggestions of romance involving Dorothy Moore, their daughter, and Gordon Jones, a reporter, help the comedy.

Kibbee becomes the central figure in a cleanup crusade. The film reaches a hectic climax when Kibbee discovers he is being used by mobsters as a front for their underworld activities. Nevertheless, the gang is broken up and, much to his surprise and Miss Witherspoon's amazement, her husband is acclaimed a hero.

Based on a story by Lawrence Pohle and Thomas Ahearn, with screenplay by Arthur T. Horman and Bert Granot, comedy predominates and Edward Killey's direction concentrates on that quality in handling characterizations, dialogue, action and situations.

Running time, 60 minutes. "G."

Looking 'Em Over

"The Devil Is Driving"

(Columbia)

This film is meant to be a scathing indictment of the practice of drunken driving and at the same time be a stern object lesson of the horrible results of careless operation of automobiles.

In a measure "The Devil Is Driving" succeeds in reaching its objective, but somehow misses driving home its point with as much force as it might. It becomes rather too involved in story complications, flaunts too many statistics and has a tendency to become wordy on numerous occasions.

However, at the same time, there is action and punch, the title is wide open to exploitation by the alert showman and the theme itself should offer an opportunity for theatre tieups the value of which should be reflected at the box-office. The cast is headed by Richard Dix, supported by Joan Perry, his fiancée; Elisha Cook, Jr., Henry Kolker, John Wray and Charles Wilson in particular. Harry Lachman directed from a story by Lee Loeb and Harold Buchman, and a screenplay by Jo Millward and Richard Blake.

Dix, aspiring to the post of district attorney, assists his friends in acting as defense attorney for Cook, who has caused the death of a woman, the maiming of a child in driving while drunk. Perjured testimony clears the boy. As district attorney, he is virtually forced into a drive on traffic accidents by his fiancée, Miss Perry, a newspaper reporter. Again Cook causes a death while drunk and, when perjured testimony again ruins the case, Dix obtains an indictment against himself for the previous perjury, and thus causes the boy to confess. He loses his professional standing, but wins a victory for the cause and the love of his fiancée.

Running time, 69 minutes. "G."

(Additional Reviews on Page 8)

Nicholas Nayfack Weds

HOLLYWOOD, July 19.—Nicholas Nayfack, nephew of Joseph M. and Nicholas M. Schenck and an executive at M-G-M studios, was married yesterday to Lynne Carver, actress, at Yuma, Ariz.

Educ'l Resumes Work

Educational's short subject production crew returned to the Astoria Studio after a summer shutdown. Shooting will be started next week on Al Christie's "Sunbeam."

N. H. Outing July 29

NEW HAVEN, July 19.—The film district outing, tentatively scheduled for Aug. 5, has now been changed definitely to July 29, at Ye Castle Inn, Saybrook. John Pavone, Warner manager, is chairman, and Barney Pitkin, RKO manager, treasurer.

To Film "White Trash"

Samuel Cummins, Jewel Prod., Inc., head says he intends to film a southern story, "White Trash." Jewel Prod. will release it.

"Chases Man" Seattle Top In Bad Slump

SEATTLE, July 19.—"Woman Chases Man," on a dual with "League of Frightened Men," made the only showing to amount to anything during a hot week. The take at the Liberty was \$6,100, over par by \$1,100.

The only other first run to make the grade was "Affairs of Cappy Ricks" and a vaudeville show at the Palomar. The take was \$4,600.

Total first run business was \$35,650. Average is \$36,500.

Estimated takings for the week ending July 16:

"OUTCASTS OF POKER FLAT" (RKO)
"SHE HAD TO EAT" (20th-Fox)
BLUE MOUSE—(950), 15c-25c-35c, 7 days. Gross: \$3,950. (Average, \$4,000)

"THE SINGING MARINE" (W.B.)
"CASE OF THE STUTTERING BISHOP" (F.N.)

FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$6,400. (Average, \$7,000)

"WOMAN CHASES MAN" (U.A.)
"LEAGUE OF FRIGHTENED MEN" (Col.)

LIBERTY—(1,800), 25c-35c-40c-55c, 7 days. Gross: \$6,100. (Average, \$5,000)

"CAPTAINS COURAGEOUS" (MGM)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. Gross: \$4,100. (Average, \$4,000)

"SLAVE SHIP" (20th-Fox)
"MARRIED BEFORE BREAKFAST" (MGM)

ORPHEUM—(2,450), 30c-40c-55c, 2nd week. Gross: \$4,900. (Average, \$6,000)

"AFFAIRS OF CAPPY RICKS" (Repub.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Hawaiian Folies. Gross: \$4,600. (Average, \$4,500)

"RIDING ON AIR" (RKO)
"KING OF GAMBLERS" (Para.)

PARAMOUNT—(3,050), 30c-40c-55c, 7 days. Gross: \$5,700. (Average, \$6,000)

"Holiday" on Dual \$5,600 Omaha Lead

OMAHA, July 19.—The local pace was set by the Omaha this week, "Angel's Holiday" and "Oh, Doctor" grossing \$5,600 for four days, or just \$100 better than seven-day average of \$5,500. The run was cut short to allow return to a midweek opening.

Also surprising was "Ever Since Eve" and "Behind the Headlines" at the Brandeis with a \$5,500 gross, or \$1,500 over \$4,000 average. A heavy campaign in the local Hearst paper built up the picture.

Hot weather helped pull patrons in.

Total first run business was \$18,700. Average is \$16,700.

Estimated takings:

Week Ending July 14:
"EVER SINCE EVE" (F.N.)

"BEHIND THE HEADLINES" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$5,500. (Average, \$4,000)

"ANGEL'S HOLIDAY" (20th-Fox)
"OH, DOCTOR" (Univ.)

OMAHA—(2,200), 25c-40c, 4 days. Gross: \$5,600. (Average, \$5,500)

Week Ending July 15:
"LAST TRAIN FROM MADRID" (Para.)
"MANHATTAN MELODRAMA" (M-G-M) (Reissue)

ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$7,600. (Average, \$7,200)

Calloway in Northwest

PORTLAND, July 19.—W. E. Calloway, Warner district manager, is covering the northern Pacific territory by plane. Grover Parsons, Republic district sales head, is here conferring with local franchise holders.

NOW IT'S 20th's

**WEE
WILLIE
WINKIE**

**SETTING YEAR'S RECORDS
AND EQUALLING WINTER
HOLIDAY GROSSES!**

RICHMOND (State and Capitol) **New record for year in both houses . . . which played all 20th' biggest hits!**

PHILADELPHIA (Stanley) **First four days indicate it will equal or top "One in a Million" New Year's Eve. run!**

BALTIMORE (New) **Beating "Wake Up and Live" . . . sensational 20th grosser...after smash opening and sock week-end!**



THE KEYSTONE OF YOUR FUTURE

Republic's Musical To Start Here Soon

Production will start next week at the Biograph Studios on "Manhattan Merry-Go-Round," one of the four big pictures on Republic's schedule next season. Cab Calloway, Ted Lewis and Kay Thompson and her girls will appear in the shots to be made here.

Chuck Reisner, who will direct the picture, is due from Hollywood next week. Phil Regan, who will star, will not come east.

Vacation List Crowded

NEW HAVEN, July 19.—Warner Theatre department, vacation lists this week include James McCarthy, Strand, Hartford; John Scanlon, Warner, Torrington; Manny Kugel, Palace, South Norwalk; Jack Harvey, Palace, Danbury, and Jack Sanson, Slate, Manchester. Erle Wright, Loew-Poli publicity head, William Hutchins, National Theatre Supply manager, and Ben Cohen, College Theatre manager, are among other vacationers.

Dr. Fishman Injured

NEW HAVEN, July 19.—Dr. J. B. Fishman of Fishman Theatres here is in New Haven Hospital as a result of injuries sustained in an automobile accident in which his car collided with a trolley car. Dr. Fishman suffered four fractured ribs and head injuries, while his six-year old daughter, also in the car, escaped with minor bruises.

Zanuck Delays Vacation

HOLLYWOOD, July 19.—Darryl F. Zanuck has decided to postpone his planned August vacation until January because of the heavy production schedule at 20th Century-Fox. Within two weeks he expects to have 14 of the new season features completed.

Enter Films at Venice

RKO has made arrangements to enter three pictures in the Fifth International Exhibition of Cinematographic Art at Venice Aug. 10. They are: "Shall We Dance," "Winterset" and a Disney two-reeler, "Hawaiian Holiday."

Germany Bans Picture

BERLIN, July 19.—The Nazi Government has banned the American film "Stage Door Romance," from exhibition in Germany, as usual without explanation.

Dickenson a Suicide

William Dickenson, former treasurer of Meredith Pictures, yesterday was reported to have committed suicide by jumping from a window in the Fifth Ave. Hotel.

Retitle "The Playboy"

"Kiss Me Goodnight" is the final title of the London Films musical previously known as "The Playboy," according to word received at the United Artists home office.

Retitle "Ranger Feud"

HOLLYWOOD, July 19.—"The Rangers Step In" will be the release title of Columbia's "Ranger Feud."

Looking 'Em Over

"Gobsek"

(Amkino)

A somewhat unpleasant picture, in theme and atmosphere, is this latest importation from Russia, made from the story of Balzac. It is virtually a character story of Gobsek, money lender of the Paris of 1820, and what entertainment value lies in the film is there almost entirely by reason of the performance of Leonid Leonidov in the title role.

He has made of the usurer a startlingly real figure, combining a basic avarice and love of gold with a certain compassion, only occasionally evident, and an amazing wisdom of the world, its ways and the character of the people in it. On the whole, however, his characterization is not one to excite the sympathy of the audience, but rather the reverse, and in his final moments, on his deathbed, he is made to pursue viciously the sunlight of his meager quarters, thinking it to be gold, and at the last to think only of his gold and its disposition.

Pictured is the manner in which he outwits his fellow money lenders, and the sharpness of his dealings with his "clients." A young neighbor, a lawyer, borrows from him, becomes legally obligated to him, and eventually, when the old man's death makes him executor of the estate, he promises that justice shall be done to those who have suffered through the usury of Bobsek.

The entertainment value of the film is limited.

Reviewed without production code seal. Running time, 72 minutes. "A."

"Fury Over Spain"

(Modern Film Corp.)

This latest compilation of film material emerging from the battlefield of war-torn Spain is straight propaganda for the Loyalist cause in the current disastrous conflict, and must be considered as such in any evaluation. It was produced by and for the Spanish Government propaganda office, and naturally, heralds the fight of the Loyalists to prevent the advance of Franco's insurgents.

The film opens with a brief attempt to indicate the character of the country, records the abdication of King Alphonse and the beginning of the Republic, and leads into the uprising led by General Franco in Spanish Morocco. The picture, aided by the narrative of Louis Frank and Juan Palleja, stresses the inexperience, the lack of military knowledge and the poor equipment of the Government forces, especially in the early stages of the conflict, which, we are told, makes all the more remarkable the stubborn resistance to the insurgent army.

Much attention is paid to the column of Buenaventura Durruti, Loyalist leader who was killed, and his elaborate funeral procession in Barcelona is pictured. The picture is made up for the most part of hasty glimpses, contains no sustained record, and affords a one-sided viewpoint which, however, was its purpose.

Reviewed without production code seal. Running time, 55 minutes. "A."

Expect \$26,000 for First "Forget" Week

"They Won't Forget," is expected to wind up its first week at the Strand with \$26,000. The picture will be held over.

"Lives of a Bengal Lancer" will be the next picture at the Criterion.

Beat Sunday Show Move

BEATRICE, Neb., July 19.—With the vote on Sunday exhibition here ending in a tie with 1,553 votes cast on each side, the move for the showing of films seven days a week has been defeated. Sixty-seven last minute ballots received by mail tipped the scales in favor of retention of a closed Sunday. The decision may be contested.

Showmen Picnic July 28

CLEVELAND, July 19.—Showmen's Club, composed of theatre managers and members of affiliated industries, will hold its annual summer picnic July 28 at Jack Sliney's place on Lake Shore Blvd. and River Road.

Mrs. Roosevelt Will Write "Dallas" Copy

(Continued from page 1)

by the First Lady will be donated to her favorite charity, it was stated here.

Advertisements which Mrs. Roosevelt will prepare will be published in the *Saturday Evening Post*, *Ladies' Home Journal* and other leading magazines.

Buy Into Madison House

CLEVELAND, July 19.—W. N. Skirball, associated with I. Libson in theatre operations, states that the Ellenness Amusement Company, Inc., under which they operate, have acquired an interest in the Madison, Madisonville.

Tom Tyler to Tour

HOLLYWOOD, July 19.—Tom Tyler, western star, has been granted an 18 week leave of absence to go on tour with the Allace Brothers Circus, taking the place of Hoot Gibson.

Short Subjects

"Country Store"

(Universal)

The clever animated antics of the three monkeys, Meany, Miny and Moe, as they conduct business in their shop, is spectacular and funny. They are short of lamb chops so they try to get the meat on the hoof with an old ram coming to the rescue of its offspring. Their store is just about wrecked when the animal is through. Running time, 7 mins. "G."

"It May Happen to You"

(M-G-M)

Another dramatic issue of the "Crime Doesn't Pay" series that will hold audience attention by virtue of well-handled suspense and clever building of narrative. It concerns the activities of a gang who hi-jack meat trucks and sell the spoiled meat to retailers, thereby creating an epidemic of ptomaine poisoning. The action is fast moving. Running time, 21 mins. "G."

"Alpine Cabaret"

(Mentone-Universal)

Though this is another in the countless treatments of the mistaken identity theme, it is, nevertheless, diverting musical entertainment. Roscoe Ates stutters his way through the role of a pseudo-mountain climber. There is singing and dancing by Ginger Dulo, Campbell's Beaux and Belles, Fox and Lui, the Paul Florenz Girls and Margaret Fety. Running time, 10 mins. "G."

"Roamin' Holiday"

(Roach-M-G-M)

The Gang, headed by Spanky and Alfalfa, decide to run away from their irksome home life. They become involved with a kindly storekeeper who humorously sets them back on the homeward road, but not before he scares them with threats of jail. It will delight the kids. Running time, 11 mins. "G."

Wall Street

Advances General on Board

	High	Low	Close	Net Change
Columbia	29 1/2	29	29	+ 1/2
Columbia, pfd. ..	43	43	43	+ 5/8
Consolidated	13 1/2	13 1/4	13 1/4	- 1/8
Eastman	180	179 3/4	180	+ 1/4
Gen. T. Equip.	24 1/2	24 1/4	24 1/4	+ 1/4
Loew's, Inc.	81 1/2	81	81 1/2	+ 1
Loew's, pfd.	107	107	107	+ 1/2
Paramount	21 3/4	20 3/4	21 1/2	+ 1/2
Paramount 1 pfd. ..	150	150	150	+ 2
Paramount 2 pfd. ..	19 3/4	19 3/4	19 3/4	+ 1/4
Pathe Film	8 3/4	8 1/4	8 1/4	+ 1/8
RKO	8 1/2	8 1/4	8 3/4	+ 1/8
20th Century-Fox. ..	36 1/2	35 3/4	36 1/2	+ 3/8
20th Century, pfd. ..	44 3/4	44 1/4	44 3/4	- 1/4
Warner Bros.	14 3/4	14 1/2	14 1/2	
Warner, pfd.	58 1/2	58 1/2	58 1/2	+ 2 1/2

Curb Issues Decline

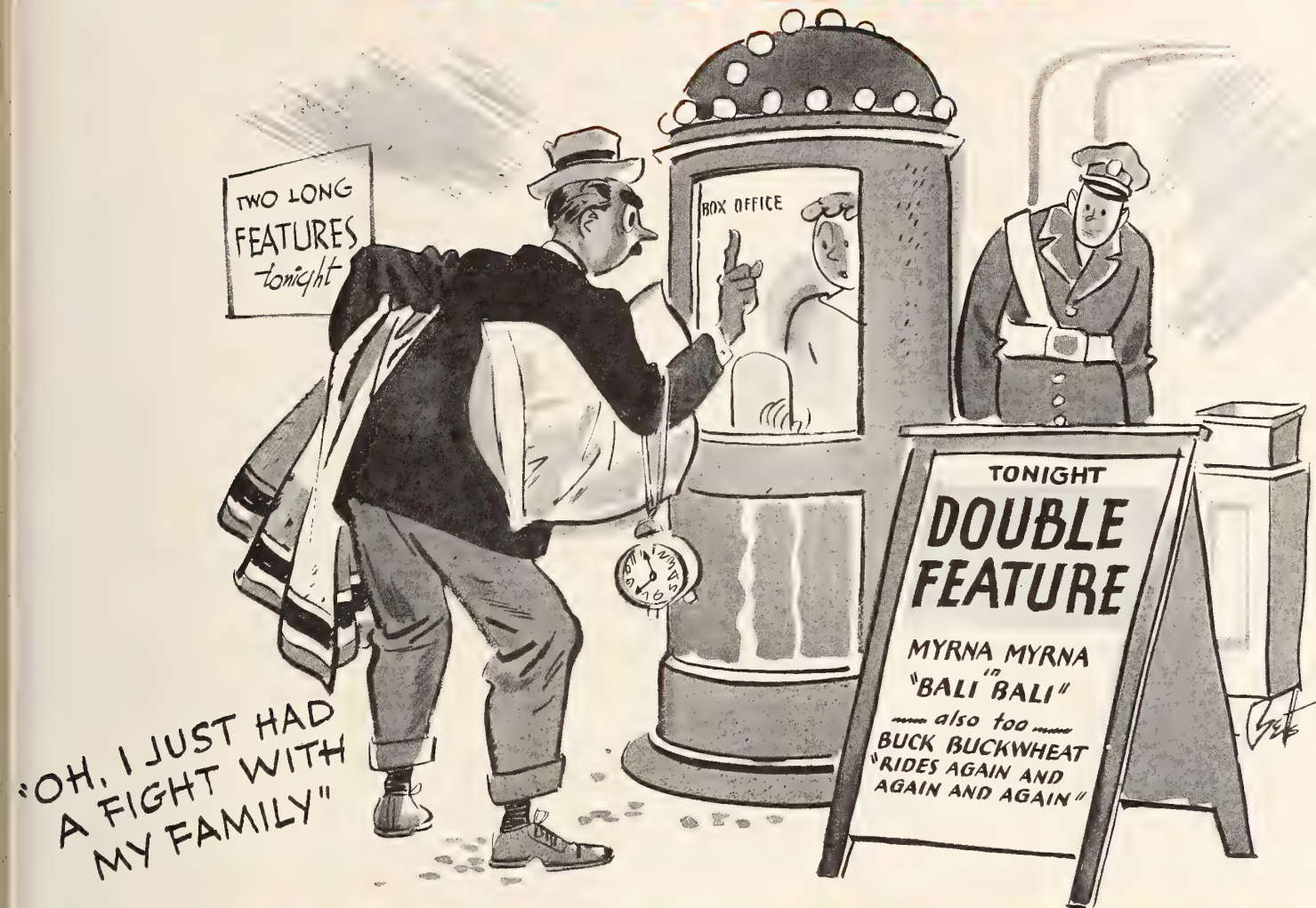
	High	Low	Close	Net Change
Grand National ..	2 1/2	2 1/4	2 1/4	
Sonotone	1 3/8	1 3/4	1 3/8	- 1/8
Technicolor	29 3/8	28 3/8	28 3/8	- 1/8

RKO Bonds Up 4 Points

	High	Low	Close	Net Change
Loew's 3 1/2 '46.	99 5/8	99 1/2	99 3/8	+ 1/8
Paramount Pict. ..	100	99 3/4	100	
6s '55	100	99 3/4	99 3/4	
Paramount '47 ..	93 1/2	93 1/4	93 1/2	
RKO 6s '41 pp.	111	108 3/4	111	+ 4
Warner Bros. 6s ..	94 3/4	94 1/2	94 3/4	+ 1 1/8
'39 wd	94 3/4	94 1/2	94 3/4	+ 1 1/8

(Quotations at close of July 19)

THIS MAN IS DRIVEN TO *Doubleitis**



A FEW hardy souls openly risk "Doubleitis",* those kinks in the back that come from sitting through over-long double bills. For those who want to get away from it all, maybe a double bill is worth the risk. But all surveys and popular votes show that four out of five prefer shows of sane length, want programs with variety entertainment. Let them get back to normal. The Showmanship Shorts that feature these and many other popular stars will help you do it.

Presented by
E. W. HAMMONS



BUSTER WEST and
TOM PATRICOLA



IMOGENE COCA



JEFFERSON
MACHAMER
and HIS

Gags and Gals



REG. U.S. PAT. OFF.

DISTRIBUTED IN U.S.A. BY 20TH CENTURY-FOX FILM CORPORATION

Radio Personals

DANNY DANKER, of the J. Walter Thompson Hollywood office, will arrive here today for a brief business stay. . . . Harry Kerr has left on vacation and Tom Luckenbill leaves next week. Both are with J. Walter Thompson here. . . . Ed Ettinger, who handles the scripts for the Al Jolson series, returns to Hollywood this week. . . . Dorothy Knox, heard on many newwork programs, has been signed to play the lead in "Excursion" with the South Shore Players at Cohasset, Mass. Miss Knox, incidentally, is being considered for the screen. . . . David Ross celebrates his sixth year on the "Poet's Gold" series over CBS this week. . . . Arthur Weill and Ray Katz of WHN are now vacationing. . . . NBC press department vacationers include Frank Lapore, Henry Dougherty, Percy Winner and Rus Nordstrom. . . .

Alexander Gray is playing a return engagement at Radioland, in the Great Lakes Exposition. . . . Harlan Eugene Reid has signed for a series of CBS network talks. . . . Ralph Wilkinson, Mark Warnow's chief arranger, is recovering from an appendectomy. . . . Hollace Shaw is being screen tested by Paramount. . . . Helen Morgan will be a guest on Mutual's "Melodies from the Skies" July 21. . . . Pat Ryan, brother of Tim, will make his radio debut as a stooge during Sunday's Tim and Irene program over Mutual. . . . Clyde Barrie, Bob Bradley and Irene Beasley will take up Reed Kennedy's vocal role on the Heinz "Magazine of the Air" while the latter is on a vacation. . . . Gene Autry, Republic Pictures player, will be a guest on Rudy Vallee's program next Thursday. . . .

George Opp and Virginia Lamont, radio editors of the *Philadelphia Ledger* and the *Columbus Dispatch*, respectively, are visiting in the city. . . . Ford Bond celebrated his 15th year in radio yesterday. He started with WHAS, Louisville. . . . Frankie Masters' orchestra and Lee Weinrott, script writer, have been given 13-week contract renewals on Edgar A. Guest's "It Can Be Done" series. . . . Louis Katzman, musical director of WINS is away on a week's vacation. . . . Vincent Lopez and orchestra are in Detroit for a week's engagement, and will be back in the east to open at Piping Rock at Saratoga July 26. . . . Ray Heatherton, Mitzi and Desiree Tabor, of the stage, were Chamberlin Brown's guests on WMCA yesterday.

Stuart Steelman to Marry

DES MOINES, July 19. — Stuart Steelman, tenor with the Songfellows quartet heard over WHO, and Miss Alice Marquis of Colfax, Ill., are to be married July 23 at Colfax.

Short Wave Tests Are Being Started

International short wave tests for the purposes of determining the effectiveness of directional antennas have been inaugurated by CBS in collaboration with BBC in England.

The tests are being broadcast over W2XE, CBS short wave transmitter, and will continue until sufficient data is provided for determining the feasibility of two or more stations in two or more countries transmitting simultaneously on the same or adjacent frequencies by direction towards different points of the compass.

Test signals being sent out here by CBS and NBC and by BBC in England will be measured in Buenos Aires and in Brussels, Belgium, by the International Broadcasting Union, under whose auspices the tests are being carried out. The final results will form the basis of recommendations to the International Radio Conference, which will meet in Cairo next year.

Rockwell-O'Keefe Spot Talent

Rockwell-O'Keefe has scheduled guest appearances for the following artists:

Connie Boswell, on the Ken Murray show, Aug. 4 and 18, and Sept. 1, 15, and 22; on the same program, Frances Comstock, Aug. 11, and on "Town Hall Tonight," July 28; Frances Fay recording for Chevrolet, July 26; Tito Coral on the Hammerstein "Music Hall," Aug. 13; Nyra Nash at the Great Lakes Exposition, July 24-30.

Add Three Thesaurus Stations

NBC's electrical transcription department extended its Thesaurus service to three new stations yesterday, and made five renewals. The new subscribers are KTUL, Tulsa, effective Aug. 1; WFMJ Bridgeton, N. J., Aug. 15, and WSIX, Nashville, Sept. 1. The renewals are by WMC, Memphis, Tenn.; KALB, Alexandria, La.; KGNO, Dodge City, Kan.; WEED, Rocky Mount, N. C., and KMLB, Monroe, La.

San Diego Peeved

San Diego, July 19.—Local editors are still writing editorials about Don Wilson's description of the opening of Bing Crosby's Del Mar race-track. He described it as being south of Los Angeles, north of the Mexican border—but never mentioned San Diego, 15 miles away, between the track and the border.

Van Cronkhite Takes Over Sales of WHIP

CHICAGO, July 19.—Van Cronkhite Associates, Inc., has closed a deal with WHIP, Indiana, whereby Van Cronkhite takes over all sales and merchandising activities of the station, as well as taking over complete charge of the news. WHIP has a power of 5,000 watts, with a directional antenna on to Chicago.

The deal was concluded by John Van Cronkhite and Dr. G. V. Courier, the latter head of the station. The contract is understood to run for three years, and covers also WWAE, the 100-watt full time station in Hammond, Ind., owned by the same interests, it is reported.

Negotiations now underway call for a remote studio setup in the Stevens Hotel here for the WHIP station.

Commenting on the deal, Van Cronkhite executives insisted their organization had no intention of entering the national sales representative field. They said the deal was merely an exception to VCA's usual activities because the station is "right in our own backyard."

It is understood, however, that VCA's main interest in the station rests with their being able to make the outlet a national radio program laboratory. They will make it possible to test merchandising and program ideas intended for eventual network and higher power station broadcasts.

Transradio Clearing Ideas for Expansion

Foreseeing for autumn a record high in nationwide sponsorship of news programs, Transradio Press is acting as a clearing house for ideas that put showmanship into news.

Transradio is gathering and passing along to clients the most effective examples of handling programs, commercial tie-ins, opening announcements, etc.

An enlarged type of service to meet the needs of stations in other countries has been inaugurated by Transradio. Among the first Canadian clients to require the enlarged service are: CFCF, Montreal; CRCT, Toronto; CJCR, Winnipeg; CJOR, Vancouver, and CFCN, Calgary. A similar service designed for Hawaiian requirements has been inaugurated to KGU, Honolulu.

Renew 3 Contracts On NBC's Red Web

Renewal contracts for three NBC-Red Pacific coast programs were effected yesterday.

The Richfield Oil Co. has renewed its daily 15-minute news program for 52 weeks, effective Aug. 15. The placement was through the Hixson-O'Donnel agency.

The Sperry Flour Co. has renewed its two west coast programs featuring Martha Mead and Floria Gale, respectively. Both renewals are for 26 weeks, and were placed through the Westco agency.

Winchell, Butcher Returns

Walter Winchell and Blayne Butcher, who arrived here last week from Hollywood, will return to the coast today, from whence Winchell will continue his Sunday night broadcasts. He is also slated to begin production on his new picture shortly. Butcher handles production on the Winchell radio series for Lennon & Mitchell, agency in charge.

Acme Switches Network

Acme White Lead and Color Works, whose "Acme Sunshine Melodies" with Smilin' Ed McConnell is scheduled to return to NBC Aug. 29, will use the Blue network instead of the Red network, as previously announced by the sponsor. The new contract, effective for 52 weeks, was signed yesterday. The series will be heard Sundays from 5:30 to 6 P. M. Henri, Hurst & McDonald, Inc., is the agency.

Rex Frazer Goes to Coast

Rex Frazer, J. Walter Thompson script writer, who has been handling the Sealtest "Saturday Night Party" series, will transfer to the Hollywood offices of the agency this week, where he will take over the script of the Werner Janssen series.

MacMurray, Lupino on Air

Fred MacMurray and Ida Lupino will offer preview scenes from "Exclusive," on "Hollywood Hotel" over CBS, July 23.

Transcriptions Does Series

Transcriptions, Inc., has completed the first of a series of recorded sales talks for the Railway Express.

Hollywood Town Pump

HOLLYWOOD, July 19.—Friends of the late George Gershwin are planning a national broadcast memorial program and will be on the air within two weeks. The committee in charge is Irving Berlin, Jerome Kern, Oscar Hammerstein, Richard Rogers, Sigmond Romberg, Harry Warren, Harry Revel, Nacio Herb Brown, Jimmy McHugh, Harold Arlen and L. Wolfe Gilbert.

"Hollywood in Person" 15-minute program of studio gossip and interviews which went off the NBC Coast Red in June when transcontinental time could not be cleared by General Mills, returns to the air Monday, but on Columbia as the last quarter hour on the Gold Medal Hour from 9 to 10 A.M., P.S.T., Mondays through Fridays. The program will feature the traveling sound trailer which will visit the lots each day. . . .

"The Voice of the Black Chapel" will switch to a later time, 11:45 P.M. to midnight, P.S.T., over the Columbia Pacific Network starting Thursday. . . . Raymond Paige and Ken Niles produced Friday's "Holly-

wood Hotel" program as Bill Bacher had resigned.

The Golden Bear Coffee Co. will sponsor the Monday, Wednesday and Friday presentations of "Sycamore Street" on KHJ-Don Lee for 13 weeks. The program will be carried on Tuesdays and Thursdays as a sustainer. It's on from 10:30 to 10:45 A.M., P.S.T. . . . Ted Bliss, KHJ announcer, and Jimmie Vandiver of "Meet Some People" have gone on short vacations.

"Screen Children's Magazine," on KHJ for the last two weeks, has been cancelled and will be resumed Aug. 3 weekly for the remainder of the 13-week contract. . . . KMTR shifts Arthur Purcell's "Miniature Magazine" from 10:15 A.M. Saturdays to a more favorable time—Thursdays at 8 P.M., P.S.T. . . . Sunday sees the start of "The Cathedral Hour," featuring organ music and the St. Brendan Choristers, from 8 to 8:30 P.M., P.S.T., on KFI. Robert Mitchell is the organist for the weekly feature. No announcements will be made between selections.

LEO SAYS:
Greetings to WHN's new sponsor . . . COCA-COLA on the air six times a week!

WHN DIAL 1010
AFFILIATED WITH M-G-M • LOEW'S



WCAU Makes Study Of Rural Listeners

PHILADELPHIA, July 19.—An analysis of listening habits in rural communities in eastern Pennsylvania will be made for the first time by R. L. Polk & Co. for WCAU. Covering the adjoining Bucks, Berks, Lehigh and Lancaster counties, all within WCAU's coverage range, 10,000 letters have been mailed to radio set owners seeking information as to the hours of the day they listen, what type of programs they enjoy most and what they deem most helpful to them. The questionnaire does not ask for station preference. It is designed to aid WCAU in scheduling programs especially for the rural listener. Starting the broadcasting day at 6:30 A.M., WCAU is already airing programs for the farm folk and aims to extend them.

Await Transfer of WNBR

MEMPHIS, July 19.—Formal transfer of WNBR from *The Commercial Appeal* to the *Press-Scimitar* is expected daily. Jack Howard and others of the Scripps-Howard radio staff are in Memphis reorganizing the WNBR setup.

Both papers are Scripps-Howard owned, but *The Commercial Appeal* (morning) has been a Scripps paper only since October. It established and operated WMC, the NBC outlet here, and had acquired WNBR a little over a year ago. Scripps-Howard acquisition of *The Commercial Appeal* found the newspaper chain owning one paper with two stations and one with none.

John Cleghorn, formerly with KARK, Little Rock, has returned to WMC as program and promotional director.

WWJ in Deal with Employees

AKRON, July 19.—WWJ has taken the local lead in recognition of its organized employees. Manager Sam Townsend has concluded an amicable agreement limiting working hours and granting substantial salary increases to all staff members, days off, adequate vacations and other benefits. Technical announcing and office staffs are included.

Form Kentucky Broadcasting

FRANKFORT, Ky., July 19.—Kentucky Broadcasting Co., Louisville, has been chartered. The company is capitalized at \$50,000, and incorporators are listed as Arthur C. Van Winkle, Oldham Clarke and D. E. Kendrick.

Parkyakarkus Signs Writers

Lee Sands and Robert Marko, script writers, have been signed by Harry (Parkyakarkus) Einstein to handle his script details. Their new assignment will start in Hollywood Aug. 17. Herman Bernie handled the pact.

A. S. Prall Improving

BOOTHBAY HARBOR, Me., July 19.—Anning S. Prall, chairman of the FCC, ill at his summer home here, is much improved. The nature of his illness was not disclosed.

Shakespeare to Honolulu

HOLLYWOOD, July 19.—Beginning Monday, Columbia's Shakespearean plays will be carried by KGMB, Honolulu.

Summer Shows On the Air

Routine "Blues" Show

Nola Day was launched in a sustaining series over the NBC-Blue Saturday evening. Running 15 minutes, from 8:15 P. M., E.D.S.T., Miss Day evidenced a pleasing enough "blues" style, but her program failed to emerge beyond routine. Her type of show has a name over the air and it's called legion.

"Jack Armstrong" Returns on Sept. 29

"Jack Armstrong," script serial sponsored by General Mills Corp. for Wheaties, will be returned to the NBC Red network beginning Sept. 27. The program has been absent from the air for the summer months.

The renewal of the program is for 30 weeks. Blackett-Sample-Humert, Chicago division, handled the deal. The broadcasting schedule will be Monday through Friday, from 5:30 to 5:45 P. M.

Coca-Cola in WHN Deal

Coca-Cola will present the transcribed feature, "Refreshment Time," on WHN for 26 weeks, effective immediately. The program is offered Monday through Friday from 1 to 1:15 P. M., and on Saturday from 2:45 to 3 P. M., E.D.S.T. The contract was placed by the D'Arcy agency.

J. F. Neblett Joins WBNS

COLUMBUS, July 19.—John F. Neblett, formerly sports and special events announcer of KWK, St. Louis, and previous to that with WJBA, Baton Rouge, and WHAS, Louisville, has joined WBNS, local CBS outlet. In addition to sports announcing, he will be heard in "The Street Reporter" program at 1:15 P.M., E.S.T. daily.

To Discuss Philadelphia Music

PHILADELPHIA, July 19.—A. Anthony Tomei, president of the Musicians' Union, Local 77, will meet Leslie Joy, KYW station manager; Dr. Leon Levy, WCAU president, and Donald Withycomb, WFIL general manager, July 22 for negotiations on employment of studio orchestras. The current contracts expire Sept. 1.

Delay WICC Child Series

BRIDGEPORT, July 19.—"Enchanted Garden," story series, originally set on WICC for July 21, has been moved to start July 23 at 2:15 P.M., E. D. S. T., with arrangements being made to have the program picked up by receiving sets in children's rooms of libraries.

Wildwood Show on July 22

WILDWOOD, N. J., July 19.—Starting July 22, following the Major Bowes broadcast, *The Leader*, local weekly newspaper, starts its second annual summer series of weekly broadcasts over WPG, Atlantic City. All amusement enterprises cooperate with the newspaper, providing entertainment features for the half-hour program.

Outside Deals Not Subject To Sale Levy

(Continued from page 1)

and present collections to the comptroller's office regularly.

The manner in which the shipment of film to be shown outside the city is made has nothing to do with the matter, it was pointed out. The film is not taxable even though the exhibitor should come to New York, purchase his film from the exchanges here, and carry it with him.

Thus circuit deals normally closed in New York will not be hampered by the threat of the city sales tax, as had been feared. So long as the film contracts specify that the film is designed for showing outside the city, it is not taxable. The city, for its part, will make no further attempt to have such films made subject to the tax.

Cooper in New Post As M-G-M Producer

(Continued from page 1)

and the New York office and the studio and Technicolor on financial matters. He is credited with being responsible for interesting Selznick in color.

M-G-M Begins Shorts Poll

M-G-M has begun a poll in 85 cities to test reactions to its shorts and get suggestions on future product. In the 40 cities where Loew theatres are located the poll is being arranged through newspaper critics by theatre representatives. In the other 44 cities exploitation men are being sent out. In several spots the poll has already been started.

Five principal questions are being asked. They are: (1) What is the best short you ever saw? (2) What series of shorts have you enjoyed most? (3) Would you care to see good dramatic shorts, comparable to the one-act play, or the O. Henry type of short story? If not, why? (4) Can you suggest any new departure in shorts, or any improvement on those now being shown, which would build audience interest in this part of the screen program? (5) Do you ever inquire about what shorts are being shown before attending a theatre? If so, how do you find out?

The poll will continue indefinitely.

Hayward in New Firm

HOLLYWOOD, July 19.—Leland Hayward, who has been with Myron Selznick for the past 10 years, and James Cowan, former general manager for Walter Wanger, and Allan Simpson, also formerly with Selznick, will open an agency here Aug. 2. Hayward's New York office will not be changed.

Sound Breaks Down

ATLANTIC CITY, July 19.—The Warner on the boardwalk at the Saturday midnight show refunded admissions to a full audience when the new sound equipment broke down and could not be repaired sufficiently to continue the show.

Continue Exchange Parleys Thursday

(Continued from page 1)

Oklahoma City, Philadelphia, Pittsburgh, Salt Lake City, San Francisco and Washington.

No contracts have been signed for any situation, but this is expected to take place after all 32 exchange centers have been cleaned up. No decision has yet been made on Butte, which is a shipping center for Paramount, M-G-M and 20th Century-Fox.

KANSAS CITY, July 19.—After being delayed for over a week, Felix Snow, I.A.T.S.E. representative here, is scheduled to leave Wednesday by plane to attend a conference between distributors and the I.A.T.S.E. in New York Thursday. The local Film Exchange Employees Union Saturday voted to send Snow to New York to support their demands for higher wages than the recent New York agreement gave Kansas City exchange workers. The union submitted a counter proposal which not only asks for higher wages than those agreed upon by distributors and I. A. in New York, but also for retroaction to June 1 rather than June 21 as provided by the agreement.

While in New York Snow said he would attempt to contact Loew's, RKO, and National Theatres.

Local 306 Picketing

Local 306 has started a picketing campaign against eight New York and Brooklyn theatres. The houses are: Manhattan—Florence, Schuyler, Arden, Manhattan; Brooklyn—Winthrop, Regent, Eagle and Haven. The Haven signed with the union yesterday afternoon and the pickets were withdrawn.

End of Pa. Tax Not To Affect Payments

(Continued from page 1)

is not made within 90 days, the matter will be turned over to the Dep't. of Justice. Boardman expressed the state's willingness to accept partial payment from time to time, if the entire amount is paid within 90 days. More than \$7,000,000 was collected up to May 31, last.

First Applications On Pa. Levy Mailed

HARRISBURG, Pa., July 19.—The first 50,000 applications for store and theatre tax licenses, under the new Pennsylvania chain store tax law passed at the last session of the legislature have been put in the mail, according to J. Griffith Boardman, Secretary of Revenue.

There are approximately 200,000 applications to be sent out by the department. It is expected that all of them will be in the mail by July 24.

Several large operators of chain stores will probably not pay their assessment on the due date for the tax, Aug. 4. Each of these concerns last week obtained preliminary injunctions in the Dauphin County Court.

Republic-FWC in Deal

LOS ANGELES, July 19.—Republic has closed with Fox West Coast for its new product in 27 theatres.



She sings again! She thrills again! Jeanette MacDonald's "Firefly" is on the way to top the merry grosses of "Maytime"!

Tuesday

20

July

JULY 1937

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

"Firefly"
Preview
tonight
8:30

201

JEANETTE MACDONALD
in **"THE FIREFLY"** with
Allan JONES • Warren WILLIAM
Billy Gilbert • Douglas Dumbrille • A Robert Z. Leonard
Production • Screen Play by Frances Goodrich and Albert
Hackett • A Metro-Goldwyn-Mayer Picture • Directed
Robert Z. Leonard • Produced by Hunt Stromberg.

TODAY'S BIG NEWS!

At the Chinese Theatre in Hollywood M-G-M will screen its widely heralded successor to "Maytime." The advance reports have been so exciting that all Studio-land awaits tonight's brilliant preview of JEANETTE MACDONALD in "THE FIREFLY." Late tonight the telegraph wires will carry the news to the world:

Another glorious Box-office Big One from M-G-M!

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief.
Accurate
and
Impartial

VOL. 42. NO. 17

NEW YORK, WEDNESDAY, JULY 21, 1937

TEN CENTS

Likens Radio To the Teapot Dome Scandal

McFarlane Launches Hot Attack in Congress

By CLARENCE LINZ

WASHINGTON, July 20.—Asserting that the radio situation is comparable to the Teapot Dome scandal of the early "20's," Representative McFarlane of Texas last night charged that less than 300 persons controlling radio stations, newspapers and motion pictures constitute an American "dictatorship."

In the bitterest attack yet launched against the broadcasting industry from

*Additional developments in
radio on pages 10 and 11.*

the floor of the House, Congressman McFarlane alleged that the broadcasters have flouted investors, the public and the Government, and the industry has sought to discredit President Roosevelt, and that the F.C.C. has committed "imposition and fraud" on Congress.

"The three chains comprising the radio monopolies which are dependent for their continued operation on patent

(Continued on page 11)

Kansas and Missouri Grosses Falling Off

KANSAS CITY, July 20.—Although the weather is, business is not so hot for exhibitors in Western Missouri and Kansas. Grosses always drop somewhat during the summer, but both large and small operators indicate that receipts are below those of a year ago for the same period.

While the decrease is estimated to be under 10 per cent, it is considered the important factor now retarding sales for new season product, which is definitely behind a year ago.

The recession is worrying film and theatre men particularly because of the excellent wheat crop, which has been

(Continued on page 11)

Studio Units to Talk Jurisdiction Monday

HOLLYWOOD, July 20.—Dr. Towne Nylander, director of the Regional Labor Board, today set Monday for the hearing on the application of three organizations formed during recent film strike that they be declared the bargaining agents for the crafts claimed by the United Scenic Artists

(Continued on page 9)

Blank Groups To Have Over 100 Theatres

Paramount's Partner In General Expansion

Tri-States and Central States will have more than 100 theatres in Iowa and Nebraska at the end of the year, A. H. Blank, head of the two circuits, stated yesterday. Paramount is a partner in both theatre units.

Negotiations are now under way for a number of theatres, he said, one of which is for six houses and which is expected to be closed when Blank returns to Des Moines the latter part of this week or early next.

Ralph Branton and Joe Deitch, Tri-States and Central States executives, will arrive tomorrow to discuss product deals. The circuits have long term franchises with Paramount, M-G-M and 20th Century-Fox.

Theatres in Tri-States and Central States now total 80, according to Blank. This is exclusive of pending deals. Meyer Blank, son of A. H. and also identified with the circuits, is accompanying his father on his current eastern trip.

Ascap's Labor Move To Go Before Board

Proposals for an affiliation of Ascap with the A. F. of L. will be placed before the Ascap board of directors in a week or 10 days, E. C. Mills, chairman of the executive committee, said yesterday following a meeting with Joseph Weber, president of the American Federation of Musicians, one of the A. F. of L. unions with which Ascap may affiliate.

Mills said that the proposal for Ascap members to become members of the A. F. of M. was but one of several which have been discussed. He declined, however, to reveal what

(Continued on page 9)

Mid-July Key Grosses Off With Total of \$1,315,153

Grosses fell off slightly in 13 of the 24 key cities reporting to MOTION PICTURE DAILY for the week ending July 9-10, continuing the falling tendency that developed shortly after Memorial Day. The total was \$1,315,153 for 139 theatres.

For the previous week the total was \$1,319,361 for 137 theatres. The sharpest decline was in New York

Delay Previews

Warners have switched the dates of their proposed national previews from Aug. 9-10 to Aug. 23-24 to make certain "Varsity Show," designed for release Sept. 2, will be included among the 1937-38 attractions to be shown.

Coast Showmen Call Para. Buying Strike

LOS ANGELES, July 20.—Southern California and Arizona theatre owners and exhibitors representing 112 houses at a mass meeting yesterday, called a buying strike against Paramount for failure to deliver six pictures promised on the 1936-37 work sheet.

After the session, the exhibitors marched en masse to the Paramount exchange, cancelling play dates from now to Sept. 15. Joining the national movement, the exhibitors claimed "Souls at Sea," "High, Wide and Handsome," "Angel," "Artists and Models," "Spawn of the North" and "The Count of Luxembourg."

The meeting here was not called by the I.T.O. but was a voluntary move by exhibitors, it is understood.

Alperson Reelection Expected Here Today

Edward L. Alperson is expected to be reelected president of Grand National at the annual directors' meeting to be held today. A. Pam Blumenthal and Edward J. Peskay, vice-presidents, and Timothy G. Murphy, treasurer, are also slated to retain their posts.

At the annual stockholders' meeting in Wilmington yesterday, all directors were reelected. They include Alperson, Peskay, Blumenthal, Donald Stralem and Kirk Todd. At the same time, Blumenthal's contract was ratified and the annual financial report approved.

Attending yesterday's session were Alperson, Peskay, Murphy and William J. Neary of Grand National, and Al McCormick and Robert Gordon of Cravath, de Gersdorff, Swain & Wood, legal firm representing the company.

MPTOA Talks A New Drive For 10 Points

Kuykendall May Call Special Board Meet

BLOXI, Miss., July 20.—The M. P. T. O. A. may renew its drive to obtain complete approval of the organization's 10-point trade practice program by distributors next fall, it was learned here today.

The move would be in line with the recommendation of the M. P. T. O. A. national convention at Miami last spring and is being urged by numerous regional units of the organization, it was stated. Ed Kuykendall, M. P. T. O. A. president, may call a special meeting of the organization's board of directors, or canvass members of the board by mail, within the next few weeks to obtain their sentiment on a revival of the campaign for trade practice concessions and the methods to be followed if a new drive is approved.

The M. P. T. O. A. is described as being especially desirous of obtaining favorable distributor action on its proposed local conciliation boards, through which it hopes to realize the major portion of its 10-point program. Distribution companies which already have approved the local boards stand ready to cooperate in establishing them as soon as the approvals of

(Continued on page 9)

Meeting on Chicago Tax Without Result

CHICAGO, July 20.—Chicago's theatre men today held a meeting with the City Finance Committee relative to the proposal of the city to levy an amusement license tax of three per cent on the gross receipts of theatres. Only a few theatre owners attended the meeting, which lasted but a few minutes.

The theatre group reported they had no definite suggestions to offer at this time, and the committee likewise had no further plans to discuss at the moment. The theatre men did not

(Continued on page 11)

Coast RKO Confab Will End on Friday

HOLLYWOOD, June 20.—Leo Spitz, Floyd Odum, A. H. McCausland, Edwin Weisl and William Merrill are planning to wind up conferences in connection with final reorganization plans for RKO on Friday, when they will head for New York. Spitz will

(Continued on page 9)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MAURICE KANN, Editor

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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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"Saratoga" in Race Tieup

WILMINGTON, July 20.—The sixth race at the Delaware Park racetrack at Stanton tomorrow will be known as the Clark Gable Handicap in a tieup with the opening of "Saratoga" at Loew's Parkway in Wilmington Friday. Roscoe Drissel, manager of Loew's, will present the victor a cup.

Hold 77 "Topper" Shows

M-G-M has held special showings of "Topper" in 77 cities within the past 10 days for critics and exhibitors in all parts of the country, the home office reports.

Delay Boston Meeting

BOSTON, July 20.—The special meeting of the Independent Exhibitors, Inc., here, scheduled for today to discuss the proposed strike against Paramount, has been postponed until next Tuesday.

A TRAILER ON
EVERY PICTUREProduced by Experienced Showmen
HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

Insiders' Outlook

By RED KANN

BOUCK WHITE wrote a fascinating work and called it "Book of Daniel Drew." Matthew Josephson turned a considerable searchlight into the manner of means by which a number of America's astounding fortunes were founded and called his endeavor "The Robber Barons." Dudley Nichols, John Twist and Joel Sayre went into a combination effort and, with both published works comprising their base line, finally welded together a script for "The Toast of New York." Finally, it came about that, after much travail and hard luck, Radio emerged with its picture of that name. . . .

But trouble has a habit on occasion, at least, of receding when the turn comes. In the case of Radio and this, its current big picture, that turn has come. For "The Toast of New York" is one of the bright and important attractions of the season. It tells the story of Jim Fisk, the Wallingford of his day, and the unscrupulous methods by which he clambered to the top of the Wall Street crowd in the reconstruction period trailing the Civil War. This was a colorful and pungent chapter emphasizing the well-established precept that might is right, or gold makes the world go 'round. Fisk thought so and attempted to place himself above right and wrong by seeking to corral the bullion market in America. The dramatic debacle came for him when President Grant opened the Treasury gates and let loose a golden stream into general circulation which not only checked Fisk's

raid, but which also ruined him completely as well. . . .

In broad strokes and against a background laden to the hilt with opportunity for sweep, Director Rowland V. Lee managed a first-rate job. Unlike most previous efforts along biographical lines, the treatment recognized the opportunity for lighter moments threading the heavy and the consequence is "The Toast of New York" is quite rich in humor and chuckles. Edward Arnold, who seems to be getting the fat opportunities embraced in this sort of acting job, is Fisk. A genuine opportunity for swagger and bluff, Arnold seized the chance and makes his interpretation one of his best to date. Frances Farmer is most competent and pleasant as the love interest. Cary Grant is good as the ultimate romantic foil and Jack Oakie is the comic relief. Donald Meek, as the skinflint, holier-than-thou Drew, is extremely effective while Clarence Kolb leaves the impression his Cornelius Vanderbilt nestles comfortably close to the man history talks about. . . .

Radio has been indulging in an inordinate amount of conversation about "The Toast of New York." Performance, unfortunately, does not always match enthusiasm of which all and sundry are thoroughly aware. This time, however and with a sort of mathematical precision, they coincide. In a word, "The Toast of New York" has what it takes for the rank and file and for the discriminating. It's a swell show, as the box-office will begin to demonstrate at the proper time. . . .

F. & M. Forms a New Literary Department

Fanchon & Marco agency has established a new department in its New York office for the handling of literary property for radio and film use.

Three radio serials have already been prepared. All are children's series.

The department was established because of the insistence by agencies that direct rights must be assured on radio scripts before they will look at them.

To Discuss ITOA Outing

Members of the I.T.O.A. will hold a special session today at the Astor to discuss final preparations for the annual boat ride and outing at Bear Mountain next Tuesday.

"Road" Follows "Winkie"

"The Road Back" will follow "Wee Willie Winkie" into the Roxy. The latter, a Shirley Temple picture, will open July 23 and is expected to run three weeks.

Mrs. Roosevelt "Ad" For "Post" August 14

HOLLYWOOD, July 20.—The advertisement—a single advertisement only—which Mrs. Franklin D. Roosevelt will prepare for Samuel Goldwyn's "Stella Dallas" will appear first in the *Saturday Evening Post*, issue of Aug. 14. This will be followed by the appearance of the advertisement in other magazines at a total space cost of \$50,000 to \$75,000. It is said here that Mrs. Roosevelt refused the aid of a ghost writer.

The advertisement is illustrated by a still from the picture showing Barbara Stanwyck and Ann Shirley at the top above a streamer which reads, "Stella Dallas' Inspires a Discussion of a Mother's Vital Problem." This is followed by text with Mrs. Roosevelt's by-line. The First Lady's picture is centered.

"Stella Dallas" will be previewed here July 22. No release date has been set.

RKO's Fifth Annual Golf Set for Aug. 4

RKO's home office staff will hold its fifth annual golf tournament at the Fenway Country Club, White Plains, Aug. 4.

In addition to golf there will be lathing, dinner with music and a floor show. Special prizes will be awarded for non-employees.

The committees are: Arrangements—Ned E. Depinet, Jules Levy, L. E. Thompson, Leon Goldberg, Phil Reisman, Nate Blumberg, Malcolm Kingsberg, Fred Meyers, Cresson E. Smith and Ed McEvoy; handicap—Thompson, McEvoy, J. H. Clark and Meyers; ticket—Meyers, Thompson, Ken Hallam, John O'Connor, Blumberg, Levy, Smith, McEvoy, Harry Michalson, Lou Miller and Bill Dahler; awards and events—William Merrill, Levy, John Farmer, A. H. McCausland, Thompson, McEvoy, Dick Gavin, Dahler and Lou Miller; publicity—S. Barret McCormick, Rutgers Neilson, John Dowd, Jack Lovel, Ken Hallam; prizes—Lou Gaudreau, Dave Canavan, Gavin, Fred Lakeman and John Dowd.

Warners Answer Crites

Warners filed an answer in the U. S. District Court yesterday to the suit brought by Virgil C. Crites against them, United Research Corp., Albert A. Radtke, Radtke Patent Corp., Leonard Day and Thomas J. Martin. Crites asserts that he is the owner of the patent covering the recording and reproduction of sound for which Radtke granted a license to Warners. He also charges infringement. Warners claim that they are innocent licensees of the patent and in the event that the court finds that Crites is the owner, they demand the return of \$154,101. They also ask that they be declared a licensee from Crites in the event he is successful in his claim.

Seeks Writ on Theatre

The K-P Theatre Corp. will ask Justice Aaron Steuer in N. Y. Supreme Court on Thursday for a temporary injunction against the Warco Trading Co., Inc., owners of the Grand Opera House, 8th Ave. and 23rd St. The plaintiff charges that Warco agreed in September, 1936, to demolish the present Grand Opera House and erect a modern film theatre, which was to be leased to the plaintiff for a long term. It is alleged that the defendant refused to proceed with the contract until the plaintiff loaned them \$150,000. K-P will ask that Warco be enjoined from selling the property and that it be compelled to carry out the specific terms of the contract.

Orders Payment on Roxy Work

Federal Judge Francis G. Caffey yesterday ordered payment of \$28,663 to Arto as the balance of their fees for assisting in the management of the Roxy Theatre. Arto previously received \$328,192 for 220 weeks ending March 18. Payment was made on application of Howard S. Cullman, Roxy trustee. It was opposed by the Tipton bondholders' committee.

Postpone Moskowitz Quiz

By agreement between attorneys, the examination of C. C. Moskowitz, in connection with the Brandt suit against Loew's booking policy, yesterday was delayed indefinitely.

A TYPICAL M-G-M RELEASE CHART

JUNE

"DAY AT THE RACES"... MARX BROS.

"PARNELL"... CLARK GABLE, MYRNA LOY

"MARRIED BEFORE BREAKFAST"... Robert Young, Florence Rice

"CAPTAINS COURAGEOUS"... F. BARTHOLOMEW, SPENCER TRACY, L. BARRYMORE

JULY

"EMPEROR'S CANDLESTICKS"... WILLIAM POWELL, LUISE RAINER

"BETWEEN TWO WOMEN"... Franchot Tone, Virginia Bruce, Maureen O'Sullivan

"TOPPER"... CONSTANCE BENNETT, CARY GRANT, Roland Young, Billie Burke

"SARATOGA"... CLARK GABLE, JEAN HARLOW

"LONDON BY NIGHT"... George Murphy, Rita Johnson

AUGUST

"GOOD EARTH"... PAUL MUNI, LUISE RAINER

"THE FIREFLY"... JEANETTE MacDONALD, Allan Jones, Warren William

"BLACK LIGHTNING"... M-G-M Feature Cast

"BROADWAY MELODY OF 1938"... ROBERT TAYLOR, ELEANOR POWELL, George Murphy,
Buddy Ebsen, Judy Garland, Raymond Walburn, Willie Howard, Binnie Barnes, Sophie Tucker
Charles Igor Gorin, Robert Benchley, Charley Grapewin, Robert Wildhack

SEPTEMBER

"DOUBLE WEDDING"... WILLIAM POWELL, MYRNA LOY

"LIVE, LOVE AND LEARN"... ROBERT MONTGOMERY, ROSALIND RUSSELL
Etc., etc.

Starting with September you may contract for the new season:

*A Minimum of 44 and a
maximum of 52 M-G-M
Pictures with the following
Stars, Featured Players,
Directors and Writers*

(listed alphabetically)

STARS:

LIONEL BARRYMORE, FREDDIE BARTHOLOMEW, WALLACE BEERY, JOAN CRAWFORD, NELSON EDDY, CLARK GABLE, GRETA GARBO, GLADYS GEORGE, HELEN HAYES, CHARLES LAUGHTON, MYRNA LOY, JEANETTE MacDONALD, MARX BROTHERS, ROBERT MONTGOMERY, ELEANOR POWELL, WILLIAM POWELL, LUISE RAINER, NORMA SHEARER, ROBERT TAYLOR, SPENCER TRACY

FEATURED PLAYERS:

Elizabeth Allan, John Arlington, Janet Beecher, Robert Benchley, Ray Bolger, Ariane Borg, Matthew Boulton, Virginia Bruce, Billie Burke, Bruce Cabot, Lynne Carver, Jean Chatburn, Roger Converse, Boyd Crawford, Allan Curtis, Henry Daniell, Melvyn Douglas, Louis Durst, Buddy Ebsen, Cliff Edwards, Madge Evans, Grace Ford, Betty Furness, Reginald Gardiner, Judy Garland, Natalie Garson, Charles Igor Gorin, Charley Grapewin, Virginia Gray, Julie Haydon, Ted Healy, William Henry, Willie Howard, Rita Johnson, Allan Jones, Guy Kibbee, Elissa Landi, Suzanne Larson, Priscilla Lawson, Mitchell Lewis, Della Lind, Tilly Losch, Douglas McPhail, Ruby Mercer, Una Merkel, Frank Morgan, Stanley Morner, George Murphy, Edward Norris, Edna May Oliver, Oscar O'Shea, Maureen O'Sullivan, Reginald Owen, Barnett Parker, Cecilia Parker, Nat Pendleton, Leonard Penn, Juanita Quigley, Jessie Ralph, Florence Rice, Mickey Rooney, Clarence Russell, Rosalind Russell, Ann Rutherford, Tom Rutherford, Brent Sargent, James Stewart, Lewis Stone, Sheppard Strudwick, Franchot Tone, Helen Troy, Sophie Tucker, Johnny Weissmuller, Dame May Whitty, Warren William, Dick Winslow, Cora Witherspoon, Robert Young, George Zucco.

DIRECTORS:

Dorothy Arzner, Frank Borzage, Clarence Brown, Jack Conway, George Cukor, Roy Del Ruth, George Fitzmaurice, Victor Fleming, Sidney Franklin, Robert Z. Leonard, Gustav Machaty, Edwin L. Marin, J. Walter Ruben, George Seitz, Edward Sloman, John M. Stahl, Errol Taggart, Richard Thorpe, W. S. Van Dyke, Sam Wood, Slavko Vorkapich.

WRITERS:

Zoe Akins, Vicki Baur, Homer Beery, Thomas Bell, Robert Benchley, A. W. Bernal, Jr., David Boehm, Herman Boxer, Maude Brown, Hugo Butler, Lenore Coffee, George Harmon Coxe, Mitzi Cummings, Ruth Cummings, Cliff Dixon, George C. Drumgold, Virginia Faulkner, Ladislaus Bus-Fekete, Bradbury Foote, Douglas Foster, Everett Freeman, Jules Furthman, Harold Goldman, Frances Goodrich, Leon Gordon, Mauri Grashin, Eleanor Griffin, Albert Hackett, Comm. H. S. Haislip, Harry Hamilton, Elmer Harris, Lawrence Hazard, Philippe Heriat, John C. Higgins, James Hilton, Monckton Hoffe, Robert Hopkins, Cyril Hume, William Hurlbut, Talbot Jennings, Niki Justin, Karl Kamb, Paul Kunasz, Noel Langley, Leonard Lee, Robert Lees, Anita Loos, Harry Loud, John Lee Mahin, Richard Maibaum, Morris Markey, Herman Mankiewicz, Andrew Morthland, Jack McGowan, Hugh Mills, Ogden Nash, Frank H. O'Neill, Jr., George Oppenheimer, Marion Parsonnet, Robert Pirosh, Maurice Rapf, Stanley Rauh, Tom Reed, Gottfried Reinhardt, Conrad Richter, Frederic I. Rinaldo, William Roberts, Howard E. Rogers, Florence Ryerson, Waldo Salt, Jr., Don Schary, E. Richard Schayer, George Seaton, Arthur Sheekman, Robert E. Sherwood, Dalton Trumbo, Catherine Turney, Salka Viertel, Mrs. I. Von Cube, Maurine Watkins, Claudine West, Charles E. Whittaker, Carey Wilson, Walter Wise, Edgar A. Woolf, Philip Wylie.

A FEW TITLES:

(The following are subject to change. Just a few of hundreds of available vehicles.)

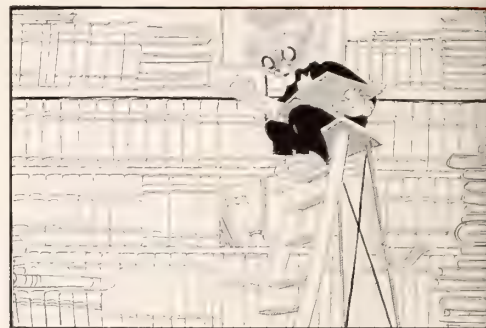
Jeanette MacDonald, Nelson Eddy; "Girl Of The Golden West"—Eleanor Powell, Nelson Eddy; "Rosalie"—Robert Taylor, Spencer Tracy, James Stewart; "Three Comrades"—Clark Gable; "Idiots Delight"—Jeanette MacDonald, Nelson Eddy; "Robin Hood"—Joan Crawford; "Heavenly Sinner"—Robert Montgomery; "Under This Flag"—Wallace Beery; "Stand Up And Fight"—Robert Taylor, Wallace Beery; "Springtide"—Jeanette MacDonald; "The Firefly"—"The Great Waltz"—Robert Taylor, Spencer Tracy; "Tell It To The Marines"—Clark Gable; "The Great Canadian"—Clark Gable, Spencer Tracy; "Test Pilot"—William Powell, Myrna Loy; "Double Wedding"—Freddie Bartholomew, Robert Taylor; "Kim"—Luise Rainer, Spencer Tracy; "Big City"—"The Return Of The Thin Man" by Dashiell Hammett—Robert Montgomery, Rosalind Russell; "Live, Love and Learn"—Eleanor Powell; "Hats In The Air"—Joan Crawford; "The Bride Wore Red"—Greta Garbo, Charles Boyer; "Marie Walewska"—Norma Shearer; "Marie Antoinette"—the Hal Roach Production "Road Show" and others—"As Thousands Cheer" by Moss Hart—"Goodbye, Mr. Chips" by James Hilton—"Great Laughter" by Fannie Hurst—"Mannequin" by Katharine Brush—"Merrily We Roll Along" by George S. Kaufman and Moss Hart—"National Velvet" by Enid Bagnold—"Once Upon A Time" by Fannie Hurst—"Pitcairn's Island" by James Norman Hall and Charles Nordhoff—"Pride and Prejudice" by Helen Jerome from Jane Austen's novel—Victor Herbert's "Rose of Algeria"—Victor Herbert's "Sweethearts"—"The Foundry" by Albert Halper—Victor Herbert's "The Red Mill"—"Two Thieves" by Manuel Komroff—"Yellow Jack" by Sidney Howard and Paul de Kruif—"The Shining Hour" by Keith Winter—"Timber Line" by Gene Fowler—"Excursion" by Victor Wolfson—and many others.

PLUS A COMPLETE PROGRAM OF SPLENDID SHORT SUBJECTS

Kindly ask your M-G-M Branch for our Complete Year Book for 1937-38

METRO-GOLDWYN-MAYER

delivers the pictures
using its wealth of



GREAT STARS! GREAT DIRECTORS! GREAT VEHICLES!

PROMOTED BY



BILLBOARDS!

The only company that does it!
9000 billboards in 1500 cities,
each month for 6 months.



MAGAZINES!

The biggest group of national magazines used by any company, in addition to the monthly fan magazines.



NEWSPAPERS!

More assist campaigns in key cities than any other company, launching the film direct to the public.

(Just three phases of our promotion. Read more about it in M-G-M's Booklet and take advantage of our many services!)

Watch for the next M-G-M
PROMOTION SUPPLEMENT IN
THE TRADE PAPERS!
JEANETTE MacDONALD
"THE FIREFLY"
And Happy 1937-38 to You!

"Candlesticks" At \$14,900; Chicago's Top

CHICAGO, July 20.—"The Emperor's Candlesticks" was the standout attraction in the Loop at \$14,900, which was \$3,900 above average at the Roosevelt.

"A Day at the Races," in a second week at the United Artists, did well to get \$17,700 which was above normal. The Oriental, with "Born Reckless" on the screen and the Three Stooges on the stage, did a nice business to hit \$16,600 which was \$1,600 better than average.

A heat wave hurt business generally. The afternoons especially were way off normal.

Total first run business was \$117,500. Average is \$118,000.

Estimated takings:

Week Ending July 17:

"EASY LIVING" (Para.)
CHICAGO—(4,000), 35c-55c-75c, 7 days.
Stage: Louise Massey and revue. Gross: \$27,800. (Average, \$32,000)

"DREAMING LIPS" (U.A.)
GARRICK—(900), 35c-55c-75c, 7 days.
Gross: \$6,000. (Average, \$6,500)

"BORN RECKLESS" (20th-Fox)
ORIENTAL—(3,490), 35c-55c, 7 days.
Stage: 3 Stooges and revue. Gross: \$16,600. (Average, \$15,000)

"NEW FACES" (RKO)
PALACE—(2,509), 35c-55c-75c, 7 days, 2nd week. Stage: Paul Haakon and revue. Gross: \$15,000. (Average, \$19,000)

"LOVE FROM A STRANGER" (U.A.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Vaudeville revue. Gross: \$13,200. (Average, \$13,000)

Week Ending July 16:

"ANOTHER DAWN" (W.B.)
APOLLO—(1,400), 35c-55c-75c, 7 days.
Gross: \$6,300. (Average, \$6,500)

"THE EMPEROR'S CANDLESTICKS" (M-G-M)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days.
Gross: \$14,900. (Average, \$11,000)

"A DAY AT THE RACES" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. Gross: \$17,700. (Average, \$15,000)

"Slave Ship" Dual \$12,000, Milwaukee

MILWAUKEE, July 20.—"Slave Ship" and "Sing and Be Happy" was the week's high grosser with \$12,000 at Fox's Wisconsin, just \$4,000 to the good. It was held over.

With the exception of "Captains Courageous" and "Married Before Breakfast," which did \$4,000 in an extended run at the circuit's Strand, other business was just average. This was \$500 above par.

Total first run business was \$31,000. Average is \$26,500.

Estimated takings:

Week Ending July 13:

"LAST TRAIN FROM MADRID" (Para.)
"SHE HAD TO EAT" (20th-Fox)
PALACE—(2,400), 35c-40c-50c, 7 days.
Gross: \$5,000. (Average, \$5,000)

Week Ending July 15:

"I PROMISE TO PAY" (Col.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days.
Stage: Vaudeville Vanities. Gross: \$5,000. (Average, \$5,000)

"CAPTAINS COURAGEOUS" (M-G-M)
"MARRIED BEFORE BREAKFAST" (M-G-M)
STRAND—(1,400), 35c-40c-50c, 7 days.
Gross: \$4,000. (Average, \$3,500)

"SLIM" (W.B.)
"THERE GOES MY GIRL" (RKO)
WARNER—(2,400), 35c-50c, 7 days.
Gross: \$5,000. (Average, \$5,000)

"SLAVE SHIP" (20th-Fox)
"SING AND BE HAPPY" (20th-Fox)
WISCONSIN—(3,200), 35c-40c-50c, 7 days.
Gross: \$12,000. (Average, \$8,000)

Mid-July Key Grosses Off With Total of \$1,315,153

Comparative grosses for the latest available periods:

Week Ending July 9-10			Week Ending July 2-3		
No. Theatres	Gross		No. Theatres	Gross	
Boston	7	\$80,400	7	\$74,500	
Buffalo	5	38,400	5	42,700	
Chicago	8	134,400	8	117,200	
Cincinnati	7	44,600	7	46,750	
Cleveland	5	55,500	5	51,500	
Denver	6	39,500	6	35,950	
Detroit	6	82,000	6	79,300	
Houston	4	27,250	4	31,000	
Indianapolis	4	28,500	4	23,200	
Kansas City	5	42,300	5	42,000	
Los Angeles	9	90,472	9	104,000	
Milwaukee	5	29,300	5	31,200	
Minneapolis	5	21,500	4	20,000	
Montreal	4	27,000	4	32,000	
New Haven	4	16,600	4	22,600	
New York	9	221,731	9	226,131	
Oklahoma City	3	11,800	3	11,900	
Omaha	3	19,200	3	19,800	
Philadelphia	9	70,600	8	80,600	
Pittsburgh	5	44,150	5	44,500	
San Francisco	8	73,200	8	70,500	
St. Paul	4	14,300	4	14,000	
Seattle	7	32,550	7	33,450	
Washington	7	69,900	7	64,600	
	139	\$1,315,153	137	\$1,319,381	

Key cities grosses from September to the week ending July 9-10:

No. Theatres	Gross
Sept. 4-5	163 \$1,747,748
Sept. 11-12	173 2,090,144
Sept. 18-19	176 1,806,350
Sept. 25-26	177 1,744,332
Oct. 2-3	177 1,705,308
Oct. 9-10	175 1,625,287
Oct. 16-17	174 1,780,168
Oct. 23-24	175 1,690,044
Oct. 30-31	177 1,625,216
Nov. 6-7	178 1,629,560
Nov. 13-14	180 1,711,209
Nov. 20-21	180 1,654,312
Nov. 27-28	176 1,568,247
Dec. 4-5	176 1,946,078
Dec. 11-12	172 1,613,087
Dec. 18-19	176 1,568,151
Dec. 25-26	173 1,316,371
Jan. 1-2	178 2,037,040
Jan. 8-9	175 2,262,950
Jan. 15-16	174 1,674,774
Jan. 22-23	170 1,793,041
Jan. 29-30	151 1,554,610
Feb. 5-6	154 1,598,645
Feb. 12-13	166 1,621,731
Feb. 19-20	169 1,621,495
Feb. 26-27	168 1,849,622
Mar. 5-6	169 1,596,679
Mar. 12-13	168 1,673,999
Mar. 19-20	171 1,626,240
Mar. 26-27	174 1,513,717
April 2-3	175 2,008,743
April 9-10	178 1,815,850
April 16-17	180 1,716,387
April 23-24	176 1,718,379
April 30-May 1	175 1,714,841
May 7-8	167 1,505,702
May 14-15	168 1,590,530
May 21-22	163 1,527,579
May 28-30	169 1,471,862
June 4-5	171 1,466,911
June 11-12	141 1,295,708
June 18-19	139 1,250,325
June 25-26	138 1,360,751
July 2-3	137 1,319,381
July 9-10	139 1,315,153

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Retitle "Hell's Belles"

Alexander Korda's Technicolor feature heretofore called "Hell's Belles" will be released under the title, "Gaiety Girls."

Neth Takes Theatre

COLUMBUS, July 20.—J. Real Neth, circuit head, has taken a five-year lease on the Ogden, a unit of the local Chesbrough circuit.

"Slave Ship" Defeats Heat In Pittsburgh

PITTSBURGH, July 20.—Notwithstanding the hottest week of the year and the fact that it is this city's only downtown first run house without a cooling system, the Fulton ran wild with "Slave Ship," rolling up a remarkable \$9,000 to double its average take. The figure was just a bit short of a record for the year.

Of the other first run situations, only the Stanley and the Warner managed to beat the heat and crack par, but even then only by \$500 each. Duke Ellington's band bolstered "They Gave Him a Gun" sufficiently to get \$19,000 at the Stanley while the wave of critical acclaim for "Make Way for Tomorrow," on a double bill with "Pick a Star" at the Warner, resulted in a surprisingly good \$5,450. Total first run business was \$46,300. Average is \$44,000.

Estimated takings for the week ending July 15:

"NIGHT KEY" (Univ.)
"VENUS MAKES TROUBLE" (Col.)
ALVIN—(2,000), 25c-40c, 6 days. Gross: \$3,100. (Average, 7 days, \$5,500)

"SLAVE SHIP" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days. Gross: \$9,000. (Average, \$4,500)

"MOUNTAIN MUSIC" (Para.)
PENN—(3,300), 25c-50c, 7 days. Gross: \$9,750. (Average, \$11,000)

"THEY GAVE HIM A GUN" (M-G-M)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Duke Ellington's band with Ivie Anderson, the Four Steppe Brothers and the Three Chocolateaters. Gross: \$19,000. (Average, \$18,500)

"MAKE WAY FOR TOMORROW" (Para.)
"PICK A STAR" (M-G-M)
WARNER—(2,000), 25c-40c, 7 days. Gross: \$5,450. (Average, \$5,000)

"Slave Ship" High In Oklahoma City

OKLAHOMA CITY, July 20.—"Slave Ship" surmounted the heat wave depression by pulling \$5,300, over normal by \$300, at the Criterion.

"Riding on Air" and "The Soldier and the Lady" turned in a fair \$2,700 at the Liberty.

Total first run business was \$11,500. Average is \$11,500.

Estimated takings for the week ending July 17:

"SLAVE SHIP" (20th-Fox)
CRITERION—(1,700), 10c-25c-40c, 7 days. Gross: \$5,300. (Average, \$5,000)

"WOMAN CHASES MAN" (U.A.)
MIDWEST—(1,500), 10c-35c-55c, 7 days. Gross: \$3,500. (Average, \$4,000)

"RIDING ON AIR" (RKO)
"THE SOLDIER AND THE LADY" (RKO)
LIBERTY—(1,500), 10c-20c-25c, 7 days. Gross: \$2,700. (Average, 7 days, \$2,500)

Rivoli Dark for Month

"Dead End" is expected to be the reopening attraction for the Rivoli, which last night closed for a month following a five-week run of "Slave Ship." The fifth-week gross for "Slave Ship" was about \$9,000.

The reopening date for the Rivoli is tentatively set for Aug. 24.

Serlin to Produce

HOLLYWOOD, July 20.—Oscar Serlin has resigned from Selznick International to resume stage production in New York. The first will be "Damn Deborah" by Walter Charles Roberts.

◀ Purely Personal ▶

MONROE GREENTHAL, back from a hectic week on the coast, is all agog over the 10 new U. A. releases he saw in various stages. Among the complete films he saw were "Dead End," "Stella Dallas," "The Prisoner of Zenda" and "Walter Wanger's Vogues of 1938." Those that were 90 per cent completed included "52nd Street" and "I Met My Love Again." "Hurricane" was two-thirds finished, "Stand-In" 50 per cent completed. "Adventures of Marco Polo" and "Nothing Sacred" had passed the one-third mark and the cameras had finished grinding two weeks on "The Adventures of Tom Sawyer."

HAL HORNE, feeling as spry as ever, avers that **WALTER WANGER** has completed the current season's lineup of six pictures two months ahead of schedule. **WANGER**, by the way, will be here soon and will probably sail for Europe for a vacation.

HARRY GUINNESS, editor of the *Australasian Movietone News*, is in town on a tour of the world, and was guest of honor at a dinner at the 21 Club the other night. **TRUMAN TALLEY**, producer, was the principal speaker.

LOU BROWN, for several years publicity man for Loew's in Washington and Baltimore, has been moved to the home office publicity department, where he will work on exploitation manuals with **ART SCHMIDT**.

WILLIAM F. RODGERS says that M-G-M's sales policy for 1937-38 will remain as 44-52 releases, as announced at the convention, but that the current season's lineup of 52 will be delivered in full.

IRWIN ZELTNER and **ART SCHMIDT** of Loew's publicity department will return Monday from vacations, the former from Orchard Beach, Me., and the latter from Venice, Cal.

PAUL SMALL of the **WILLIAM MORRIS** office flew to Chicago yesterday via American Airlines.

WILLIAM GALLAGHER, manager of Warners' Parker at Darby, Pa., has

returned to his post after a two-week vacation at Portland, Me., and a week-end at Atlantic City.

ARTHUR CALDER-MARSHALL and **JACK BEANAS**, British writers, arrived yesterday on the *Berengaria*, en route to the coast on an assignment for M-G-M.

SEYMOUR SIMONS and **BUDDY FIELDS**, composers, are in town from Detroit with several songs that they claim are nothing short of "colossal."

REGINALD BAKER, managing director of A.B.F.D. in England, will sail for the United States Aug. 4 on the *Queen Mary*, arriving here Aug. 9.

WILLIAM HOWARD will sail for London today to supervise preparations for "Four Feathers," which will be made by London Films.

JACK ROSENTHAL, president of World Film Enterprises, will sail Saturday on the *Westernland* for a European business trip.

RENEE HUISMAN, president of Best Film Co., returns next week from a vacation trip to Canada. He sails for Europe Aug. 10.

ARTHUR A. LEE, G.B. vice-president, will arrive in Chicago today for a trade showing of "King Solomon's Mines."

PAUL MUNI will come east for the opening of "The Life of Emile Zola" at the Hollywood Aug. 11.

ARTHUR SCHWARTZ of the Schwartz & Frohlich law office has started a vacation of several weeks.

MRS. FRED ASTAIRE and **RANDOLPH SCOTT** will leave via TWA for the coast Saturday.

MILT HOSSFELD is planning a vacation cruise to South America, starting Sept. 18.

DAVE PALFREYMAN is vacationing in Maine for the remainder of the month.

ROSE KLEINBERG of National Studios, Inc., celebrates a birthday today.

WILLIAM R. FERGUSON of M-G-M flew to Boston yesterday.

LEW GOLDER has returned from the Thousand Islands.

HARPO and **MRS. MARX** are at the Waldorf-Astoria.

E. M. SAUNDERS is in Chicago on M-G-M business.

SI FABIAN will return from Albany tomorrow.

HARRY HARRIS has closed the Central, Bronx.

W. C. GEHRING is back from Chicago.

Republic Net \$53,897

Republic Pictures Corp. of Delaware reported net income for the four months ended April 30, last, of \$53,897. The income figures were a part of the company's statement filed recently with the S. E. C., it was learned yesterday.

"Marine" Top Denver Draw With \$10,000

DENVER, July 20.—"The Singing Marine" made an excellent showing at the Denver with a take of \$10,000, over normal by 2,500. It was moved to the Broadway for a second week.

Rain and an Elks' Convention helped business by forcing people indoors. "Mountain Music" took a par \$5,000 in its second week at the Denham.

Total first run business was \$33,500. Average is \$27,000.

Estimated takings for the week ending July 14:

"ANOTHER DAWN" (20th-Fox)

ALADDIN—(1,500), 25c-40c-50c, 7 days,

following a week at the Denver. Gross:

\$3,500. (Average, \$3,000)

"MYSTERIOUS CROSSING" (Univ.)

"LOVE IN A BUNGALOW" (Univ.)

BROADWAY—(1,500), 25c-40c, 7 days.

Gross: \$3,000. (Average, \$2,000)

"MOUNTAIN MUSIC" (Para.)

DENHAM—(1,500), 25c-35c-40c, 7 days,

2nd week. Gross: \$5,000. (Average, \$5,000)

"THE SINGING MARINE" (W.B.)

DENVER—(2,500), 25c-35c-50c, 7 days.

Stage band. Gross: \$10,000. (Average,

\$7,500)

"NEW FACES OF 1937" (RKO)

"OUTCASTS OF POKER FLAT" (RKO)

ORPHEUM—(2,600), 25c-35c-40c, 7 days.

Gross: \$8,000. (Average, \$6,000)

"WINGS OVER HONOLULU" (Univ.)

"LET THEM LIVE" (Univ.)

PARAMOUNT—(2,000), 25c-40c, 7 days.

Gross: \$4,000. (Average, \$3,500)

"Galahad" \$6,500, Best in Montreal

MONTREAL, July 20.—"Kid Galahad" led first runs with \$6,500 as the first feature of the twin bill at the Princess. A little cooler weather helped.

"Mountain Music," on the double at the Capitol, grossed \$7,500. The second feature was "The Last Train from Madrid." The second week of "Captains Courageous" took \$6,000 at the Palace.

Total first run business was \$25,000. Average is \$35,500.

Estimated takings for the week ending July 17:

"MOUNTAIN MUSIC" (Para.)

"THE LAST TRAIN FROM MADRID" (Para.)

CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7

days. Gross: \$7,500. (Average, \$9,500)

"THE LEAGUE OF FRIGHTENED

MEN" (Col.)

"BEHIND THE HEADLINES" (RKO)

LOEW'S—(3,115), 25c-30c-34c-40c, 7 days.

Gross: \$5,000. (Average, \$8,000)

"CAPTAINS COURAGEOUS" (M-G-M)

PALACE—(2,600), 25c-35c-40c-50c-65c, 7

days, 2nd week. Gross: \$6,000. First

week: \$11,000. (Average, \$11,000)

"KID GALAHAD" (W.B.)

"EVERYBODY DANCE" (G.B.)

PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7

days. Gross: \$6,500. (Average, \$7,000)

Four Firms Dissolved

ALBANY, July 20.—The following amusement companies have been voluntarily dissolved here: 15th Ave. Amusement Corp., Loew's New Rochelle Corp., Ludlow Operating Corp. and Embassy Theatre Corp., all New York City.

Chakeres Takes House

XENIA, O., July 20.—Chakeres Theatres, Inc., Springfield, O., has taken over the Bijou here, and will close the house for remodeling. Reopening under a new name, to be selected later, is scheduled for early September.

"Races" Gets \$20,000 Lead In Washington

WASHINGTON, July 20.—"A Day at the Races," at Loew's Palace, clicked with \$20,000, topping the weekly average by \$4,100. It was held.

"The Singing Marine" at the Earle, took \$21,000, over par by \$2,600. The picture will take a return engagement at the Metropolitan starting Friday.

"Between Two Women," at Loew's Capitol, took a par \$20,900. "Way Out West" at Loew's Columbia took \$3,700, exceeding average by \$100.

Total first run business was \$73,600. Average is \$73,700.

Estimated takings, exclusive of tax:

Five Days Ending July 13:

"THE LEAGUE OF FRIGHTENED

MEN" (Col.)

METROPOLITAN—(1,591), 25c-40c, 5

days. Gross: \$2,000. (Average, 7 days,

\$4,300)

Six Days Ending July 15:

"SUPER SLEUTH" (RKO)

RKO-KEITH'S—(1,836), 25c-55c, 6 days.

Gross: \$6,000. (Average, 7 days, \$10,600)

Week Ending July 15:

"THE SINGING MARINE" (W.B.)

EARLE—(2,218), 25c-77c, 7 days. Stage:

The Four Craddocks, Three Samuels &

Harriet Hayes, Tommy Martin, Pierre &

Schuster. Gross: \$21,000. (Average, \$18,400)

"BETWEEN TWO WOMEN" (M-G-M)

LOEW'S CAPITOL—(3,434), 25c-66c, 7

days. Stage: Red Skelton, m.c., with Five

Maxellos, Stanley Twins, Al Gordon's

Racketeers, Raymond Baird, Dolly Dawn.

Gross: \$20,900. (Average, \$20,900)

"WAY OUT WEST" (M-G-M)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7

days. Gross: \$3,700. (Average, \$3,600)

"A DAY AT THE RACES" (M-G-M)

LOEW'S PALACE—(2,370), 35c-55c, 7

days. Gross: \$20,000. (Average, \$15,900)

Lawrence Clawson Rites

Funeral services will be held today at 11 o'clock for Lawrence (Dal) Clawson, cameraman, who died Sunday at the Englewood (N. J.) Hospital. The services will be at the Walter B. Cooke Funeral Home, 117 West 72nd St. After cremation Clawson's ashes will be buried at Salt Lake City.

In recent years Clawson had lived at Northvale, N. J., with Mrs. Clawson and his 16-year-old son. He was a pioneer in trick photography and had been cameraman on a number of Raoul Walsh's pictures. His mother died about an hour before his death at Salt Lake City.

E. E. Frazier Passes

KANSAS CITY, July 20.—E. E. Frazier, for many years a theatre owner and operator in this section, died July 17 at Pittsburg, Kan. Although not active in theatre operation at his death, Frazier owned several houses, including three in Pittsburg which are under lease to Fox Midwest Theatres. He was 64.

Word of his death came to Film Row here too late for many film and theatre men to attend his funeral, which was held Monday.

Benjamin F. Withers Dead

KANSAS CITY, July 20.—Benjamin F. Withers, father of Robert F. Withers, branch manager of Republic-Midwest, died Sunday night at St. Luke's hospital. Mr. Withers, 78, was an employee of the Kansas City *Journal*, and its successor, the *Journal-Post*, for more than 50 years.

The COOL Way to CALIFORNIA

"American's" Flagship Skysleepers are air-conditioned before departure and continuously air-cooled by Nature. Two Overnight schedules, on lower-level ALL-YEAR route:

THE MERCURY

3 stops only

Leaves New York 5:10 pm.

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Arrives Los Angeles 7:30 am.



THE SOUTHERNER

5 stops only

Leaves New York 8:40 pm.

Standard time

Arrives Los Angeles 11:41 am.



Call your travel agent or Phone VANDERBILT 3-2580
Ticket Office—45 Vanderbilt Ave.

**AMERICAN
AIRLINES INC.**

"Captains" Is \$15,500 Top Philadelphia

PHILADELPHIA, July 20.—Making its comeback in a popular price run, "Captains Courageous" built steadily at the Boyd to a \$15,500 figure. It was originally booked for one week, but will get at least part of a second.

Henry Armetta and a radio revue featuring local talent from KYW helped "The Go-Getter" to beat the Earle average with a \$13,000 gross. "New Faces of 1937" ended a second-week try at the Stanley after two days, being replaced Wednesday by "Easy Living."

Total first run business was \$57,700. Average is \$62,930.

Estimated takings for the week ending July 15:

"PARNELL" (M-G-M)
(2nd run)
ARCADIA—(600), 25c-40c-50c, 7 days. Gross: \$2,200. (Average, \$2,800)
"CAPTAINS COURAGEOUS" (M-G-M)
BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$15,500. (Average, \$14,000)
"THE GO-GETTER" (W.B.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Henry Armetta, KYW radio revue. Gross: \$13,000. (Average, \$12,000)
"THE SINGING MARINE" (W.B.)
FOX—(3,000), 40c-55c-65c, 7 days, 2nd week. Gross: \$12,000. (Average, \$14,000)
"MISSISSIPPI" (Para.)
(Reissue)
KARLTON—(1,000), 25c-35c-40c, 9 days. Gross: \$4,200. (Average, \$4,000)
"SLAVE SHIP" (20th-Fox)
(2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. Gross: \$2,500. (Average, \$4,000)
"NEW FACES OF 1937" (RKO)
STANLEY—(3,700), 40c-55c-65c, 2 days, 2nd week. Gross: \$2,200. (Average, 7 days, \$14,000)
"MAKE WAY FOR TOMORROW" (Para.)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$6,100. (Average, \$7,000)

Ascap's Labor Move To Go Before Board

(Continued from page 1)

the other proposals are which are under consideration. The meeting with Weber will be followed by others at a later date.

Mills described the proposed A. F. of L. affiliation as "both an offensive and defensive" move.

"It is designed to increase Ascap's fighting power against such adverse legislation and litigation as that now being directed against the organization," Mills said. "Its object is both to obtain the support of other organizations and to lend support to them."

Delay Warner Meeting

Because of Harry M. Warner's absence from the city, the regular board meeting of Warners, scheduled for yesterday, was postponed. The board is not expected to convene until Warner returns Oct. 1 from an extended visit to Hollywood.

Starts Run Tonight

"High, Wide and Handsome," designated by Paramount as a roadshow, opens its New York run at the Astor Theatre tonight on a two-a-day basis.

The opening will be broadcast from the lobby over WHN and affiliated stations from 8:45 to 9 P. M., with Gabriel Heatter as master of ceremonies.

"Captains" Is Detroit's Hit With \$12,200

DETROIT, July 20.—"Captains Courageous" turned in the best showing of the week, \$12,200, at the United Artists. This was \$2,200 over the average mark.

"The Singing Marine," helped by a stage show, reached \$22,000, up by \$2,000, at the Michigan. "Slave Ship" went \$1,500 over the line on a take of \$21,500 at the Fox, with a vaudeville bill to help.

Total first run business was \$74,300. Average is \$70,000.

Estimated takings for the week ending July 15:

"SHE HAD TO EAT" (20th-Fox)
"MAN IN BLUE" (Univ.)
ADAMS—(1,770), 10c-40c, 7 days. Gross: \$5,000. (Average, \$5,000)
"SLAVE SHIP" (20th-Fox)
FOX—(5,100), 15c-75c, 7 days, 2nd week. Stage: Shaw & Lee, Jess Willard & Bill Hurley, Roy Smeck, Jack Starns & Co. Gross: \$21,500. (Average, \$20,000)
"SINGING MARINE" (W.B.)
MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Ted Mack orchestra, Louise Boyd, Dick & Leota Nash, Ted Lester, Francis Berk. Gross: \$22,000. (Average, \$20,000)
"DRAEGERMAN COURAGE" (F.N.)
"HOTEL HAYWIRE" (Para.)
STATE—(3,000), 10c-40c, 7 days. Gross: \$4,600. (Average, \$5,000)
"CAPTAINS COURAGEOUS" (M-G-M)
UNITED ARTISTS—(2,070), 15c-65c, 7 days. Gross: \$12,200. (Average, \$10,000)
"A DAY AT THE RACES" (M-G-M)
MADISON—(2,000), 15c-65c, 7 days, 2nd week. Gross: \$9,000. (Average, \$10,000)

"Faces" at \$8,000

Sole Houston Draw

HOUSTON, July 20.—"New Faces of 1937" was the only attraction in town to get into the profit column during the week. It grossed \$8,000 at the Majestic, up by \$1,000.

"The Emperor's Candlesticks" at Loew's State had an average take of \$7,000, and "Ever Since Eve" at the Metropolitan fell off slightly with \$6,800. Average is \$7,000.

Total first run business was \$27,100. Average is \$26,000.

Estimated takings for the week ending July 15:

"THE LAST TRAIN FROM MADRID" (Para.)
KIRBY—(1,450), 15c-35c, 4 days. Gross: \$3,500. (Average, 7 days, \$5,000)
"CALL IT A DAY" (W.B.)
KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,800. (Average, 7 days, \$5,000)
"THE EMPEROR'S CANDLESTICKS" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)
"NEW FACES OF 1937" (RKO)
MAJESTIC—(2,450), 25c-50c, 7 days. Gross: \$8,000. (Average, \$7,000)
"EVER SINCE EVE" (W.B.)
METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$6,800. (Average, \$7,000)

Argentine Firm Plans 20

WASHINGTON, July 20.—Argentine Sono Film has announced that it will make 20 features during the 1937-'38 season, the most ambitious schedule ever attempted by an Argentine producer, according to a report to the U. S. Dept. of Commerce from Assistant Trade Commissioner Joe D. Walstrom in Buenos Aires. The company is now arranging for two new studios, which will bring its total to seven.

Studio Units Discuss Jurisdiction Monday

(Continued from page 1)

local of the Painters Brotherhood, one of striking groups. The Society of M. P. Set Designers, the Artists and Illustrators and Art Directors unions claim a majority of draftsmen, artists and art directors, respectively.

Subpoenaed to appear are the I.A.T.S.E. heads, who claim the draftsmen; officers of the scenic artists local, who also claim the draftsmen, and two disputed crafts as well as representatives of the major studios.

Dr. Nylander, in his first labor board hearing on the film industry, said he would attempt to have the factions agree on a consent election to determine the bargaining agency.

Gillmore Reports on Layoff

A report on the interview of Frank Gillmore, Actors' Equity president, with Harry Hopkins, W.P.A. administrator, on the theatrical unions' protest against the proposed layoff of union workers engaged on Federal theatre projects was presented to the summer meeting of the Equity council yesterday. Word is still being awaited from Hopkins of a final decision on W.P.A. policy on the theatre project layoffs.

The Equity council meeting also received a report on a special meeting held at the Victoria Hotel Monday night at which more than 250 invited radio performers were acquainted with Equity's plans for bringing such performers under the Equity banner.

MPTOA Talks Renewed Drive For 10 Points

(Continued from page 1)

the remainder of the national distributors are obtained, it was stated. Thus, a revival of the trade practice program undoubtedly would be centered upon obtaining these approvals.

Other features of a new campaign for trade practice concessions would include a 15 or 20 per cent cancellation demand and elimination of the score charge by those distributors who still retain it, it was said.

Coast RKO Confab Will End Friday

(Continued from page 1)

stop over at Chicago to visit his family for a few days before returning to his headquarters in the east.

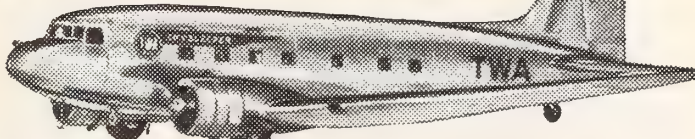
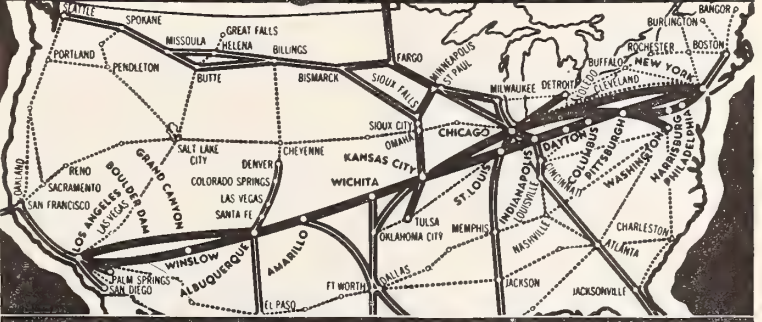
The regular KAO board meeting, scheduled for tomorrow, has been postponed until Leo Spitz gets back from Hollywood.

Will Film "California"

HOLLYWOOD, July 20.—Walter Wanger is planning a special in Technicolor called "California." It will be an historic story on which Grover Jones is working. It will cover the period from the Gold Rush to the San Francisco World's Fair.



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THE LINDBERGH LINE

SHIP VIA GENERAL AIR EXPRESS

NBC Putting on Big Ballyhoo in Capital

NBC has completed arrangements for a series of elaborate promotion stunts to herald the opening of the new studios of WRC and WMAL, the network's stations in Washington, which are to be formally dedicated tomorrow.

An eight-page rotoengraving tabloid is to be distributed to 130,000 residents of Washington as the promotional *piece de resistance*. Other angles include window displays in stores throughout the city, car cards, souvenir cards, a Neon-lighted blimp in the sky, the release of 1,000 balloons, many of which will bear a tag entitling the finders to free merchandise awards through contributions by local merchants, and a Fanchon & Marco revue on the roof of the Trans-Lux Bldg.

In all, 51 special programs will be aired during the course of the three-day celebration, which closes tomorrow night with a full hour show over both the Red and Blue networks.

Five-Month Lecture Tour Plan of Carter

Boake Carter has been set for a five-month lecture tour, arranged through the Hal Peat office, it was learned yesterday. Carter will open his tour in Boston late in October.

The speaking tour will have no effect on his radio broadcasts for Philco via the CBS network.

Irene Rich Times to Change

Effective Aug. 15, at which date she will begin her renewal series for Welch Grape Juice, Irene Rich will be heard at a new time. Currently heard Fridays from 8 to 8:15 P.M., E.D.S.T., on the NBC-Blue, Miss Rich will change to Sundays from 9:45 to 10 P.M. Her final Friday broadcast will be heard Aug. 13. H. W. Kastor, Chicago, is the agency.



JESSICA DRAGONETTE

Palmolive

BEAUTY BOX THEATRE
of the air

Every Wednesday Night, Nine-Thirty,
E.D.S.T.

W A B C — COLUMBIA NETWORK

TONIGHT

"PRINCESS PAT"

Future Radio Benefits Hang On Control, Says Engineer

By BETRAM F. LINZ

WASHINGTON, July 20.—Benefits to be derived from future radical developments foreseen by the National Resources Committee for the communications industry will depend entirely upon how that industry is controlled, it is predicted by the committee in its report on technological trends made public this week.

"When one adds to aural broadcasting the ability to see and to record permanently what one has seen and heard, there will have been attained a perfection in communications which will certainly have the most profound effect upon our social and economic life," the report declared in the section devoted to radio and wire developments, written by T. A. M. Craven, chief engineer of the F.C.C.

Education to Be Affected

Apart from the results of future developments in communication and in broadcast entertainment, the application of these modern methods of communication "may well effect a complete change in methods of educating not only the child and the adult but also the entire public," it was pointed out.

"Whether or not these new developments will permit more leisure and greater profits will depend entirely upon the control which the public places upon such new developments, particularly as to the organization and methods of making these wonderful facilities available for use by the public at the cheapest cost," Craven asserted.

"It is considered by many that the application of these modern communication facilities will not result in a decrease in employment, but rather in an increase in employment. However, such employment will tend toward those who are qualified scientifically rather than those who are qualified manually. The person of the future may, as a result of proximity with the everyday modern communication developments, become a far better educated thinker than the average person of today."

Calls Radio Uplifter

The development of broadcasting, the report pointed out, is very closely associated with the economic, political and social history of the past 15 years.

"The system, methods of operation, and means of financing operations as they exist in the United States today should be considered as the almost inevitable result of the growth of an instrumentality for directly serving the public in a democracy where initiative and freedom of speech are fundamental," the committee commented.

"Broadcasting has been notable in its service to the public in many ways other than through the presentation of musical programs," it was pointed out. "It makes possible the bringing to the public of play-by-play eyewitness descriptions of important athletic and sporting events. Notable as an illustration of this type of event was the first regularly established coast-to-coast network which was used to broadcast the football game in the Rose Bowl, Pasadena, Cal., on Jan. 1, 1927. Broadcasts of speeches, de-

No Harm Meant

NBC executives were stunned early last evening when Jeff Dickson, American-born English promoter, who is here with Tommy Farr, the British heavyweight champ, alluded slightly to Joe Louis' race in a broadcast. Following the broadcast, Dickson stated that his ad-libbed remark had been unintentional and not designed to be derogatory.

Many complaints were phoned to the studio, including one from Bill Robinson.

bates and discussions of various subjects are an everyday part of our broadcasting activities. It is now a major factor in presenting the case of political parties to the electorate."

Broadcasting today, the committee found, "is an integral part of the everyday life of most people in the United States. It brings to the fire-side finer entertainment than has heretofore been available to the average individual. This entertainment includes comedy, drama, popular music and concert music. The gaining interest in classical musical programs is evidenced by the hearty response to the Sunday evening classical hours. Sports have an important place in the program schedules of most stations, particularly during the baseball and football seasons."

"Place in Life"

Because of its dual facility of entertainment and education, broadcasting has achieved a place peculiarly its own in American life.

"The radio with its increasingly permanent place in the home has a unifying effect within that home and it is thought by many that it may be responsible, to some extent, for counteracting the effect upon American home life which has been produced by the automobile," the report said.

"Broadcasting, with its direct personal appeal, its easy and ingratiating entrance into the home, is in short the most effective and can be the most formidable means of mass communication which man has yet had the privilege of using."

Donahue Gets Ice Contract

Donahue & Coe, Inc., yesterday was reappointed advertising counsel to the Ice Industry of America. It was indicated that the "Homemakers' Exchange," participating program on CBS, will be on the air at least 39 weeks in the 1937-'38 year for the ice industry. No final decision has been made on the musical program which featured Gladys Swarthout on NBC last winter.

Prescott Starts New Series

Allen Prescott of the "Wifesaver" series will inaugurate a new series of 15-minute programs over the NBC-Red network today at 6 P. M. The series is called "Mind Your Manners."

Radio Personals

BILL HEDGES, WLW executive, is visiting here on official business . . . Visiting here also are Sol and Mrs. Taishoff. He is editor of Broad casting . . . Ronald Davidson, program director of WOO, Washington, will be the guest speaker on the "Junior G Men" program over Mutual Aug. 13 . . . Paul Kennedy, radio editor of the *Cincinnati Post*, will take over Al Cook's duties as radio editor of the *World-Telegram* while the latter vacations Aug. 10-23 . . . Claudine Macdonald of NBC's women's activities division has left for Labine Point, Canada, which is 10 miles from the Arctic Circle, where she will vacation . . .

Gene Snyder, dance director of the "Rockettes" will appear with his troupe on the "Bandstand and Grandstand" program over WMCA today. . . . Raymond Paige is now definitely set to take over the new Lanny Ross show in September. He will continue as dance director of "Hollywood Hotel," however. . . . First of George Fischer's "Hollywood Whispers" screen shorts will be released Sept. 7. . . . Olivia De Havilland and Edmund Lowe will be on the Kraft "Music Hall" tomorrow. . . . Fifi D'orsay will appear on the "Broadway Melody Hour" today. . . . Bobby Dolan has received another 13-week renewal as musical director of the Sealtest "Sunday Night Party" . . .

Chicago Town Pump

CHICAGO, July 20.—Warren Brown, sports writer on the *Herald-Examiner*, will do a series of broadcasts preceding the baseball games over WJJD every day. . . . Tom Kivlan of the WBBM sales department is back from a vacation at Sister Bay, Wis. . . . Kay Kyser returns to the Blackhawk Cafe this fall. He will broadcast over WGN-MBS while there. . . . Jona Blaine, radio actress left this week for New York for her new program. . . . 18,386 visitors were shown through WGN last month. . . . Ed Stockmar of the NBC program traffic department and his bride, the former Eileen Grohe, are honeymooning in the Catskills.

Welles Completes Casting

Orson Welles has completed casting for his presentation of "Les Miserables" in seven instalments over the Mutual network, beginning this Friday from 10 to 10:30 P. M.

Stage actors who have been signed include Whitford Kane, the star of "Excursion," which closed Saturday; Martin Gabel, formerly of "Dead End" and "Three Men on a Horse," and Will Geer, who appeared in "Let Freedom Ring."

The players from radio will include Ray Collins, Frank Readick and Alice Frost.

"Ave Maria" Adds Stations

The "Ave Maria Hour," heard on the WMCA-WIP line of the Inter-City network, will add five stations to its hookup Sunday. They are WCBM, Baltimore; WOL, Washington; WORK, York; WGAL, Lancaster, and WPRO, Providence. •

Likens Radio To the Teapot Dome Scandal

(Continued from page 1)

licenses which are controlled by the A. T. & T. monopoly and RCA also extend their monopoly in the moulding of public opinion through their connections with motion picture companies and through their domination of some 200 or more large newspapers in America which own broadcasting stations," he asserted.

"Having considerable knowledge of the monopoly which exists in radio broadcasting, the looseness, to be charitable, which prevails in the Communications Commission, and, having worked with our late lamented colleague 'Billy' Connery, I have waited patiently for the Rules Committee to report out the radio investigation resolution presented to the House by 'Billy' Connery last January. It now appears that in addition to the control which the radio monopolists have in the moulding of public opinion among the American people they seemingly are not without influence right here in the Congress of the United States."

Hits CBS and S.E.C.

McFarlane charged that CBS and officials of the N. Y. Stock Exchange, "with the apparent acquiescence of S.E.C., are engaged in an apparent conspiracy to loot the investing public" to the extent of some \$50,000,000 or more, "that Governor Lehman of New York, who yesterday asked Senator Wagner to oppose the President's court packing bill, is connected with the bankers for Columbia; that leaders in the broadcasting industry are listed among the tax dodgers cited by the Treasury before the tax avoidance committee; that the Communications Commission has failed to check racketeering and other abuses, and that the RCA consent decrees of several years ago have been ineffective."

"Unless this body accepts the unchallenged statements of the chairman of the Communications Commission and enacts legislation, if such is needed, which will in reality protect the American people from stock-selling rackets and the radio monopoly, then every member of this House, as well as this Administration is equally guilty, if we later find that an unsuspecting public has been defrauded and looted by these stock racketeers through our negligence or through the willingness of some to listen to the soft voice of those who represent these monopolists and racketeers," he told the House.

Acquits Administration

"This monopoly is by no means a reflection upon the present Administration. A Congressional investigation will in no way cast any reflection upon it. Instead, these monopolies were inherited from the Hoover Administration."

"A reopening of the Government's case against the radio monopoly, either on the part of the Attorney General's department or on the part of the Congress, through a proper investigation as well as an inquiry to show how these economic royalists, RCA, NBC, Columbia and Mutual, secured monopolistic control of radio stations—would show a colossal fraud per-

Summer Shows On the Air

"Between Bookends"

Ted Malone's "Between the Bookends" which has been absent from the air the past several months, returned to CBS this week. The broadcast schedule is Monday, Tuesday, Wednesday and Friday mornings from 10:30 to 10:45 A.M.

As the title indicates, the program is devoted to literature. This program long ago proved its mettle and merit, and little can be added to the record. Malone does a sincere job of his poetry readings, has an established and proven audience and should add many more admirers as his series progresses.

BANNER

Special Short Wave Series Set by WCAU

PHILADELPHIA, July 20.—A series of special short wave broadcasts to South American and European countries is being planned for this fall by WCAU over its high frequency W3XAU. With many short wave facilities at its disposal, WCAU also plans to make special events a major part of the program, utilizing W3XAU, a mobile unit, and a co-ordinating W3XHW unit.

WCAU has also been granted F.C.C. permission to construct W3XIR, a high frequency 100-watt station for experimental broadcasts. Construction under the direction of John G. Leitch, WCAU technical supervisor, will begin next month and the station is expected to be ready for operation early in 1938.

NBC Gets Grant Series

NBC artists' service has been awarded the contract to cut the recordings for the forthcoming W. T. Grant Stores transcribed series. In all, 39 recordings will be made. Artists signed to date include Leonard Joy's orchestra, Allen Prescott, Jean Ellington, and Whispering Jack Smith. N. W. Ayer & Son, Inc., is the agency for W. T. Grant & Co. The series will be offered in 20 cities beginning Sept. 6.

Confirm White Deal

Confirming a report printed here some weeks ago, Batten, Barton, Durstine and Osborn yesterday announced that Francia White had been signed as vocalist for the "Cavalcade of Music," heard on CBS. Miss White will appear Aug. 4, 11, 18 and 25th.

Peggy Reilley Going Abroad

MILWAUKEE, July 20.—Peggy Reilley, WISN continuity writer, will sail from New York July 23 en route to Dublin for a month's vacation.

petrated upon the American people, and I would be surprised if we did not find that this monopoly was created and still exists through bribery practiced in circles supposedly above approach.

"With the control of the moulding of public opinion amply demonstrated to be in the hands of vested wealth, it is my belief that Congress can well be accused of cowardice, if we do not meet the challenge laid down to us."

Coca-Cola and Vicks in New CBS Contracts

The CBS sales department yesterday effected two important new commercial deals involving the Coca-Cola Bottling Co. and the Vick Chemical Co.

Coca-Cola will present a 45-minute musical variety show over the network from 10 to 10:45 P. M., starting some time in September. The program will feature a "name" orchestra and vocalists.

Neither the exact time for the start of the program nor the names of the entertainers are known at the moment, pending the completion of negotiations.

Coca-Cola was a CBS client in 1935-1936. Last year the product was sold via the networks over NBC. The D'Arcy Advertising Agency set the CBS deal.

Tony Wons to Return

Absent from the networks for several years, Tony Wons, whose philosophical readings at one time were a great radio attraction, will return to radio via CBS in a three-time-a-week, 15-minute program starting Oct. 4, for the Vick Chemical Co. He will be heard Monday, Wednesday and Friday from 10:30 to 10:45 A. M. Morse International set the deal.

The time and starting date for the forthcoming Jeanette MacDonald series were closed yesterday by Vicks, which will sponsor the series in addition to the Tony Wons program. Miss MacDonald will begin her program Oct. 3, and Sundays thereafter from 7 to 7:30 P. M. She will be supported by Josef Pasternack's orchestra.

An interesting angle in the broadcast period for the MacDonald series is that it will mark the first time in more than three years that a CBS sponsor will oppose Jack Benny, who is heard Sundays from 7 to 7:30 P. M. via NBC. Morse International yesterday informed MOTION PICTURE DAILY that the time for the MacDonald program was selected only after a poll conducted in six key cities and involving 5,000 set owners had revealed that 47 per cent of those queried had said they would rather listen to Miss MacDonald in answer to the query: "Who would you rather listen to, Jeanette MacDonald, or Jack Benny?"

Pat Stanton to Marry

PHILADELPHIA, July 20.—Pat Stanton, WDAS station manager, will leave July 24 for a combination trip in the form of a vacation, business observation and honeymoon. On that day he will be married to Mary DeMey, with Program Director Harold Davis acting as best man. The wedding date also marks the ninth year for Stanton's "Four Province Irish Hour," oldest participating language show on the WDAS schedule.

Baseball Draws Heavily

The radio audience of the all-star baseball game played in Washington recently was large, being almost as great as that of leading evening network shows, according to a report compiled by the Cooperative Analysis of Broadcasting (the Crosley report).

Marconi Tribute Put On Air in Two Hours

Less than two hours after the news was flashed to NBC that Senator Guglielmo Marconi, father of broadcasting, had died in Rome, the network was on the air with a tribute program involving five nations and seven broadcasting organizations.

The speakers, broadcasting from 2:30 to 3 P. M. included Major Lenox R. Lohr, president of NBC; David Sarnoff, president of RCA; General Harbord of RCA; Luigi Solari, life-long friend and business associate of Marconi, speaking from Rome; A. H. Ginman, president of the Canadian Marconi Co., speaking from Montreal; Antoine Dubois, president of the International Broadcasting Union, from Amsterdam. From London, P. W. Paget, radio operator who sent the famous letter "S" across the Atlantic in 1901, the first radio trans-Atlantic signal to be issued, repeated the signal.

Giulio Marconi, only son of the late Senator, who came to New York last April to continue at NBC his radio studies begun abroad, will leave for Rome immediately. He will, however, return to NBC in four weeks to resume his studies.

Meeting on Chicago Tax Without Result

(Continued from page 1)

bring with them to the meeting figures showing their gross receipts for the past year, as the Finance Committee had asked.

It is understood that the City Council is working on a definite plan for submission to theatres within the next week or so. It is also reported that the theatre owners may suggest that they are willing to pay an increased license fee if they are allowed to resume giveaways in their theatres. However, the latter plan is understood to be only in the formative stage.

Kansas and Missouri Grosses Falling Off

(Continued from page 1)

harvested, and most of which has been marketed at current high prices; and because of the present condition of the corn crop, which is the best in several years.

However, a year ago there still was money going into the pockets of farmers for not raising crops; the bonus money was circulating, and the election campaign was in full swing, all factors tending to keep money in sight. It probably is too early for the effects of wheat money to be felt, and, of course, corn money still is "eggs in the basket."

Warner Men Shifted

PITTSBURGH, July 20.—George Bronson has resigned as manager of Warners' Enright in East Liberty and his post will be taken over by William Hoch of the Plaza. Bronson will return to New Haven, where his brother-in-law, I. J. Hoffman, heads the Warner zone. Ernest Leiberman moves from the Model to the Plaza and Carl Czolba has been transferred from the billposting department to the Model. Larry Leonardi, office boy in publicity, gets Czolba's old job in billposting.

Short Subjects

"Goofs and Saddles"

(Columbia)

Not the best thing the Three Stooges have done in short comedy by a long way, this, nevertheless, should be good for a few laughs. The Stooges are "scouts" for General "Muster," who are sent out to break down the cattle rustlers in the west. They encounter the leader of the gang, get their signals crossed in a poker game and capture the gang after escape in a covered wagon. A fair comedy, as they go. Running time, 18 mins. "G."

"Stranger Than Fiction No. 39"

(Universal)

Finely executed miniature period rooms in a Chicago museum, a cat with seven toes on its forefeet, a blind newsboy who gets around without a cane or dog, a rock garden with stones from all over the world, a canary "beauty parlor," photographing census records on motion picture film and oysters that grow on trees—no doubt stranger than fiction and quite engrossing. Running time, 9 mins. "G."

"Calling All Doctors"

(Columbia)

There is a handful of real laughs in this Charles Chase comedy, with Charley the complete hypochondriac, and John T. Murray coming close to stealing the best laughs as the slightly touched gentleman who believes himself a doctor, and who "treats" Charley—to a bad half-hour. His friends decide to drive the illness notions out of Charley's head and succeed, but much to his discomfiture. Running time, 18 mins. "G."

"Rocky Mountain Grandeur"

(Fitzpatrick-M-G-M)

Beautifully composed scenes in Technicolor of western mountain scenery and activities on dude ranches. There are particularly fine shots of sunsets at the conclusion. It will be well received. Running time, 8 mins. "G."

"Sports of the Season"

(Columbia)

A weak number in the usually active and entertaining "News World of Sports" series, this short merely concerns itself with brief flashes of the most characteristic sporting events of the four seasons. A few fast moments on the ice hockey rink are the highspots. Running time, 9 mins. "G."

"Wayward Pups"

(M-G-M)

The cleverly concocted cartoon antics of the Harman-Ising pups are first rate entertainment. The animation and coloring is fairly ingenious. It packs plenty of excitement and laughs. Running time, 8 mins. "G."

"Indian Serenade"

(Columbia)

Average or less is the rating of this "Scrappy" cartoon in Technicolor, as Scrappy, young Indian, meets the Indian maiden making pottery, goes

Looking 'Em Over

"Dodge City Trail"

(Columbia)

This film shapes up as routine western material, suitable for the second half of a dual program, especially on the weekend bill when the youngsters are looking for action.

Charles Starrett makes a satisfactorily virile western hero and the film keeps moving at an active pace. However, it suffers slight impediments in the action on occasion to permit the introduction of song. Fortunately the singing, especially that of the group of cowboys, is better than is usual in this type of film.

Starrett leads the roundup of cattle from the ranch to Dodge City, and en route saves the heroine from stage robbers who had kidnaped her. He finds her father for her, discovers him to be the brains behind the gang, under an assumed name, and to save the girl, exacts a promise that he quit the gang. Completing his cattle delivery, Starrett and his men mix it with the gang, until, via considerable hard riding, fast chases and gun fighting, he succeeds in routing the gang, as the father dies without the girl knowing of his past, and with Starrett to look after her.

Running time, 60 minutes. "G."

romantic and rushes to the rescue of his pup when the dog becomes entangled with a snake. Running time, 8 mins. "G."

"The Sport of Fencing"

(Pictorial Film Library)

The centuries-old art of expertly handling swords is effectively treated in this short, which features top-rating Olympic figures. There is an attempt to inject comedy with costumed characters but the result is silly. The camera work by Irving Browning is fine. Running time, 10 mins. "G."

"Have Courage"

(M-G-M)

The old stuff about the worm turning is given a fresh treatment in this brief comedy. It borrows from the technique of "Strange Interlude" to put over the more subtle character delineation. However, it is amusing and should be satisfying. Running time, 10 mins. "G."

"Pirate Ports of the Caribbean"

(Columbia)

A travel subject in color of the various ports of the Caribbean Sea, notable in pirate lore, this subject rates as only fair material of its type. The color appears a bit harsh at times. The subject on the whole lacks either indicative pictures of the inhabitants and their lives or unusual scenic material. Running time, 9 mins. "G."

"The Playful Pup"

(Universal)

A genuine amount of mirth-provoking animation is offered in this Oswald, the Rabbit, cartoon. The antics of Oswald's dachshund when he gets involved with a pair of boots will bring howls. Running time, 7 mins. "G."

"I Want to Be an Actress"

(Columbia)

One of the "Scrappy" cartoons, but not one of the best in that series. Scrappy is playing at being a film producer and his girl friend tries to place herself as a star with the inevitable

and, by now, wearisome imitations of Garbo and Hepburn. It will do, but not too well. Running time, 8 mins. "G."

"Going Places No. 38"

(Universal)

"The Cloth of Kings" is the title of this number. It concerns the processes in the manufacture of Irish linen. The material is handsomely photographed and the subject quite thoroughly covered. The musical background of native airs is particularly pleasant. It is a pictorial treat. Running time, 10 mins. "G."

"The Stork Takes a Holiday"

(Columbia)

An agitator leads the baby deliverers to Storkland on strike, until pelicans serve as strikebreakers and the strikers rebel against their leader and return to work. It has an entertaining moment or two, but, in general, is only fair cartoon material. It is in Technicolor. Running time, 8 mins. "G."

Seek Provision for Scottish Interests

LONDON, July 12.—The demand that special provision should be made in the new Films Act for the conditions of the Scottish theatre field, in which British films are definitely unpopular, was made at the meeting of the Edinburgh Section of the Cinematograph Exhibitors' Ass'n.

It was asserted by L. Dickson of Boness that British films which did well in England were "poison" in Scotland, and T. A. K. Lunn said a special viewing committee was necessary for Scotland. Fears were also expressed that a cost clause would mean the loss of cheaper American films, including westerns, which were described as "the bread and butter of many theatres."

Republic to 2 Circuits

Republic has sold its 1937-'38 line-up to the Sproule Circuit and the Jefferson Amusement Co., and has booked "Michael O'Halloran" in 21 houses of the St. Louis Amusement Co.

Variety Club
Pittsburgh

PITTSBURGH, July 20.—Tent No. 1's new members are JIM THORPE, 20th Century-Fox; JACK HOLLISTER, sportscaster for KDKA; JOE HILLER, agent, and JIM ALEXANDER, S. A. FEINBERG and GEORGE COLLINS, all of Republic Pictures.

Committee chairmen for the annual golf tournament at the Westmoreland Country Club Aug. 20 include JOHN H. HARRIS, trophies; MIKE GALLAGHER, refreshments; JOHN MALONEY, contests; DR. L. G. BEINHAEUER, applications and treasurer, and ART LEVY, general chairman.

A Saturday night boat ride is being considered to take the place of the annual picnic this year.

JULES GREEN's birthday was celebrated at HARRY WOODMAN's Monday night dinner.

New Subtitle Plan
Used in Argentina

WASHINGTON, July 20.—An American film distributor will soon offer its pictures in Buenos Aires with a new form of subtitle presentation, according to a report to the U. S. Dep't. of Commerce from Assistant Trade Commissioner Joe D. Walstrom, in the Argentine capital.

The Spanish subtitles are now superimposed on the lower part of each picture, sometimes partially obscuring the view and diverting the attention from the action. Under the new system the words will appear on the screen just below the picture. It is claimed that this method is particularly advantageous to color films, in addition to which the subtitle is uniform, concise, and always in the same place. The new development requires a slight attachment on the projector, but no additional film footage is necessary.

Para. Drive Due Sept. 6

Paramount has set the week of Sept. 5 as the date for its 19th annual drive week.

Wall Street

Major Issues Up on Board

	High	Low	Close	Net Change
Columbia	30 1/4	30	30	+1
Consolidated	3 1/4	3 1/4	3 1/4	+ 3/8
Consolidated, pfd..	13 1/2	13 1/2	13 1/2	+ 3/4
Eastman	181 3/4	180 1/2	181	+1
Gen. T. Equip....	24 1/4	24 1/4	24 1/4	+ 1/2
Loew's, Inc.	82 1/2	81	82 1/2	+1
Paramount	23	21 1/2	23	+1 1/2
Paramount 1 pfd..	159	155	159	+9
Paramount 2 pfd..	20 1/2	19 1/2	20 1/2	+ 3/4
Pathe Film	8 1/2	8 1/4	8 1/2	+ 1/4
RKO	8 1/4	8 1/4	8 1/4	+ 3/8
20th Century-Fox..	37	36 1/2	37	+ 1/8
20th Century, pfd..	46	45 1/2	46	+1 1/4
Warner Bros.	15	14 3/4	15	+ 1/2

Curb Advances Predominate

	High	Low	Close	Net Change
Grand National ..	2 1/2	2 1/2	2 1/2	+ 1/4
Sentry Safety ...	1/2	1/2	1/2	
Sonotone	1 1/2	1 1/2	1 1/2	+ 1/8
Technicolor	29	28 1/2	28 1/2	+ 1/4
Trans-Lux	4 1/4	4 1/4	4 1/4	- 1/8
Universal Picts...	8 3/4	8 3/4	8 3/4	- 1/8

Little Trading in Bonds

	High	Low	Close	Net Change
Loew's 3 1/2s '46 ..	99 3/4	99 3/4	99 3/4	+ 3/4
Paramount Pict.				
6s '55	94	94	94	
Warner Bros. 6s				
'39 wd	95	95	95	

(Quotations at close of July 20)

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and
Indispensable
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Picture
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First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 18

NEW YORK, THURSDAY, JULY 22, 1937

TEN CENTS

Objections to RKOPlan Hit Vital Phases

Conversion, Rockefeller Pact Are Criticized

Objections to the proposed plan of reorganization for RKO still center about the settlement of the Rockefeller Center claim, conversion privileges for stockholders of the proposed new debentures and preferred stock and the lack of a physical appraisal of assets, according to briefs filed by all sides with Special Master George W. Alger. Alger must report to Federal Judge William Bondy whether or not the plan is "fair, feasible and equitable."

It is conceded by all sides that the plan is feasible, but its fairness is being attacked. The independent committee for protection of common stockholders represented by George L. Schein and Joseph M. Cohen appealed to the special master not to "rubber stamp a plan proposed by the Atlas Corp. and to suggest amendments which would improve its fairness to stockholders."

Hamilton C. Rickaby of Simpson, Thatcher & Bartlett, representing

(Continued on page 15)

Now Aim Sales Tax At Stock Transfers

Personal property transfers and the sale of prints produced in New York to a distributor here have been declared subject to the two per cent city sales tax and may place a heavy tax burden on 20th Century-Fox and Warners, it was learned from city tax department officials yesterday.

The city comptroller's office is preparing to assess 20th Century and Fox Film Corp. on the transfer of their assets to 20th Century-Fox three years ago, it was said. In addition, assessments are now being

(Continued on page 20)

No Changes Planned In G. B., States Lee

CHICAGO, July 21.—Arthur Lee, vice-president of G.B., declared here today that the current visit of Joseph M. Schenck, 20th Century-Fox president, to England would have no bearing on the G.B. setup, and that no

(Continued on page 20)

Loew Seeking Four More Houses, Two Sites in the New York Area

Negotiations are under way by Loew's for four theatres in the local area, it was learned yesterday from authoritative sources within the circuit. In addition, two sites are being considered for the construction of new houses.

None of the deals is expected to be consummated for several weeks, it was stated.

The de luxe unit which is being built at Boston Post Road and Fenton Ave., Bronx, will be called Loew's Post Road and will be ready for opening about Labor Day.

In three or four weeks, the circuit will close the Capitol for one week for alterations costing approximately \$200,000. Of this amount, about \$50,000 will be spent for new seats. A new front also will be installed.

Officers Reelected By Grand National

Edward L. Alpers, president; Edward J. Peskay, vice-president in charge of distribution; Jack Barnstyn, vice-president in charge of foreign sales; Timothy F. Murphy, secretary-treasurer; William J. Neary and Philip N. Krasne, assistant secretary-treasurers, and Ann Rosenthal, assistant secretary, were reelected to their Grand National posts yesterday at the annual directors' meeting held at the home office.

A. Pam Blumenthal, whose contract was approved by stockholders at an

(Continued on page 20)

Chicago Film Board Fate Is in Balance

CHICAGO, July 21.—Film Board of Trade members today decided to disband the organization Aug. 1 unless home offices of major companies decide it should be continued.

To date three companies have expressed a desire for continuance but others are undecided. Local film men are hopeful that the board may be continued.

Loew and Fay Close Deal in Providence

Loew's and Ed Fay have completed negotiations whereby the former will purchase a half interest in the latter's Carlton, Providence, which will be used as a holdover theatre for attractions playing at the Majestic, Fay's and Loew's in that city.

Only the big pictures from M-G-M, United Artists, 20th Century-Fox and Warners will be moved over to the Carlton. The first run admission scale will be maintained at the Carlton.

Fay returned to Providence yesterday following conferences with Joseph

(Continued on page 20)

Ad Writing Reports Vex Mrs. Roosevelt

Mrs. Franklin D. Roosevelt is "considerably vexed" by reports that she has been engaged to write advertisements for Samuel Goldwyn's production, "Stella Dallas," *Motion Picture Herald* will say today. The difficulty started when the New York *Daily Mirror* published a Hollywood dispatch by Harriet Parsons, substitut-

(Continued on page 20)

'High, Wide and Handsome' Has that Kind of Premiere

"High, Wide and Handsome," Paramount's reputed \$1,900,000 production, had as unique a premiere last night as any which Broadway has seen since Annie Oakley came of age. There were no "deadheads" in the capacity audience at the picture's opening at the Astor last night except for the working press, which prefers traditionally to be different in this respect.

The paying guests were not limited to the film first-nighters and the interested movie-makers and sellers who inevitably catch an important picture's

"High, Wide and Handsome" is reviewed by Red Kann on page 2 today.

opening. They included among others Barney Balaban, president of Paramount; Stanton Griffis, chairman of the executive committee; Neil Agnew, vice-president and distribution head, and Y. Frank Freeman, Paramount theatre head and vice-president. Like the outlanders from Park Ave. and Westchester, and the sprinkling of

(Continued on page 2)

Say Stage Does Nicely with No Picture Money

Playwrights, Managers To Keep Contracts

The withdrawal of film money from Broadway play production has not been felt and no important changes in the present playwrights' and managers' agreement governing the sale of the film rights to plays will be made for the new season, officials of the Dramatists' Guild told *Motion Picture Daily* yesterday.

For every film company which discontinued play backing last season there was a new source of money at hand, it was stated. While there were slightly fewer plays produced on Broadway last season than during the preceding one, the Dramatists' Guild spokesmen attributed this not to a lack of financing but to a shortage of plays. It was pointed out that such first line playwrights as Marc Connelley and Sidney Howard contributed nothing to the Broadway scene last season, and that other established playwrights are not producing enough.

Younger playwrights are making their appearance, however, and for any promising vehicle there is plenty

(Continued on page 15)

Para.-Blank Deal Ready for Signing

The new operating agreement between Paramount and A. H. Blank for the Tri-States Circuit in Iowa, Nebraska and Illinois will be closed tomorrow, Paramount officials said yesterday.

The deal, which has been in negotiation for many months, will eliminate the buy-back provision of an original agreement under which Blank obtained a 50 per cent interest in the circuit from Paramount, thus placing Blank's operations on a permanent

(Continued on page 20)

Report Para. Gets Share in Criterion

A deal by which Paramount obtained an interest in the Criterion from the Harry L. Charnas and B. S. Moss interests was concluded yesterday, it was reported.

Under the deal the house is guaranteed a picture supply from Paramount. Product designated as unsuitable for the Paramount will be

(Continued on page 20)

Radio—Pp. 18-19

MOTION PICTURE
DAILY

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Branch Wage Talks
Will Resume Today

Conferences will be held today at the Warner home office by representatives of the I.A.T.S.E. and distributors on basic wage and minimum hour schedules for at least two of the 13 remaining exchange centers which have yet to be negotiated.

Felix Snow, I.A.T.S.E. representative in Kansas City, has arrived by plane to confer with distributors on a revision of the plan set for that territory some weeks ago.

Detroit Fox Hearing Set

A hearing has been set for Aug. 12 in Detroit before Special Master Marston, acting for the U. S. District Court, to discuss the manner of placing in effect the reorganization plan for the Fox Theatre there, it was learned here yesterday.

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Insiders' Outlook

By RED KANN

HOLLYWOOD'S enthusiasm over the colorful in the historical and semi-historical pages of American industry gave Paramount a hefty canvass on which to draw for "High, Wide and Handsome." Those three pretty good adjectives do no walking out on their definitions insofar as production background is concerned in the lavish film which opened at the Astor Theatre last night. Yet, while there is plenty to look at on the screen for an hour and fifty-five minutes, the dramatic content never succeeds in matching up the pictorial display of wells spouting black gold, medicine shows burning to the ground, men milling around in battle and horse and buggies riding for the expected finish. . . .

The year is 1859 and the locale Western Pennsylvania. Randolph Scott, your typical Hollywood-like hero, is a farmer more imbued with a burning ambition to bring rock oil out of Mother Earth on behalf of the poor man and, incidentally, his own personal fortunes; Charles Bickford is the scowling villain and Alan Hale, the riding roughshod railroad magnate who seeks to ruin the farmers-turned-oil-drillers by jacking up freight rates when he cannot steal their gushers. Into the situation and in its early phases comes Irene Dunne, medicine show girl with whom Scott promptly falls in love. . . .

The story has them marry. It also has Scott working himself slightly screwy in his valiant, but finally successful, efforts to defeat the railroad crowd by laying the first pipe line from oil well to refinery in the farthest west corner of the state. Between that premise and its eventual accomplishment, however, runs a lot of footage, designed chiefly in its dramatic intent to make the final goal sufficiently difficult of attainment. Hale turns to Bickford as his hired saboteur and there is much ado over the wrecking of the struggling pipe line, not once but a number of times. It is to be understood, as in the case of all well-ordered melodrama, that hero conquers menace and continues to keep his woman. . . .

Somewhere about midships, Miss Dunne gets tired of Scott's greater fidelity to his oil enterprise. Eventually, the straw and the camel's back part and Irene returns to her first love, the traveling show. However, when

secondary woman Dorothy Lamour who, without explanation, suddenly appears as Hale's girl friend and in the know, advises Miss Dunne of the final danger awaiting Scott, the rush to the rescue follows. She instills in her husband the revitalized ambition to continue throwing the pipe line over the top of a seemingly impassable cliff and thus into the refinery before contract time expires. She goes further and brings, quickly and somewhat astonishingly, her sideshow friends, plus their elephants, to finally rout Bickford and his slugers as cow whips lash and wrenches clonk merrily on resisting heads. . . .

Paramount has spent a fortune on this endeavor. It is regrettable in the extreme that story power does not compare with visual power, but it is the fact to report that it does not by a sizable margin. The continuity of the attraction which went on display last night is far from smooth, but whether this is traceable to construction or editing this reviewer politely insists upon dodging, if you don't mind. There is also a frequent and almost complete stoppage of narrative development for song and dance interludes which of necessity do not help the story on its way. . . .

In the earlier sequences, Rouben Mamoulian's direction permits Miss Dunne to become cute and arch with the usual results. Her performance, in toto, is tinged with artificiality as Scott's is with perfunctory leading man manoeuvres. In other words, Miss Dunne is very much the heroine with all of its delicate implications; Scott is manly with a vengeance; Bickford is villain with a roar and Hale, a laughing, sinister-type capitalist. Oscar Hammerstein II has been closely identified with Hollywood as a lyricist. This time he not only did lyrics, but the original story and screenplay to boot. And that prompts an all friendly suggestion that he might be luckier by sticking to his tradesman's last. The music by Jerome Kern is pleasant without distinction. Another disappointment about "High, Wide and Handsome" is the inordinate number of studio clichés in which Mamoulian indulged. Everything happens according to accepted formula with little variance. Yet in the sequence, overplayed incidentally, wherein the pipe line takes form, it should be told that the attraction approximates its most genuine

"High, Wide,
Handsome"
Opens Here

(Continued from page 1)

vacationing visitors from the hinterlands, these company officials planked down their \$2.20 for their seats to make Broadway premiere history and, possibly, to establish a precedent for picture openings.

The usual army of curious, summoned by the floodlights and the presence of a battalion or two of blue-coats on hand to keep them moving, effectively thronged the entrance to the lobby, adding a few additional gray hairs to Al Wilkie's handsome mane and a furrow or two to the brows of Robert Gillham and Lou Smith. The crowd's determination was not in vain, however. They saw, among those whose summer ermines and starched shirt fronts contributed to the glare of the Kliegs, Frances Farmer, Martha Raye, Randolph Scott, Olympe Bradna, Kitty Carlisle, Nicholas M. Schenck, C. C. Moskowitz, George J. Schaefer, Ned E. Depinet, Andy Smith, Gradwell Sears, John E. Otterson, Mr. and Mrs. Ogden Reid, Al Jolson, Hope Hampton, Jules Brulatour, David Stern, Henry Sulzberger and Roy Howard.

"Living," Miss Raye
\$56,000 Para. Draw

"Easy Living" and Martha Raye on the stage tallied approximately \$56,000 for the second week at the Paramount. "Exclusive" and a new stage show opened yesterday.

"Super Sleuth" and a stage show at the Roxy are expected to wind up with \$28,000 for the week ending tonight.

With the opening of "Wee Willie Winkie" tomorrow, the weekend admission prices will prevail during week days as well. The scale will be 25 cents from opening to 1 P. M.; 55 cents from 1 P. M. to 6 P. M.; 75 cents from 6 P. M. to closing. Children will be admitted at all times for 15 cents. Saturday midnight shows will be 50 cents instead of 40 cents.

"Dead End" will definitely be the reopening attraction for the Rivoli. George Skouras yesterday decided to resume operation on Aug. 17, after having tentatively set the date for Aug. 24. On Aug. 19, "Walter Wanger's Vogues of 1938" will open at the Music Hall for a minimum two-week run.

The Globe on Saturday will begin showing "Armored Car," the picture being booked in by Harry Brandt because of Paramount's delay in taking the house over for two-a-day showings of "Souls at Sea," now scheduled to make its debut on Aug. 4.

Charter Florida Firm

TALLAHASSEE, Fla., July 21.—Alton, Inc., St. Petersburg, has received a charter from the Florida Secretary of State to operate amusements.

interest. There was an opportunity for drama and Mamoulian captured it. . . .

Thursday, July 22, 1937

Would Close Houses In Argentina at 12

By N. BRUSKI

BUENOS AIRES, July 10.—President Augustin P. Justo of Argentina has addressed a letter to the Mayor of this city, suggesting that he issue an edict requiring all film houses to close at 12 midnight. Performances usually run to 1:30 A. M. The President suggests that it would be beneficial generally to the public if the earlier closing were effected.

Since the Mayor cannot issue such an edict without the consent of the City Council, he has advised all theatre owners that the legal closing time, 12:30 A. M., will be rigidly enforced.

New regulations have been made effective here regulating the attendance of children at film theatres. Children under 12 are prohibited from attending any night shows, but it is considered unlikely that strict enforcement can be obtained, since it would require a large increase in the staff of the Dep't of Maternity and Health, under whose jurisdiction the regulations fall.

Cocalis-20th-Fox Action Is Settled

The 20th Century-Fox suit against Sam Cocalis on accumulated overages on four pictures has been settled out of court, Cocalis stated yesterday. The settlement was effected at a meeting between William Sussman, eastern division sales head for the distributor, and Cocalis at Louis Nizer's office.

Three previous suits involving copyright infringements were settled between the same parties several weeks ago.

W. E. 6-Months Sales Are Up to \$97,355,000

Western Electric sales for the first six months of this year totalled \$97,355,000, according to a statement issued by Edgar S. Bloom, president.

The current figure represents an increase of 48 per cent over the corresponding period last year when the sales were \$65,651,000.

To Give Republic Prizes

Winners in Republic's Sales and Liquidation Contests just closed will be presented prizes totaling \$5,000 this week by J. J. Milstein, vice-president in charge of sales.

The prize winners in each contest are as follows: Liquidation Contest.—Southern Division, New Orleans and Oklahoma City; Central Division, Omaha and Chicago; Eastern Division, Pittsburgh and Philadelphia; Western Division, Portland and San Francisco.

Sales Contest.—Southern Division, Charlotte and Atlanta; Eastern Division, Cleveland and Cincinnati; Western Division, Canada and San Francisco; Central Division, Kansas City and Des Moines.

Warners Get Miss Moore

HOLLYWOOD, July 21.—Dennie Moore, stage and screen player signed by Warners, has been assigned to a featured role in "Submarine D-1," now in production at the Burbank studios. Miss Moore replaces Jean Muir who formerly had been set for the part. Pat O'Brien and George Brent also will be featured.

◀ Purely Personal ▶

JAMES A. FITZPATRICK will return today from New Brunswick, and tomorrow leave for Hollywood by plane. While on the coast he will confer with **FRED C. QUIMBY** on his new series of travelogues for next season, three of which are already completed.

WILLIAM BURNS will head for Hollywood today by plane. The William Morris office is sending him out. He is a brother of **GEORGE BURNS** of **BURNS AND ALLEN**.

DAVE LEWIS, newly appointed M-G-M manager in the Argentine, is taking in all the Broadway shows before leaving next week for Rio de Janeiro.

EDWARD O'CONNOR, Cuban manager for M-G-M, is recuperating in a hospital at Havana from an emergency appendicitis operation.

BOB GILLHAM is planning to leave for the coast next week with a stop-over at Chicago, where he will visit B. & K. executives.

HENRY ARMETTA has arrived in town by plane and is stopping at the Hotel Edison. He is on a personal appearance tour.

SAM WOLFF, **PAUL GARNER** and **DICK HAKINS**—the **THREE STOOGES**—left for the Warner studios by plane yesterday.

MOE SILVER is in town talking over product deals at the Warner home office. He will leave for Albany tomorrow.

ROUBEN MAMOULIAN, director of "High, Wide and Handsome," will arrive from the coast next week.

HARRY GUINNESS, Australian head for Movietone News, sailed for England yesterday on the *Berengaria*.

HARRY THOMAS is planning to leave for Toronto tonight to attend the two-day Empire Films' convention.

GLADYS SWARTHOUT and her husband, **FRANK CHAPMAN**, arrive today from abroad on the *Saturnia*.

SARAH TAPPIN, mother of **LELAND HEYWARD**, flew to the coast yesterday on the TWA Skysleeper.

ARTHUR LOEW will return tomorrow from that cruise along Lake Champlain.

E. C. GRAINGER will return tomorrow from a swing of Feiber & Shea theatres.

HOWARD PARKER has sold his interest in Dennis Games, which sponsors Lucky.

BEATRICE LILLIE left for the coast yesterday via American Airlines.

RANDOLPH SCOTT is in town from the coast, at the Warwick.

SID RECHETNICK will return from the coast on Monday.

WALTER WANGER is due from the coast in two weeks.

ARTHUR A. LEE, G. B. vice-president, will leave Milwaukee tonight by plane bound for Toronto, where he will address Empire Films' annual sales convention at a midnight supper which will follow a screening of "King Solomon's Mines."

ABE SCHNEIDER and **LOU GOLDER** glimpsed strolling through the lobby of the Warwick. At luncheon in that hostelry's Raleigh Room: **JOE MOSKOWITZ**, **BOB GOLDSTEIN** and **JOE PINCUS**.

SAMUEL SINGER, treasurer of Best Film Co., who has worked 63 consecutive weeks on "Cloistered," leaves this week for a month's vacation at Wentworth in Jackson, N. H.

HENRY GOLDFARB, head man at 20th Century-Fox laboratories on the coast, and his wife arrived by plane yesterday for a vacation.

VERA BLUMBERG, **RUBY SCHWARZWALD**, **HELEN GERSHENSON** and the **BOB UNGERFELDS** off for a couple of weeks in Maine tonight.

JO RUBENSTEIN, Warner talent scout, will leave this week for a prospecting tour through the middle west.

HELEN T. SHERIDAN of NBC sailed yesterday on the *Monarch of Bermuda* for a West Indies' cruise.

EDDIE DOWLING, manager of "The Show Is On," left for Hollywood yesterday via American Airlines.

GERALDINE RUDOLPH, under contract to London Films, will arrive Saturday on the *Volendam*.

JOHN WRIGHT, manager of the Rivoli, left yesterday for the west on a three-week vacation.

KAY SULLIVAN departed for the 20th Century-Fox lot on the coast yesterday by plane.

HARRY GOLD and **CHARLES STERN** of U. A. are in Buffalo on a number of deals.

TED SCHLANGER left last night for Philadelphia after two days here.

JACK TROP is hankering to make another coast trip shortly.

BILLY ROSE took a plane to Fort Worth, Tex., yesterday.

SIDNEY R. KENT will not sail for Australia after all.

MRS. WILLIAM GOETZ left for Hollywood yesterday.

ARTHUR GOTTLIEB has returned from Canada.

... Baltimore

MAXWELL WEINBERG has recovered from a tonsil operation at Sinai Hospital. He returned to the Little and then went on vacation.

JULIUS GOODMAN, proprietor of the Ideal, spends his weekends in Atlantic City, where his family is vacationing for the summer.

WILLIAM and **MRS. ZELKO** have

gone on a vacation up north. He will return soon to the Harlem.

MRS. JOHN SCOTT, cashier at the Rialto, recently had returned from her honeymoon. She was **KATHERINE BUCK**.

CHARLES MCCLEARY has returned to his post at Loew's Parkway after a vacation with his family in Buffalo.

RODNEY COLLIER, Warner Stanley manager, and **MRS. COLLIER** are on vacation.

HARRY LEVENTHAL, New Essex Theatre operator, and **SYLVIA BERMAN** of New York are engaged.

... Pittsburgh

JIMMY'S BALMER's parents celebrated their golden wedding anniversary the other day.

CHARLIE EAGLES, Stanley manager, is vacationing in the Kentucky mountains.

HARRY SEED's wife has left town for six weeks on the coast.

ROY ROWE, former Warner manager and now a North Carolina exhibitor, was **DAVE BROUDY's** house guest over the weekend on his way back home from a New England vacation.

HARRY MARTIN, manager of **SALLY RAND**, is spending a month here with his mother.

... San Antonio

E. E. COLLINS, Majestic skipper, is off on that Colorado and Utah vacation.

CHARLES KERL is the new sound technician at the Texas.

HELEN JONES of the Empire, **STELLA HUDGEONS**, Majestic, and **RUTH GALLAGHER**, Texas, leave July 30 for a vacation tour of the coast. Will return to duty Aug. 20.

LEROY HANDLEY of the Texas is back from San Marcos where he put the boys through the Interstate training.

IRVING YATES of Gramercy Pictures, New York, was a recent visitor at **Sack Amusement Enterprises**.

Ask Nebraska Court To Allow Bank Night

LINCOLN, NEB., July 21.—The Omaha M.P. Exhibitors' Ass'n filed a brief here with the Nebraska Supreme Court today asking that the Bank Night ban be lifted and the temporary injunction recently granted by the court be dissolved.

William Wright, O.M.P.E. attorney, says the situation is in dispute and the state is not entitled to an injunction until it can prove Bank Night is a lottery.

The Attorney General has asked that the Beatrice, Neb., lottery decision be reviewed at the earliest possible date when the court convenes Sept. 20.

Would Replace Bank Night

OMAHA, July 21.—M. P. Exhibitors Ass'n still is searching for a substitute for Bank Night, barred here by the Supreme Court's temporary injunction. District Manager **E. R. Cummings**, who recently traveled to Denver to investigate an auto-cash giveaway plan operating there, reported back that the plan violates the Nebraska statutes.

Doyle Coming to N. Y.

SYDNEY, July 21.—**Stuart F. Doyle**, former managing director of Greater Union Theatres, will sail Aug. 20 on the *Monterey* for the United States.

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Paul Muni in
'The Life of Emile Zola'

SEE

Dick Powell and
Fred Waring
and his *Pennsylvanians*, in
'Varsity Show'

SEE

Errol Flynn in
'The Perfect Specimen'
with *Joan Blondell*

SEE

'They Won't Forget'
A *Mervyn LeRoy* Prod'n with
Claude Rains, Gloria Dickson,
Edward Norris, Otto Kruger

SEE

Bette Davis and
Henry Fonda in
'That Certain Woman'

SEE

Mr. Dodd
'Takes The Air'
A *Mervyn LeRoy* Prod'n with
Kenny Baker, Frank McHugh,
Alice Brady, Gertrude Michael

SEE

Kay Francis in
'Confession' with
Ian Hunter, Basil Rathbone

SEE

Leslie Howard,
Bette Davis and
Olivia De Havilland in
'It's Love I'm After'

Films Group Formed In House of Commons

LONDON, July 13.—The formation of a films committee in the House of Commons, stated to included already nearly 100 members of Parliament, has been announced by Sir William Wayland.

This group will act in unison in regard to the Government's new Films Act proposals, which are expected to be introduced before the end of the present year.

It is expected to represent the views of the British Films Advancement Council, recently formed by Lord Strabolgi and other public men, but as a preliminary measure will seek to ascertain the opinions of various trade sections, and try to reconcile all the interests associated with British production.

The British Films Advancement Council, in a letter to the *Times* recently, advocated a scheme of reciprocity with America, based on the import of U. S. films into England.

Odeon Theatres Are Holding Up Booking

LONDON, July 13.—Preparing for the policy of immediate release throughout the Odeon circuit after first display of a feature at the Odeon-Alhambra in Leicester Square, Odeon Theatres, Ltd., are at the present moment holding up on bookings.

Distributors are left guessing, as their ordinary business at this time is for December and January, 1938, dates, and they have to leave the Odeon theatres out of their calculations, and are uncertain whether it will be possible to pick up Odeon dates later.

The Odeon plan, as announced, is for a West End presentation of a United Artists special to be followed immediately, instead of six months later, by release to the more important Odeon theatres in all parts of the country. The Odeon-Alhambra will open in the fall.

Wilcox Sails; Due Here Next Tuesday

LONDON, July 21.—Herbert Wilcox left today on the *Ile de France* for New York, where he will arrive next Tuesday. Anna Neagle, star of "Victoria the Great," did not accompany him, but Eric Fredman, sales manager of Herbert Wilcox Prod., and Charles de Grandcourt, joint author of the story, sailed with the producer.

The New York run of the film, which will be released by RKO, has been delayed until September, it is understood. Wilcox will deliver the negative to RKO on his arrival, and is expected to remain in the United States for two weeks conferring on joint British production.

Close Coronation Deal

Harry Buxbaum and Joe Lee have closed with RKO and Skouras for the showing of the Coronation three-reel film in Technicolor in the Greater New York circuits.

May Draft Omaha Tax

OMAHA, July 21.—The city council is drafting a new building code ordinance which would contain a clause taxing theatre marquees and hanging signs.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Firefly"

(M-G-M)

HOLLYWOOD, July 21.—"The Firefly" is an elaborately produced picturization of Otto A. Harbach's operetta with enough entertainment essentials to please all types of audiences.

It was tested before the press and public at the Chinese. Reactions were satisfactory, but it was apparent the film would be returned for further editing to cut the running time and eliminate prolonged sequences. It ranks with M-G-M's best musicals and gives evidence of intensive effort.

The wider scope of the screen has permitted physical elaboration of the original. This has added to its appeal and at the same time has retained the dramatic motivation. Jeanette MacDonald is an undercover Spanish agent seeking to forestall Napoleon's capture of the Spanish King. She is trying to put aside her love for Allan Jones. At the moment of apparent triumph she learns Jones is a French intelligence officer.

The Napoleonic invasion is beaten back by the allied English and Spanish armies. Miss MacDonald again appears as an agent to trick the French into weakening their lines and bring about a Spanish victory.

Woven into the dramatic action are solos, duets and chorus numbers presenting all the famous "Firefly" melodies, with additional songs by Gus Kahn and special numbers by Bob Wright and Chet Forrest. Miss MacDonald is also seen in two dance specialties.

The production combines story worth, camera technique making for pastoral beauty and martial thrills. Miss MacDonald and Jones practically carry the production and adequate support is contributed by Warren William, Douglas Dumbrille, Billy Gilbert, Henry Daniell, Belle Mitchell and Manuel Maciste, with Robert Spindola, a juvenile, outstanding.

It was produced by Hunt Stromberg and directed by Robert Z. Leonard.

At present the film contains an over-abundance of material, but, as all the values required are included, it can be expected the picture will be subjected to further editing in order to speed up the slow spots. When this has been done exhibitors will have an attraction worthy of their best showmanship efforts.

Running time, 140 minutes. "G."

Looking 'Em Over

"Girls Can Play"

(Columbia)

A minor effort, this picture will serve as the lesser half of dual programs, where it should be moderately satisfying. It lacks cast names of any strength; its story, which is largely concerned with murder and the activities of a former gangster, is not always plausible, but it has a degree of action, and a novelty in the story revolves about the playing of a girls' soft ball team.

Charles Quigley is the young newspaper reporter who is given a freak assignment and meets Jacqueline Wells, in search of a job. She is an ex-girl athlete, who finally lands a job as the pitcher of a girls' ball team which is run by a drug store owner as an ad for his store. Quigley gets wind of trouble in the background of the store owner, and discovers he was formerly a gangster.

With the help of a detective he keeps on the trail, and when the former partner of the store owner is found dead, he suspects murder. Eventually, as the reporter and the detective close down, the gangster's girl also is killed, through a poisoned needle concealed in the catcher's glove she wears. As he tries to make his getaway, Miss Wells is forced to become his shield, but a ruse brings about his capture, Quigley's capture of Miss Wells, and his advancement on the paper.

Lambert Hillyer was responsible for both screenplay and direction.

Running time, 60 minutes. "G."

"The Toast of New York," opening this morning at the Radio City Music Hall, was previewed by wire from the coast on July 10.

"Wee Willie Winkie," reviewed from Hollywood by wire on June 24, will be previewed at the Roxy tonight.

"Saratoga," Friday morning's opener at the Capitol, was reviewed from Hollywood on July 15.

"Exclusive," which was previewed from Hollywood on July 7 by wire, is now being shown at the Paramount.

(Additional Review on Page 15)

Short Subject

"Adventures in Science No. 4"

(General Electric)

This pictorial and verbal explanation of the photo-electric cell, its operation and the varied and useful purposes to which it is put, makes for an interesting and enlightening subject. Of course designed as a commercial subject for General Electric, that phase is so well played down that the audience is hardly aware of it. Doors opening automatically, as the shadow of an approaching person crosses the light beam, are but one of the almost miraculous results of this remarkable bit of science.

Reviewed without production code seal. Running time, 8 mins. "G."

Orders Attachment In Argentine Suit

BUENOS AIRES, July 21.—In the pending action against the Argentine Film Distributing Ass'n, for alleged violation of the anti-trust laws, Judge Artemio Moreno yesterday passed a resolution ordering the attachment of the property of each individual member of the association to the extent of 150,000 pesos.

The companies affected are Warners, United Artists, M-G-M, Columbia, Paramount, 20th Century-Fox, Radiolux, Terra and Joly.

Prize to Gordon, Revel

HOLLYWOOD, July 21.—Mack Gordon and Harry Revel, 20th Century-Fox songwriting team, today received notification they had been awarded Ascap's quarterly award for the three outstanding song hits. The songs for which the award was given are: "Never in a Million Years," "There's a Lull in My Life" and "It's Swell of You."

Two Warners in Color

HOLLYWOOD, July 21.—Warners are lining up two pictures for Technicolor shooting. A skeleton camera crew was sent to Sacramento to get background shots for "Gold Is Where You Find It," George Brent-Olivia de Havilland vehicle, which will be in color. The other will be the Errol Flynn film, "Robin Hood."

Warner Men to Meet

All Warner theatre zone heads will hold a one-day meeting at the home office on Aug. 2. Joseph Bernhard will preside. Policies and new product will be discussed. The meeting may continue for another day.

Mrs. A. J. Moeller Dies

Mrs. Bess Moeller, 48, wife of A. J. Moeller, former business manager of Allied of Michigan and at one time with National Screen Service, died yesterday at her home here. Funeral services will be held at Forest Lawn Cemetery, Detroit, probably on Friday.

Pickford Declines Offer

HOLLYWOOD, July 21.—Republic studio executives have admitted that Mary Pickford, to whom they had offered \$150,000 to star in the picturization of the Faith Baldwin novel, "Portia on Trial," has turned down the bid.

Golden Youth!



That's the Spirit of

NEW UNIVERSAL

for **1937-1938**

FOLLOW ITS GOLDEN PATH TO THE BOX OFFICE!

3 DEANNA DURBIN

PRODUCTIONS

The first will be Deanna Durbin in "100 MEN AND A GIRL" with Leopold Stokowski, Adolphe Menjou, Mischa Auer, Alice Brady, Eugene Pallette and other box office personalities! Directed by Henry Koster. Produced by Joseph Pasternak . . . the same combination which gave you "THREE SMART GIRLS"!

Two more outstanding productions! One will be "MAD ABOUT MUSIC" . . . another Pasternak-Koster production! The other, responding to popular demand, will reunite Deanna Durbin, Nan Grey and Barbara Read in "THREE SMART GIRLS GO TO TOWN"! By Adele Comandini, who wrote "Three Smart Girls"



A John M. STAHL

PRODUCTION

Stahl, maker of extended runs, has the formula for hit pictures. He directed "Magnificent Obsession," "Imitation of Life," "Only Yesterday," "Back Street," "Seed"—all sensational box office triumphs! Now he tops his succession of hits with another road-show calibre production!



CHARLES R. ROGERS

Executive Producer

The Rage of Paris!

DANIELLE DARRIEUX

(PRONOUNCED—"DARE YOU"!)

The most startling Continental screen find since Marlene Dietrich! Teamed with a top romantic male lead, her fine artistry will make her the idol of a nation! Exquisite! Fresh! Ablaze with dramatic fire! She'll make box office history!

That's Paris in her eyes, and her lips
—DARE YOU!



YESTERDAY'S KISSES

Produced by Joseph Pasternak, who made "Three Smart Girls"

From the powerful emotional drama by Luigi Pirandello, Nobel Prize winner and one of the world's greatest authors! It deals with tempestuous young love—the very stuff that box office is made of!



BUDDY DE SYLVA

PRODUCTIONS!

Buddy De Sylva—Top Producer of Screen Musicals! Everything he touches turns to box office gold! He produced "Sing, Baby, Sing", "Sunny Side Up" and all but one of the Shirley Temple pictures! *He never misses!*

"A YOUNG MAN'S FANCY"

What a title! What a cast! George Murphy, Alice Faye, Ken Murray and his stooge "Oswald", Ella Logan, Larry Blake, Henry Stockwell, Casper Reardon, the Three Diamond Brothers! Music by McHugh and Adamson, famous hit combination! Directed by Edward Buzzell.

"MERRY GO ROUND OF 1938"

With two big box office romantic leads soon to be announced PLUS Bert Lahr, Mischa Auer, Jimmy Savo, Billy House, Alice Brady, Louise Fazenda, Dave Apollon and his orchestra! Directed by Edward Buzzell.

TONIGHT WE LAUGH!

Mardi gras Madness! Romance in Masquerade! Moon fever on the bayous! A boy, a girl, an escaped convict with a heart of gold and a balmy millionaire on the loose! Gay! Glamorous! Absorbing! Has "Extended Run" written all over it! Robert Bresnell, Associate Producer.

NEW
UNIVERSAL
1937-38



THE DAUGHTER OF ROSIE O'GRADY

One of the smartest story ideas that ever bobbed up has been grabbed by the New Universal! Now being given a story treatment that will result in one of the most outstanding pictures ever made!



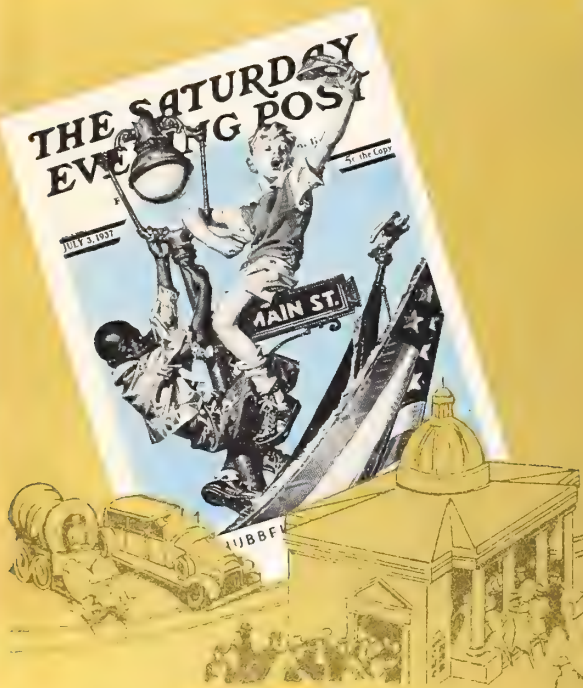
Watch for a startling cast announcement!

Edmund Grainger

Associate Producer

THE ROAD TO RENO

Another great property grabbed by the New Universal! Every company bid for it — the New Universal got it! I. A. R. Wylie's great Saturday Evening Post story read by millions! E. M. Asher, Associate Producer



T

HAT'S ONLY THE BEGINNING!

THE GOLDEN PROFIT ROAD RUNS ON!

HERE ARE SOME SAMPLES OF THE SHOW-

MANSHIP-PLUS PICTURES FROM THE NEW

UNIVERSAL ON THE ROAD AHEAD! . . .





SHANNONS of BROADWAY

One of Broadway's greatest comedy hits brought to the screen with a cast of outstanding screen personalities!

EDMUND GRAINGER, *Associate Producer*

BEHIND THE MIKE

A colorful, exciting story of the laughs, tears and romance in the lives of radio artists — with a great cast including many well known radio names!

LOU BROCK, *Associate Producer*

METROPOLITAN POLICE

Famous Crime Club mystery popular with millions of readers and radio listeners! A behind-the-scenes story of the greatest police department in the world!

I. STARR, *Associate Producer*

MIGHTIER than the SWORD

By William Rankin, who wrote "Pennies From Heaven"! Powerful, dramatic romance of a scandal that rocked a nation!

EDMUND GRAINGER, *Associate Producer*

ADVENTURE'S END

By Ben Ames Williams, one of America's best known authors! Roaring action on top of the world where men fight unknown polar terrors for the right to live and love!

Directed by ARTHUR LUBIN • TREM CARR, *Associate Producer*

LET'S BE CANDID

Novel and unusual story based on the current candid camera craze sweeping the country! Story by Lawrence Pohle and Thomas Ahearn.

E. M. ASHER, *Associate Producer*

The LADY FIGHTS BACK

Battle of the sexes against backgrounds of wild beauty! By the widely acclaimed author, Arthur Stringer. With Irene Hervey, Kent Taylor and William Lundigan.

Directed by EDMUND GRAINGER
MILTON CARRUTH • *Associate Producer*

The WELCOME IMPOSTOR

By Channing Pollock—a great novelist's greatest story! A young, wandering stranger becomes involved in the intrigue surrounding the country's best families, with an amazing climax of events!

TREM CARR, *Associate Producer*

CARNIVAL QUEEN

Based on famous Argosy Magazine serial by Richard Wormser! It's romance against the tinsel and splendor of a great road carnival. Tingling with drama and thrills!

Directed by
SIDNEY SALKOW

• ROBERT PRESNELL
Associate Producer

PRESCRIPTION for ROMANCE

Humorous tale of a G-Man who falls in love with his only clue, a lady doctor! Full of thrills, sparkling comedy and unique twists! Story by John Reinhardt and Robert Neville.

EDMUND GRAINGER, *Associate Producer*

IDOL OF THE CROWDS

Breath-taking! Romantic! Speed-scorched! Amazing adventures of a professional skater who risks everything to win love!

Directed by ARTHUR LUBIN • TREM CARR *Associate Producer*

WANTED at HEADQUARTERS

Probing behind the newspaper headlines of a modern city! A district attorney who risks repeated death to purge his town from an invisible empire of crime!

THAT'S MY STORY

He went to jail to trap a murderess but trapped himself in love! With Claudia Morgan, William Lundigan, Ralph Morgan, Eddie Garr, Hobart Cavanaugh, Herbert Mundin and Bernadine Hayes.

Directed by
SIDNEY SALKOW

• ROBERT PRESNELL
Associate Producer

THE MAN WHO CRIED WOLF

A fascinating story with an ironic twist that'll make 'em gasp! About a perfect murder alibi that becomes too perfect! With Lewis Stone, Barbara Read, Tom Brown and Robert Gleckler. Story by Charles Grayson and Cy Bartlett.

Directed by
LEWIS R. FOSTER

• E. M. ASHER
Associate Producer

MIDNIGHT RAIDERS

From the famous magazine serial by Kimball Herrick! A brand new story idea that's sock screen material! Powerful drama of a young man's redemption from crime!

BARNEY SARECKY and BEN KOENIG, *Associate Producers*

DETECTIVE CRANE

Another Crime Club smash thriller! From the best-seller novel, "Headed For A Hearse" by Jonathan Latimer. Palpitating suspense as a detective uncovers evidence freeing a death-cell inmate!

I. STARR, *Associate Producer*





MORE GOLD FOR YOUR BOX OFFICE!

10 SMASH WESTERNS!

6 BOB BAKERS — the Singing Cowboy!

4 BUCK JONES — Watch him go for new records!

4 MIGHTY SERIALS!

13 WILD WEST DAYS! With Johnny Mack Brown, champ serial hero!

15 FLASH GORDON'S TRIP TO MARS! A new Flash Gordon serial based on the famous King Features newspaper strip!

12 RADIO PATROL! From another King Features newspaper strip! Radio police and G-Men battling crime!

12 TIM TYLER'S LUCK! Still another famous King Features adventure strip! Breathless episodes among the world's strangest savages!

UNIVERSAL NEWSREEL

with **GRAHAM McNAMEE**

13 GOING PLACES with **LOWELL THOMAS**

26 NEW OSWALD THE LUCKY RABBIT

New characters, new ideas—new everything! Wait till you meet Scooter Pup, Dumb Cluck, and the others!

13 STRANGER THAN FICTION

13 MENTONES

2 SOCK SPECIALS

Produced by **CHARLES E. FORD**
who gave you "YOU CAN'T GET AWAY WITH IT"!

CAMERA THRILLS OF 1937

Better, more nerve-shocking than last year's "Camera Thrills"!

HOLLYWOOD SCREEN TEST

A two-reel special that answers a million questions. Actual details in making a screen test from the time a prospect is caught by the talent scout until she appears on the screen.

GOLDEN GLORY

NEW
UNIVERSAL
1937-38

FOR THE NEW SEASON!

Objections to RKO Plan Hit Vital Phases

(Continued from page 1)

Atlas, argued that the special master should not interfere with the plan which is satisfactory to security holders if it is fair. He pointed out that 78 per cent of secured claims, 82 per cent of unsecured claims, 54 per cent of the common stock and Rockefeller Center have filed consents to the plan. "The fact that an overwhelming majority of creditors and stockholders have accepted the plan should carry substantial weight in its favor," said Rickaby.

Cohen charged that Atlas came into the picture solely for reorganization purposes and that RCA and Lehman Bros. had agreed to cooperate in the reorganization proceedings after Atlas purchased one half of the RCA holdings in 1935 for \$5,000,000, RCA holding 1,211,462 shares of common and \$9,786,655 of debentures.

Assets Appraisal Asked

An option to purchase the remaining half before 1938 for \$6,000,000 was also granted. Cohen also alleged that the debenture holders' committee represented by Chadbourne, Hunt, Jaekel and Brown and the stockholders' protective committee represented by Sullivan & Cromwell were financed by RCA. Cohen asked for a physical appraisal of the assets because of the conflict between the Atlas estimate of \$810,123 equity for stockholders and the stockholders' estimate of \$8,721,881. He also argued that conversion rights to common which were granted to debentures and preferred stock could not be properly valued without an assets appraisal.

The plan is based upon earnings rather than asset value, but no formula for a ratio based upon earnings has been proposed, according to Cohen. On an earning basis Cohen said the common stock is worth a minimum of \$23.20 per share and a maximum of \$38.28 depending upon the formula used. The settlement of the Rockefeller Center claim was characterized by stockholders as "unconscionable" because a \$9,500,000 claim was being compromised for 25 per cent of the entire stock which is alleged to be worth a minimum of \$11,600,000 and a maximum of \$19,140,000.

Suggests Interest Reduction

Cohen insisted that earnings from the Music Hall and Center Theatre would be negligible. He pointed out that if the proposed arrangement were in effect for three years ending Sept., 1936, the net profits realized by RKO would have been only \$1,349. The independent committee recommended that new debentures receive four and a half per cent instead of five and a half per cent as interest with conversion privileges eliminated. Past due interest on secured debts should be paid in cash instead of stock, with RCA and Atlas Corp. and its associates treated as unsecured creditors. The stockholders recommended that the preferred stock receive five per cent instead of six per cent with an elimination of conversion privileges and the grant of common stock. Stockholders should receive share for share for their present holdings instead of one-

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Hideaway"

(RKO)

HOLLYWOOD, July 21.—Bucolic comedy, pepped up with bits of lively action and padded out with a trace of romantic love interest is the essence of this feature. Average entertainment, it is geared for neighborhood theatre and small town consumption. Although telling a pointed story, it meanders quite a bit and consequently won't be of great interest to picture-wise sophisticates.

Fred Stone is featured as a whimsical old loafer who domiciles his family, nagging wife, Emma Dunn; ambitious daughter, Marjorie Lord, and rascally Tommy Bond, in a farm house. In moves a gang, headed by Carrol Naish, supposed to be mysterious, but easily identified as mobsters. Then it develops that Naish's mob is hiding out from Paul Guilfoyle. As little Tommy and his bullfrog and sling-shot are more a menace to the racketeers than an arsenal of machine guns, Stone is the innocent medium who brings the enemies together for a wild bit of carnage that wipes out all the thugs, leaves him in possession of the farm house and a fortune that has been secreted there.

As is usual in this type of inexpensively produced picture, there are some good characterizations, action, dialogue and situations. Stone, Miss Dunn, Bond, Naish, Guilfoyle and Ray Mayer are credible.

Melvin Levy wrote the original, J. Robert Bren and Edmund L. Hartman adapted and Richard Rosson directed.

Running time, 60 minutes. "G."

half as proposed in the plan. Raising of \$1,600,000 as additional capital is unnecessary, but stockholders should be prepared to underwrite the amount if found necessary. Representation for minority interests should be provided on the new board of directors. Compensation to Atlas for its services in the reorganization should be paid in cash instead of an award of \$212,315 shares of common stock which was termed "unconscionable."

Demands Center Settlement

Abraham K. Weber, attorney for George Sardou, a stockholder, asked that no approval be granted to the plan until the Rockefeller Center claim had been fully litigated. He also demanded minority representation on the board of directors and a physical appraisal of the assets. Weber charged that if the lease on the Music Hall had been unbroken, Rockefeller Center would have received only \$4,468,690 net, although their claim on this lease was allowed at \$8,270,377 by Special Master Thomas D. Thacher. Rockefeller Center, whose attorneys were Milbank, Tweed, Hope & Webb replied that its claims are valid and have been upheld by the special master for a total of \$9,150,000 which includes the Music Hall and Center Theatre leases and \$882,000 for office space.

They pointed out that their claims were substantially larger than the amount allowed and that the full amount of the claim might be received if the matter were litigated instead of being settled. Inclusion of the Music Hall and Center Theatre leases in the settlement "was formulated as an advantage to RKO" in addition to other benefits. Large operating losses might result which would be borne by Rockefeller Center rather than RKO under the terms of the proposed new lease. By accepting common stock Rockefeller Center was taking an inferior position to other unsecured creditors, said the brief. It was argued that the earning record of RKO for the past five years did not warrant "a too optimistic forecast" and that Rockefeller Center was taking all the risk Rickaby in his brief favored the

plan asking that stockholders should not be benefited at the expense of the creditors. He stated that the plan was "not only fair but generous to the stockholders." Rickaby placed the value of the common stock at \$3.38 based on the stockholders' figures and at 33 cents based upon his own figures. He urged the special master not to go into the merits of the Rockefeller Center claim but merely to pass on the settlement. With reference to the feasibility of the plan Rickaby used the 1936 income figures of \$2,052,148 from which he deducted the proposed new fixed charge of \$1,315,214 and concluded that the new company would have \$736,933 for taxes and dividends.

Attorneys Ask Concessions

The claims of the Copia Realty Corp. and Fabian Operating Co. have been "disposed of" by the decision in the case of the Hippodrome Building Co. against RKO, according to Rickaby. Sullivan & Cromwell, attorneys for a stockholders' protective committee which approved the plan, said that their committee represents holders of 159,075 shares of common stock and 34,738 shares of class A and that stockholders, as proprietors, should be prepared to make concessions.

They said that if the plan had been proposed two years ago, the stockholders would have received nothing and the fact that conditions are improving does not justify further speculation or delay. The unsecured creditors' committee, represented by Carlos Israel also approved the plan. They said they feared that rejection of the present plan might mean that debenture holders would wipe out unsecured creditors through foreclosure proceedings.

20th-Fox Heads Touring

PORTLAND, Ore., July 21.—Herman Wobber, western division manager; J. P. O'Laughlin, Canadian division manager, and Roger Ferri of the home office of 20th Century-Fox, are covering Pacific northwest situations by plane.

Say Stage Does Nicely with No Picture Money

(Continued from page 1)

of money available from a wide variety of sources, it was said. More plays by younger authors were produced here last season than in any other comparable period, a recently completed survey showed.

Producing managers, likewise, are no longer agitating for a change in the terms of the playwrights' agreement in order to restore film money to the stage, it was said. The ample new money being offered on Broadway appears to be content with the agreement now in effect and managers are reported to be losing interest in the disappearance of film backing.

"The theatre would welcome the return of film company financing if those companies came back as theatrical managers, but not if they returned for the sole purpose of getting cheap picture rights to plays," a guild official said. "We believe that if their money was invested in the theatre, rather than in cheap picture rights, the theatre would return the cash and pay dividends in the good will of the playwright and actor, whose talent the motion picture companies need so much."

Film backing for plays was withdrawn about 18 months ago when the Dramatists' Guild adopted its new contract providing for a 60-40 split of the proceeds from the sale of picture rights in the author's favor, instead of the former 50-50 split.

Delson in Own Practice

Robert Delson, for six years assistant to M. H. Lavenstein in the legal department of Consolidated Film Industries, has resigned to take up private practice with the firm of Delson, Levin and Gordon. A farewell luncheon was held for Delson.

Wall Street

Warner Pfd. Up On Board

	High	Low	Close	Net Change
Columbia	30	30	30	
Consolidated	3 3/4	3 3/4	3 3/4	
Consolidated, pfd..	13 1/4	13 1/4	13 1/4	— 1/4
Eastman	180 3/4	180	180	— 1
Gen. T. Equip.	25	24 1/2	24 1/2	— 1/2
Loew's, Inc.	82 1/2	82	82	— 1/2
Paramount	23 1/4	22 3/4	22 3/4	— 3/8
Paramount 1 pfd..	160	159	159	
Paramount 2 pfd..	20 1/2	20 1/4	20 1/2	+ 1/8
Pathe Film	8 1/2	8 1/2	8 1/2	+ 1/8
RKO	8 1/2	8 1/4	8 1/4	— 1/8
20th Century-Fox..	37 1/4	36 3/4	36 3/4	— 1/8
20th Century, pfd..	46 1/4	46	46 1/4	+ 1/4
Universal, pfd.	65	65	65	— 1
Warner Bros.	15 1/4	14 3/4	14 3/4	— 1/8
Warner, pfd.	61	61	61	+ 2 1/2

Technicolor in Curb Gain

	High	Low	Close	Net Change
Grand National ..	2 1/2	2 1/4	2 1/4	— 1/8
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	28 3/4	28 1/2	28 3/4	+ 1/8
Trans-Lux	4 1/2	4 1/2	4 1/2	

Para., Warner Bonds Advance

	High	Low	Close	Net Change
Loew's 3 1/2s '46...	99 3/4	99 3/4	99 3/4	
Paramount Pict.				
6s '55	100 1/4	100 1/4	100 1/4	+ 1/4
Paramount '47	96	95 1/2	96	
Warner Bros. 6s				
'39 wd	95 1/2	95 1/2	95 1/2	+ 1/4

(Quotations at close of July 21)

"Captains" in 2d Week Best Boston Gross

BOSTON, July 21.—"Captains Courageous," with Walt Disney's Academy award film, was the only attraction in town to make the grade during a heat wave. The take at Loew's Orpheum for a second week of the bill was \$12,000, exactly par. At Loew's State the same bill fell below the line by only \$500 on a holdover. The take there was \$10,500.

"Easy Living" and Phil Spitalny and his orchestra were weak at \$18,000 in the Metropolitan.

Total first run business was \$68,500. Average is \$78,500.

Estimated takings for the week ending July 15:

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)

"WILD MONEY" (Para.)
FENWAY—(1,382), 30c-50c, 7 days. Gross: \$4,000. (Average, \$4,500)

"NEW FACES OF 1937" (RKO)
"13TH CHAIR" (M-G-M)

RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days, 2nd week. Gross: \$10,000. (Average, \$12,000)

"CAPTAINS COURAGEOUS" (M-G-M)
ACADEMY AWARD REVIEW (Disney)

LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days, 2nd week. Gross: \$12,000. (Average, \$12,000)

"CAPTAINS COURAGEOUS" (M-G-M)
ACADEMY AWARD REVIEW (Disney)

LOEW'S STATE—(3,537), 35c-45c-65c, 7 days, 2nd week. Gross: \$10,500. (Average, \$11,000)

"EASY LIVING" (Para.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days, Stage: Phil Spitalny and orchestra. Gross: \$18,000. (Average, \$22,000)

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)

"WILD MONEY" (Para.)
PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$6,000. (Average, \$7,000)

"RIDING ON AIR" (RKO)
"ESPIONAGE" (M-G-M)

RKO BOSTON—(3,246), 25c-50c-65c, 7 days. Gross: \$7,000. (Average, \$11,000)

"Slave Ship" Wins In New Haven Lull

NEW HAVEN, July 21.—Even a few rainy days failed to lift the summer slump and the Loew's-Poli, "Slave Ship" and "Big Business," was the only house to reach the normal \$7,000.

Total first run business was \$14,500. Average is \$19,300.

Estimated takings for the week ending July 16:

"PICK A STAR" (M-G-M)
"THE OUTCASTS OF POKER FLAT" (RKO)

COLLEGE—(1,499), 25c-35c, 7 days. Gross: \$2,000. (Average, \$2,800)

"SLAVE SHIP" (20th-Fox)
"BIG BUSINESS" (20th-Fox)

LOEW'S-POLI—(3,040), 35c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"THE LAST TRAIN FROM MADRID" (Para.)

"WILD MONEY" (Para.)
PARAMOUNT—(2,348), 35c-50c, 5 days. Gross: \$3,000. (Average, \$4,800)

"BEHIND THE HEADLINES" (RKO)
"CASE OF THE STUTTERING BISHOP" (F.N.)

ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$2,500. (Average, \$4,700)

Bogota Gross \$524,000

WASHINGTON, July 20.—Film attendance in Bogota, Colombia, during 1936 totaled 3,299,529, with box-office receipts reported at 918,487 pesos (approximately \$524,000), according to a report to the U. S. Dept. of Commerce from Assistant Trade Commissioner Jack B. Neathery in Bogota.

"Mountain" Is Cleveland Top In Heat Wave

CLEVELAND, July 21.—"Mountain Music" at Loew's State was tops here during a week of record heat. It grossed \$1,000 better than par, going to \$13,000.

"The Singing Marine" at Warners' Hippodrome was another plus attraction. It beat the \$10,000 record by \$500. "Angel's Holiday" on the RKO Palace screen with Major Bowes' Second Anniversary Revue on the stage, was just \$1,000 under the usual take of \$15,000.

Total first run business was \$43,750. Average is \$47,000.

Estimated takings for the week ending July 16:

"NEW FACES OF 1937" (RKO)

ALLEN—(3,000), 30c-35c-42c, 6 days, 2nd week downtown. Gross: \$3,750. (Average, \$5,000)

"MOUNTAIN MUSIC" (Para.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$13,000. (Average, \$12,000)

"INTERNES CAN'T TAKE MONEY" (Para.)

LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. Gross: \$4,500. (Average, \$5,000)

"ANGEL'S HOLIDAY" (20th-Fox)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Maj. Bowes' Second Anniversary Revue. Gross: \$14,000. (Average, \$15,000)

"THE SINGING MARINE" (W.B.)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. Gross: \$10,500. (Average, \$10,000)

"Easy Living" Dual Tops Indianapolis

INDIANAPOLIS, July 21.—"Easy Living" at the Circle did a top-notch job of smashing through the inertia of a warm and quiet week, turning in \$7,500 at the box-office for \$3,000 into the black. "The Last Train from Madrid" shared the bill with it. Competition was nil.

"A Day at the Races" held up well in its second and final week, presenting Loew's with \$5,000.

Total first run business was \$23,200. Average is \$23,500.

Estimated takings for the week ending July 16:

"THE SINGING MARINE" (W. B.)
APOLLO—(1,100), 25c-40c, 7 days. Gross: \$2,100. (Average, \$4,000)

"EASY LIVING" (Para.)
"THE LAST TRAIN FROM MADRID" (Para.)

CIRCLE—(2,800), 25c-40c, 7 days. Gross: \$7,500. (Average, \$4,500)

"A DAY AT THE RACES" (M-G-M)
"THE DEVIL IS DRIVING" (Col.)

LOEW'S—(2,800), 25c-40c, 7 days, 2nd week. Gross: \$5,000. (Average, \$7,000)

"RIDING ON AIR" (W. B.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: "Crazy Quilt" Revue. Gross: \$8,600. (Average, \$8,000)

Berinstein Building

Ben Berinstein, California exhibitor, is building a 900-seat theatre in the San Fernando Valley, he stated yesterday. He has just arrived after taking a boat trip from the coast and having visited Banff and Lake Louise. He will leave for Los Angeles either Friday or Saturday.

Trailer Names Mindlin

Fred Mindlin has been named sales manager of the Chicago branch of Theatre Trailer Service.

"Slave Ship" Hits \$13,500 at Cincy

CINCINNATI, July 21.—"Slave Ship" sailed into a \$13,500 gross at the RKO Albee despite the hottest weather of the season, Zoo summer opera and other outdoor opposition. This was \$1,500 on the plus side.

"New Faces of 1937" had an \$11,000 week at the RKO Palace, which was \$1,000 better than normal. It moved to the RKO Grand for a second stanza. The other houses were subnormal.

Total first run business was \$42,900. Average is \$46,700.

Estimated takings for the week ending July 15:

"SLAVE SHIP" (20th-Fox)
RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$13,500. (Average, \$12,000)

"NEW FACES OF 1937" (RKO)
RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$11,000. (Average, \$10,000) Moved to RKO Grand.

"CAPTAINS COURAGEOUS" (M-G-M)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 3rd downtown week. Gross: \$4,300. (Average, \$6,500)

"SINGING MARINE" (W.B.)
RKO LYRIC—(1,400), 35c-42c, 7 days, 2nd downtown week. Gross: \$5,200. (Average, \$6,500)

"MOUNTAIN MUSIC" (Para.)
RKO GRAND—(1,200), 25c-40c, 7 days, 3rd downtown week. Gross: \$2,600. (Average, \$2,750)

"THE 13TH CHAIR" (M-G-M)
RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,100. (Average, \$1,250)

"GREAT HOSPITAL MYSTERY" (20th-Fox)
RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"MARRIED BEFORE BREAKFAST" (M-G-M)
KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$4,200. (Average, \$6,500)

"Reckless," \$7,400 In Poor K.C. Week

KANSAS CITY, July 21.—Top money in a dull week went to "Born Reckless" at the Tower where the take was \$7,400, over normal by \$400. A stage show headed by the Three Slate Brothers helped.

"New Faces of 1937" was \$100 over the line on a gross of \$8,100 at the Mainstreet. "The Emperor's Candlesticks," on a dual with "Pick a Star" at the Midland, went \$100 under the line on a take of \$12,400.

Total first run business was \$36,300. Average is \$38,900.

Estimated takings:

Week Ending July 15:
"NEW FACES OF 1937" (RKO)

MAINSTREET—(3,100), 25c-40c, 7 days. Gross: \$8,100. (Average, \$8,000)

"EMPEROR'S CANDLESTICKS" (M-G-M)
"PICK A STAR" (M-G-M)

MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$12,400. (Average, \$12,500)

"MOUNTAIN MUSIC" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. Gross: \$5,100. (Average, \$7,000)

"BORN RECKLESS" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Three Slate Brothers & Their Girl Friends; Miss Barbarina & Poms; Jason & White, and "Dub" Taylor. Gross: \$7,400. (Average, \$7,000)

Week Ending July 16:
"SILENT BARRIERS" (G. B.)

"CARTOON PARADE" (W. B.)
"LOVE FROM A STRANGER" (U. A.)

UPTOWN—(2,000), 25c-40c, 8 days. First two, 3 days; last, 5 days. Gross: \$3,300. (Average, 8 days, \$4,400)

"My Wife" Started

HOLLYWOOD, July 21.—"This Is My Wife" has been started by M-G-M with Michael Fessier producing and Earl Taggart directing. It will be Fessier's first as a producer.

"Captains" Is Smash Hit in 2 L.A. Spots

LOS ANGELES, July 21.—"Captains Courageous" at the Chinese and Loew's was the smash hit of the week. It grossed \$15,466 at the former and \$18,401 at the latter.

"Easy Living" took a par \$18,000 at the Paramount with a stage show and "Make Way for Tomorrow" was strong at the 4-Star, but elsewhere there was nothing to get excited about.

Total first run business was \$93,972. Average is \$107,950.

Estimated takings for the week ending July 21:

"WEE WILLIE WINKIE" (20th-Fox)
CARTHAY CIRCLE—(1,518), 50c-1.50, 7 days, 4th week. Gross: \$6,000. (Average, \$17,000)

"CAPTAINS COURAGEOUS" (M-G-M)
"THE GREAT HOSPITAL MYSTERY" (20th-Fox)

CHINESE—(2,500), 30c-55c, 7 days. Gross: \$15,466. (Average, \$12,500)

"MAKE WAY FOR TOMORROW" (Para.)
4 STAR—(900), 30c-55c, 7 days, 2nd week. Gross: \$4,205. (Average, \$3,250)

"THE LAST NIGHT" (Amkino)
GRAND INTERNAT'L—(750), 35c-40c, 7 days. Gross: \$2,300. (Average, \$1,200)

"SUPER SLEUTH" (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days. Gross: \$6,500. (Average, \$8,000)

"CAPTAINS COURAGEOUS" (M-G-M)
"THE GREAT HOSPITAL MYSTERY" (20th-Fox)

LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$18,401. (Average, \$14,000)

"SUPER SLEUTH" (RKO)
"SWEETHEART OF THE NAVY" (G.N.)

PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$6,500. (Average, \$8,000)

"EASY LIVING" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: F. & M. revue. Gross: \$18,000. (Average, \$18,000)

"EVER SINCE EVE" (F.N.)
"CASE OF THE STUTTERING BISHOP" (F.N.)

WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. Gross: \$8,000. (Average, \$14,000)

"EVER SINCE EVE" (F.N.)
"CASE OF THE STUTTERING BISHOP" (F.N.)

WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. Gross: \$8,600. (Average, \$12,000)

"Woman Chases" Is Best Buffalo Bet

BUFFALO, July 21.—Sizzling weather and the ponies pounding just over the border in Fort Erie teamed up to give this town's show business one of the worst weeks this year.

A Disney revue with "Woman Chases Man" turned out to be just the summer combination at the Hippodrome. It took \$8,200 to beat par by \$1,200. At the Lafayette, another dual, "Hit Parade" and "Circus Girl," drew \$6,800, up by \$1,000.

Total first run business was \$36,700. Summer average is \$36,900.

Estimated takings for the week ending July 17:

"THE SINGING MARINE" (W.B.)
BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$8,700. (Average, \$11,500)

"WOMAN CHASES MAN" (U.A.)
"DISNEY REVUE" (U.A.)

HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$8,200. (Average, \$7,000)

"SLIM" (W.B.)
GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$7,000. (Average, \$7,000)

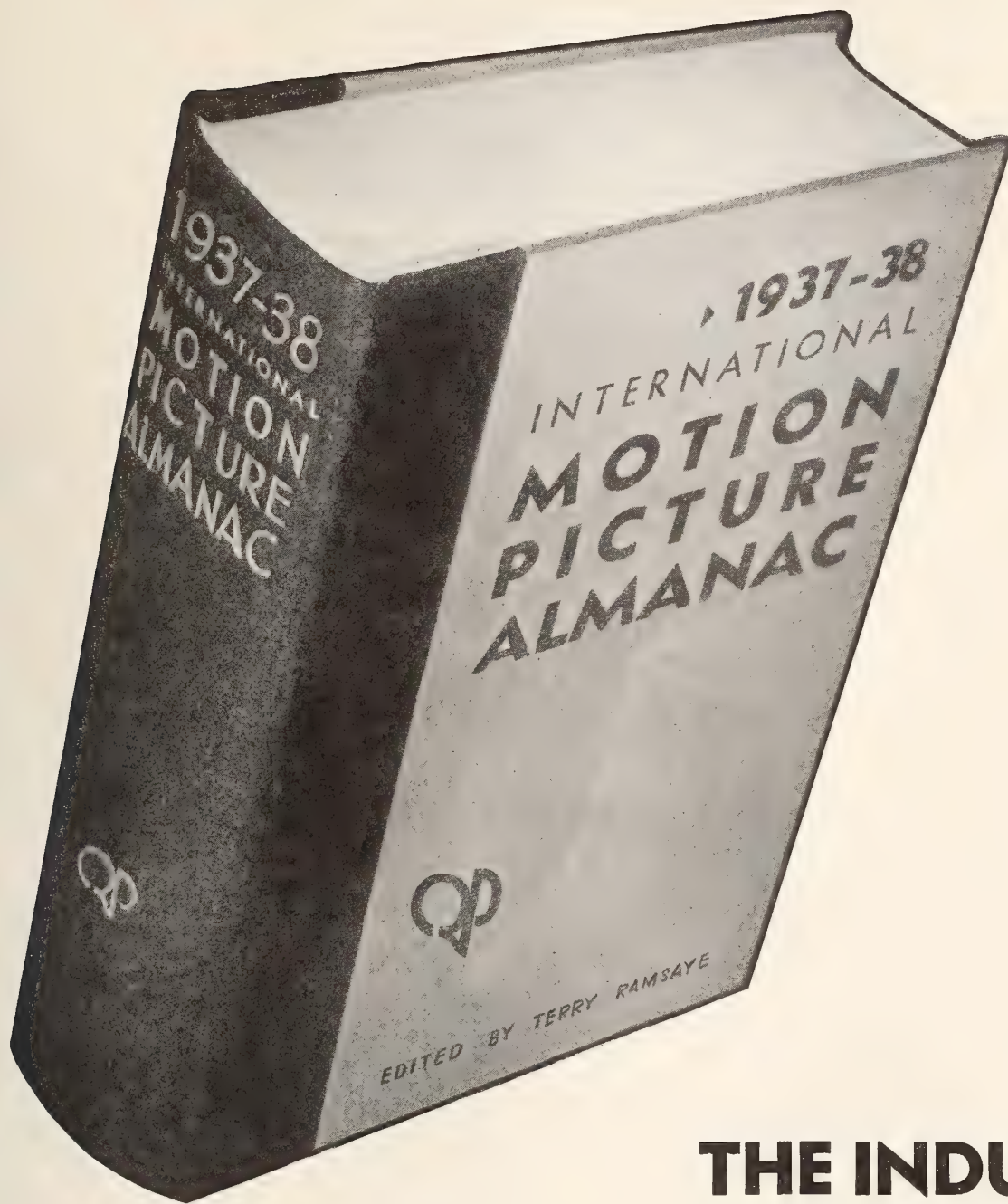
"HOTEL HAYWIRE" (Para.)
"MEN IN EXILE" (W.B.)

CENTURY—(3,000), 25c, 7 days. Gross: \$6,000. (Average, \$5,600)

"HIT PARADE" (Republic)
"CIRCUS GIRL" (Republic)

LAFAYETTE—(3,300), 25c, 7 days. Gross: \$6,800. (Average, \$5,800)

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Television in Theatres Now Scophony Aim

By BRUCE ALLAN

LONDON, July 21.—Scophony, Ltd., claims to have practically completed television apparatus capable of showing pictures on a screen 16 feet wide, and the possibility of serving 500 theatres simultaneously directly from the negative is being discussed.

Recently the company gave a press demonstration at its Campden Hill laboratories of the latest model receivers, giving a picture two feet by one foot, 10 inches on a home set, and a picture five feet by four feet on a theatre set. The transmission was from films. Both were of excellent quality; the home receiver gave a result approximating to the best amateur film results and the larger picture, with a slight loss of definition, was clear of flicker and could also have passed for a very fair film projection.

Television Theatre Reported

It was stated that Scophony had practically completed a theatre set which would give a good quality picture 16 feet in width and that in due course this would be put at the disposal of theatre proprietors.

In an informal speech, S. Sagall, managing director, envisaged the establishment of a television service by film interests, in place of the two hours daily provided by the B. B. C. from Alexandra Palace, and said it would be possible to transmit to 500 theatres at one time, using a negative film without positive. He said there was no fundamental problem of the large television picture which had not been solved by Scophony and that it would imply a complete revolution of film theatre technique. Whereas 240 line transmission was being used today, a 400-500 lines system was being perfected.

Claims Improved Results

For Scophony's optical-mechanical system he claimed better results of high-definition television than could be obtained by any other method. The leading features of the Scophony system are a split focus device whereby the beam of light is, by means of cylindrical lenses with their axes crossed, focussed in two separate planes and a supersonic light control.

The first device enables a great reduction in the size of scanners; in the case of the home receiver, by one-twelfth.

The second is a means of overcoming the loss of light due to scanning, which is estimated as 80,000 to 1, compared to film projection, in the case of a 240-line transmission. It consists of a container, filled with a liquid, at one end of which is a quartz crystal, which is actuated by a modulated carrier frequency, set-

NBC Eastern Division Turns In 43.5% of June Business

NBC's eastern division contributed 43.5 per cent of the network's programs during June. The central division contributed 29.2 per cent, and the west, which includes San Francisco and Hollywood, was the originating point of 27.3 per cent of programs for the month, an analysis reveals. A chart, showing comparisons for the preceding month this year, and June, 1936, follows:

	June, '37	June, '36	May, '37
Eastern Division	43.5	50.8	44.9
Central Division	29.2	23.5	27.4
Western Division	27.3	25.7	27.7

WPAY Strike Ended; CIO Is Recognized

CINCINNATI, July 21.—The two-day strike at WPAY, Portsmouth, today was settled in the office of Philip G. Phillips, regional director of the National Labor Relations Board here.

By the terms of the settlement, the station agrees to recognize the C. I. O., the first such recognition by the radio industry in this region. The station further agrees to grant a 44-hour week in the summer and a 48-hour week in the winter, increases in pay ranging from 12½ to 25 per cent with time and a half for overtime, vacations with pay and the reinstatement of discharged employees.

The C. I. O. has consented to drop all of its charges against the station.

New WOR Musical Show

Revising its summer schedule so as to permit light entertainment in keeping with the season, WOR has booked Sylvia Froos and Benny Davis to begin new musical programs.

Miss Froos, supported by an orchestra and a singing group, will begin her series Aug. 1, from 7:30 to 8 P. M. The same evening Davis will begin a revue series, from 10 to 10:30 P. M.

WTHT Goes on Full Time

WTHT, the Mutual network's affiliate in Hartford, began operations as a full time unit last evening. The station, consequently, will carry many more network programs than it has heretofore.

RKO Signs Ray Noble

Ray Noble has been signed by RKO for a role in "A Damsel in Distress," which will feature Fred Astaire and Burns and Allen.

ting up supersonic waves corresponding in speed to the velocity of the sound waves in the liquid.

There are lenses on either side of the container which are used to form on the screen an image of the light control; the modulation becomes visible when the scanner speed corresponds with the speed in the liquid. The result is to provide a number of scanning spots for simultaneous use; in the case of a 450 line picture, the magnification of light is 450 times.

On the board of Scophony, Ltd., are Oscar Deutsch, chief of the Odeon circuit, and Arthur Levey, U. S. film executive.

Odd Fan Mail

The other day Frankie Basch of the WMCA interviewed Queenie King on the air. Queenie is a burlesque queen. In the fan mail the next day was a package addressed to Miss King. The package contained a pocket edition of the New Testament, a copy of the Gospel according to St. Matthew and a four-page letter addressed "dear sister" exhorting Miss King to give up strip teasing.

Tribute to Marconi Broadcast by WMCA

WMCA broadcast a Marconi memorial program from 9:30 to 10 P. M. last night, which featured songs by Carmella Ponselle, and addresses by Justice Salvatore Cotillo and Francesco Pope, publisher of Italian newspapers.

Tonight, from 8 to 8:30 P. M., NBC will broadcast an inter-faith tribute to Marconi's memory. Representatives of all creeds will make addresses. Helen Traubel and a concert orchestra will provide the musical and vocal interludes.

5,156 Broadcasts, Now Films

With the completion of their 5,156th broadcast this Sunday, the "Three Little Funsters," heard daily over WMCA, will leave the air for six months to do some picture work in Hollywood. Following the completion of several shorts for which they have contracted, the "Funsters" will begin a west coast personal appearance tour.

Howard and Bunce Signed

The Drackett Co.'s forthcoming series, "Hello Peggy," will feature Eunice Howard and Alan Bunce, who were signed yesterday for the lead roles. The series will start Aug. 4, and will be heard Wednesday and Friday on the NBC-Blue network. The Ralph H. Jones Co. is the agency.

Radio Suit Settled

The suit brought by RCA and General Electric against Benedict Shaw, trading as the Shaw Radio Co., charging infringement of patent covering radio receiving apparatus was marked settled in the U. S. District Court yesterday by stipulation of both sides. Terms of settlement were not revealed.

Haley to Quit "Showboat"

Jack Haley, now heard on the Maxwell House "Showboat" will leave that series Aug. 5 to accept the featured role in the new "Log Cabin" series, which will return to the networks early in September. Benton & Bowles is the agency.

Report Murray Signed by Cola

Wynn Murray, the "Babes in Arms" vocalist, has been signed for the forthcoming Coca-Cola series on CBS, according to a well-founded report.

FCC Receives Pleas for 3 New Stations

By CLARENCE LINZ

WASHINGTON, July 21.—Applications for authority to construct three new broadcasting stations were received today by the F. C. C.

A 1,500-kilocycle station at Amarillo, Tex., to operate with 100 watts power, was asked by the Amarillo Broadcasting Corp.; Tom Olsen, Port Angeles, Wash., filed application for a 1,500-kilocycle station with 250 watts power, and Sirley D. Parker, Yakima, Wash., applied for a 1,310-kilocycle station, 100 watts night, 250 watts day.

Other petitions received by the commission included applications of KUOA, Siloam Springs, Ark., for increase of day power from 2,500 to 5,000 watts; WCBS, Springfield, Ill., for increase of day power from 100 to 250 watts, and WDAE, Tampa, Fla., for change of frequency from 1,220 to 780 kilocycles.

Examiners Grant Applications

Examiners' reports have been received by the commission recommending the granting of applications of new stations at Cleveland, and Belmont, Cal., and denial of a station at Ann Arbor, Mich.

Other reports received recommended the granting of applications of WBCM, Bay City, Mich., for increase of day power from 500 to 1,000 watts; WORL, Boston, for increase of power from 500 to 1,000 watts; WLB, Minneapolis, for change of frequency from 1,250 to 760 kilocycles and increase of day power from 1,000 to 5,000 watts; WCAL, Northfield, Minn., for change of frequency from 1,250 to 760 kilocycles and increase of day power from 2,500 to 5,000 watts, and WTCN, Minneapolis, for increase of time.

Complaints Seem to Click

CLEVELAND, July 21.—"Complaints, Incorporated," newest WJAY civic program which provides an outlet for the complaints of Clevelanders, is going over, according to John T. Vorpe, WHK-WJAY production manager. A telephone in the studio is used by Bunny Osborne to get the complaints from listeners. These are then read on the air by Guy Wallace, UBC announcer, and forwarded to city officials for an answer, which is also read on the air. Already hundreds of complaints have been received and acted upon. They include non-collection of refuse, dangerous intersections, noisy children, menaces to public health and safety. The program is heard daily except Sunday.

C. F. G. Meyer Talks Health

ST. LOUIS, July 21.—Carl F. G. Meyer, Jr., vice-president of Meyer Brothers Drug Co., is the director of the current series of informative programs entitled "Your Good Health," which are heard Monday nights at 6:15 over KWK. During each of his weekly appearances Meyer brings to the microphone a prominent physician or chemist to discuss new developments in the world of medical and drug science.

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Thursday, July 22, 1937

Radio Personals

ALFRED REGINALD ALLEN. Xavier Cugat, and Jim Sauter huddling under the Starlight roof at the Waldorf, probably presaging a deal. Allen is manager of the Philadelphia Orchestra, Cugat is the well-known orchestra leader, and Sauter is head of Air Features, radio production firm . . . Jane and Goodman Ace will celebrate the beginning of their eighth year in radio the week of Aug. 4 . . . Cab Calloway will appear on Ben Bernie's program Aug. 3, as will the Charioteers, through a booking by Herman Bernie . . . "Swing It," Federal Theatre Project play which opens tonight, will be reviewed on WMCA at 12 midnight tonight by Martin Starr, WMCA commentator . . . Howard Clancy has been signed as narrator for the Ina Claire series which begin on NBC Sunday . . . Elza Schallert will interview Frances Marion on her screen series over NBC tomorrow night . . .

Betty Wragge, beginning today, will be written out of the "Pepper Young Family" script for two weeks while she is on vacation. . . . Ian Keith will replace Basil Rathbone in the cast of Columbia's "Julius Caesar" presentation July 26. Picture commitments are preventing Rathbone's radio appearance. . . . Jessica Dragonette will present "Madame Pompadour" on the "Beauty Box Theatre" July 28. . . . Mark Warnow's "Blue Velvet" program shifts from 10:30 P. M. Tuesdays over CBS to 8 P. M. the same evening, starting Aug. 3. Hollace Shaw will be retained as permanent vocalist. . . . Jeanne Ellis, Paul Whiteman's protegee, will make her network debut as guest on Vallee's program tonight. . . . Marion Cole, conductor of WMCA's "Hitching Your Hobby" series, will have the tables turned on her when she is interviewed by Dave Miller, WMCA staff announcer.

Bryan Field to Have New Series on Races

Bryan Field, Mutual's racing commentator, will begin a new series under the sponsorship of the Saratoga Racing Ass'n, effective July 31 and continuing until the racing meet at Saratoga closes. The program will be offered Saturdays from 4 to 4:15 P. M. and the talks will consist of track and pre-race highlights. Layton & Nelson of Schenectady is the agency.

Fields also will begin a sustaining series on the network July 30, and Fridays thereafter from 6:45 to 7 P. M. The series will be titled "Tomorrow's Races," and will offer comments on the next day's racing cards.

"Our Neighbors" Goes West

"Our Neighbors," NBC series, will emanate from Hollywood for the balance of the summer, beginning with Sunday's broadcast. The coming program will originate in the home of Jimmy Fidler, who will have as his visitors Richard Arlen and Jobyna Ralston.

Hollywood Town Pump

HOLLYWOOD, July 21. — Lou N. Small, business commentator, launches a new series of "Business on Parade" broadcasts via California Radio System from KEHE tomorrow from 8:15 to 8:30 P. M., P. S. T., discussing various business concerns. His first broadcast will be on the National Dairy Products Co. . . . Betty Grable and John Payne go on "Songtime," KNX show aired by Columbia, July 24, from 3:15 to 3:30 P. M., P. S. T. . . . Harry Lewis and his orchestra return to the local airways on KNX and the Columbia Pacific net at the Pasadena Community Dance programs July 23 and 24.

Metropolitan Opera officials are reported dickering with Igor Gorin. . . . Howard Hanson, Hollywood Bowl guest conductor, will be interviewed on KFI Thursday by Helen Colley of the Bowl staff. . . . Richard Sheridan Ames of *The Screen Week*, moves to a new time spot on KFI, 9:30 P. M., P. S. T., Wednesday. . . . KFI also switches Frank Morgan's transcribed variety show to 9 P. M., P. S. T., Wednesdays. Ella Logan and Freddie Rich's orchestra will be featured. . . . With the airplanes crowded with "swing" music, KFI breaks in at 10:30 P. M., P. S. T., Wednesday nights, with "Haven of Rest" program of philosophy and quiet music.

KECA has inaugurated a thrice weekly program, "House of Better Living," for Mondays, Tuesdays and Wednesdays. Mildred Lager, food expert, is featured in talks on edibles.

Guest authors are the latest. Jack Townley, film writer, was on Matty Kemp's "Amateur Authors" script Monday on KFWB. . . . Eddie Peabody, for his stint on Paramount theatre stage July 29th to Aug. 4th, will conduct a banjo playing contest. Each night a winner will be selected, and on the last night the winners of the preliminaries will appear to determine the winner of the grand prize—an appearance on KFWB's "Rancho" program. . . . Maurie Webster, CBS-KNX announcer, will assist in opening ceremonies this month of KVT's new studio in Seattle. He made his air debut on the station.

Ken Stuart, who has been handling "Listen, Ladies," goes back to the Orange network production department, and Mel Angle, the net's "News by Air" announcer, becomes the Joe Twerp show announcer. Al Poska takes Stuart's place on the show.

Chicago Town Pump

CHICAGO, July 21.—Fibber McGee and Molly gave Ted Weems a reception after the broadcasts Monday night to welcome him back on the program. Weems goes into the Chicago starting Friday, but Fibber and Molly turned down the date saying they were recuperating from their trip to Hollywood. . . . Tom Fizdale is now in new offices at 20 North Wacker Drive. . . . Les Tremayne put a ring around his calendar on the date of Aug. 28. It marks his fifth year of radio acting. . . . Horace Henderson and his band are now broadcasting from Swingland over CBS. Horace is Fletcher Henderson's brother. . . . Burrige D. Butler, president of WLS, has returned from New York and will leave again

soon for Phoenix, Ariz., to look after business matters at his station KOY there. . . . Harold Safford, Earl Kurtze and George Cook, all of WLS, are out in the territory arranging appearances of WLS stars on state fair programs for this summer and fall.

Cincinnati Town Pump

CINCINNATI, July 21.—Lee Bland will take over the duties of Ruth Lyons, program director WKRC, while the latter is on her vacation in Hollywood. . . . Betty Trolan, local high school girl, who recently won the WSAI "Foundation Hour" audition, has been offered a permanent place on the staff. . . . Tommy Riggs, creator of the WLW program, "Betty and Bob," has been swamped with requests since offering to send a photograph of the duo to all who requested it. Riggs is also the "Betty" of the team.

Omaha Town Pump

OMAHA, July 21. — Chief Control Operator Joe Herold of WOW is building new transcription equipment for Announcer Thomas B. Chase, who has charge of transcription testing. . . . WOW staff members vacationing include Night Hostess Dorothy Cogswells, in Colorado; File Clerk Gloria Osborne, in Chicago, and Control Operator H. J. Griffin, who is staying in Omaha. . . . Dorothy Delfs has joined WOW as day hostess, replacing Evelyn Mason, who resigned to be married. . . . KOIL carried the Nebraska state golf tournament from the Happy Hollow Club, Omaha.

Philadelphia Town Pump

PHILADELPHIA, July 21.—KYW is dropping all variety shows and most of the NBC feedings until Jan Savitt's studio band returns from a tour on Aug. 1. . . . Rosalind Stewart, KYW songstress, is now being heard over WIP. . . . Stan Lee Broza, WCAU program director, is back at his desk after a week's vacation in Pittsburgh and Cleveland. . . . Helen Kiley of the WIP press department back at her chores again after an appendix operation. . . . Murray Arnold, press head, has gone off for a Long Island vacation. . . . Margaret "Mike" Schaefer, WFIL production chief, is busy on a new series of short stories.

Pittsburgh Town Pump

PITTSBURGH, July 21.—A new sustaining series on KDKA has just been started by Bernie Armstrong, his wife, Dorothy Bushey, and Pat Haley. . . . Stephanie Diamond of WCAE, has left for a vacation in New England with her husband, Harold W. Cohen, dramatic editor of the *Post-Gazette*. . . . Pat Patterson, former publicity director for WCAE, stopped off here the other day on his way to the coast, where he will do exploitation for the California Radio System. . . . Charley Gaylord's band on WCAE is now featuring as vocalist Madeline Chevelard, who has replaced Margie Strom. . . . Bob Jemis, formerly with advertising agencies, has joined the sales staff of WWSW. . . . Beckley Smith is doing his news broadcasts again over WJAS after sailing Lake Erie with the station manager, H. J. Brennen. . . . Nancy Martin, WCAE songbird, cele-

NBC Arranges Talk From Stratosphere

HOLLYWOOD, July 21.—NBC is determined to have a real exclusive broadcast over CBS, even if it has to go six and a half miles up in the air to do so.

Friday, NBC will send an announcer and a staff engineer up with Army men in the new mystery Army stratosphere plane to be tested above San Fernando Valley. With Ken Murray on a valley rooftop, a two-way conversation will be had and will be aired over the Blue network from 2 to 2:15 P. M., P. S. T.

Buddy Twiss has been delegated to the task of being the announcer in the plane.

Tisdale on Crawford Series

PHILADELPHIA, July 21. — James Tisdale, WIP engineer, has been assigned to handle all the technical duties of Rev. Percy Crawford's weekly Sunday broadcasts directly from East Stroudsburg, Pa. More than 100 miles from the studio, this is one of the longest direct lines from a remote point of broadcast to a radio station in the country.

Hawks Promoting Station

DANBURY, Conn., July 21.—Capt. Frank Hawks is promoting the erection of a radio station here. Hawks has disclosed he has had the venture under consideration several months and that definite steps toward obtaining a license from the F. C. C. would be started as soon as he is assured of the cooperation of local business and civic groups.

Tommye Birch Joins Pryor

ST. LOUIS, July 21.—Tommye Birch, vocalist who has been a member of the staff of KWK for four years, has accepted an offer to join Roger Pryor and his orchestra on Aug. 9. She will join the band in Chicago. Miss Birch in private life is Mrs. Dan Seyforth, wife of the talent director of KWK.

Benton & Bowles Adds Three

Benton & Bowles has added three newcomers to its personnel this week. Fred J. Hamm, formerly of the agency of Moore & Hamm, will assist on the Colgate-Palmolive-Peet account, and Lester Dame and Adolph Dame have been added to the research department.

Shapiro, Kravitz Restrained

A permanent injunction enjoining Morris Shapiro and Harry Kravitz from further alleged infringement on patent for radio receiving apparatus owned by RCA and A. T. & T. was issued in the U. S. District Court yesterday.

Ida Lupino Substitutes

HOLLYWOOD, July 21.—Ida Lupino will substitute for Frances Farmer in the "Exclusive" tab version on Hollywood Hotel Friday night. Topping the cast are Charles Ruggles and Fred MacMurray.

brated her birthday last week. . . . Walt Framer and his wife, Nan Grayson, are back from a month's vacation in Hollywood. . . . Maxine Allen, former commentator on KQV, has joined the women's staff of the *Sun-Telegraph*.

Now Aim Sales Tax At Stock Transfer

(Continued from page 1)

prepared against producers who sold prints of pictures produced in New York to distribution agents also located here. Vitaphone, as the largest eastern producer, is cited as the company most seriously affected by this type of assessment. Educational Pictures may face a large assessment as well, it was said.

The city comptroller's office is nearing completion of its audits of the books of local exchanges to determine the amount of tax due the city on film rentals. This will determine the penalties and interest which the city will endeavor to collect with the tax. Unofficial estimates place the amount of the interest and penalties for which the exchanges may be liable at \$100,000 to \$150,000. Several distributors are considering the advisability of retaining a former prominent politician to represent them in contesting their liability for interest and penalty payments, it was learned.

Officers Reelected By Grand National

(Continued from page 1)

annual meeting Tuesday in Wilmington, will become a vice-president on Aug. 1. He has also been named to the board which comprises Alpersen, Peskay, Murphy, Kirk W. Todd. Blumenthal succeeds Donald Stralem to the board.

Alpersen to Go to Coast

Edward L. Alpersen, president of Grand National, plans to leave for Hollywood in two weeks when Anna Sten's first picture for the company is scheduled to get under way at the studios.

Diamond Signs Marks

HOLLYWOOD, July 21.—David Diamond, who will produce four for Grand National, has signed Clarence Marks to adapt "All Ashore," an original by Percy Rowland.

Delay Whitson Trial

LOS ANGELES, July 21.—The perjury trial of Delmar A. Whitson, claiming to be the inventor of a method of applying a photoelectric cell to film sound recording, was recessed today until Monday when defence attorneys won a point as the court ordered Otto Gathmann, typewriter expert, to produce proof that the Whitson documents, claimed to have been written in 1917, were made by a machine the like of which was not on the market until 1922.

Whitson's son and Robert Kyle are also indicted but their trials have not been reached.

Gable Handicap Is Run

WILMINGTON, July 21.—"Prince Alone," of Sam Riddle's Glen Riddle Farms, today won the Clark Gable Handicap at Delaware Park, Stanton. The race was named as a tieup with Loew's Parkway here where "Saratoga" opens Friday. The owner of the horse received a silver cup donated by the theatre and presented by Manager Roscoe Drissel to Nick Wall, jockey, and George Conway, trainer.

Ad Writing Reports Vex Mrs. Roosevelt

(Continued from page 1)

ing for her mother, Louella Parsons, that "Mrs. Franklin D. Roosevelt has been engaged to write advertising for Samuel Goldwyn's 'Stella Dallas' campaign."

The advertisements will be written "for magazines and newspapers," Miss Parsons' story said, and continued, "For this her favorite charities will benefit to the extent of several thousand dollars." She was said in the report to have refused the services of a "ghost" writer. George Bye, Mrs. Roosevelt's agent, now claims, according to the *Herald*, that there was not even a "suggestion that Mrs. Roosevelt would write motion picture advertising, and neither was there any understanding that her writing would appear as advertisements in newspapers and magazines." It was to be a treatise on motherhood for insertion in a single advertisement, he said.

An advance copy of *True Story* magazine for September, examined yesterday, revealed the advertisement with Mrs. Roosevelt's comments on the problems of a mother. The publication claims it will be the first to appear with the advertisement for "Stella Dallas" in which Mrs. Roosevelt's treatise appears.

No Change Planned By G. B., States Lee

(Continued from page 1)

changes in the company's organization are being planned.

The occasion was a luncheon for exhibitors held at the Hotel Blackstone here, at which Lee played host. He said, "There will be a British film industry, one that is bigger and better than ever." He declared that the bankers and insurance companies are out of the picture in the British industry today and film men now have a chance to run their own business. He said the company for next season will have a minimum of 12 features and possibly 24, each to be sold individually.

Four G. B. Films Finished

Four new G.B. films have been completed and two others are in the final stages of production and will be ready for release during August, September and October. "King Solomon's Mines" and "Gangway" will be August releases. "Dr. Syn" and "Non-Stop New York" will be available in September. "The Girl Was Young" and "Look Out for Love" are scheduled for release in October.

Wisconsin Portable Shows Disturb ITPA

MILWAUKEE, July 21.—With weekly free shows sponsored by merchants holding forth in an estimated 80 small spots in Wisconsin, the I. T. P. A. of Wisconsin and Upper Michigan has informed independent exchanges furnishing roving exhibitors with films that unless they discontinue this practice they will advise their members to boycott these distributors.

The practice is much more prevalent than it was last summer and the association has indicated that it would seek prosecution of those running shows with prints not having permission of the copyright owners.

"Saratoga" a Smash

HOLLYWOOD, July 21.—"Saratoga" broke all the early-hour records for opening day at Loew's State with two lines two blocks long.

At the Chinese where the picture also opened the house was filled in less than an hour with many standees in the forecourt.

Para.-Blank Deal Ready for Signing

(Continued from page 1)

partnership basis for the future. It is understood that while Blank will pay a consideration to Paramount for relinquishing the buy-back option, his personally owned Central States Circuit will not be included in the partnership, as proposed at one time.

Blank plans to return to Des Moines this weekend.

Report Para. Gets Share in Criterion

(Continued from page 1)

allocated to the Criterion and the house will also have a choice of pictures immediately following their Paramount bookings. The old Criterion was operated by Paramount as a roadshow house for many years. Since its opening last fall, the new theatre frequently has been in need of product such as that which the Paramount alliance makes available.

Y. Frank Freeman, Paramount theatre head, described the report as "pre-mature" last night, declaring that "we are still working on a deal."

Loew and Fay Close Deal in Providence

(Continued from page 1)

R. Vogel, in charge of out-of-town theatre operations for Loew's.

A similar deal involving F. & M.'s Missouri in St. Louis may collapse. It is understood Loew's is insisting on operating the Missouri as a move-over house with Harry C. Arthur undecided on that point.

"Road Back" in Capital

WASHINGTON, July 21.—A gala international premiere was conducted at Keith's here tonight when "The Road Back" opened to an audience which comprised diplomatic and military notables from practically all of the important European and South American nations. Germany was not represented officially.

Set George Raft's Next

HOLLYWOOD, July 21.—"Argentine Love" has been selected by Paramount as the next starring vehicle for George Raft.

Lazarus Gets New Pact

HOLLYWOOD, July 21.—A new four-year Paramount contract calling for enlarged duties as producer has been signed by Jeff Lazarus. He will also act as adviser on production and releases.

Jersey Allied Joins Moves Against Para

Allied of New Jersey has gone on record as endorsing the action taken recently by the national organization in Washington against Paramount because of six pictures which have been withdrawn from the current releasing schedule.

At a meeting Tuesday at the Douglas Hotel, Newark, the members voted that "Paramount's action in withholding six pictures from the 1936-'37 program is a breach of contract with exhibitors," according to a statement issued yesterday by the local unit.

The statement adds that Allied of New Jersey has "endorsed substantially the action of the Paramount protest meeting in Washington recommending that exhibitors demand delivery of the six pictures in question and that legal action be taken if necessary to enforce such contracts."

No Para. Discussion Here

Members of the I.T.O.A. meeting at the Astor yesterday, did not discuss the Paramount situation. At last week's session, Harry Brandt, president, declared that following a recent conference, one of the company's leading sales executives had promised to give independent exhibitors "a fair deal."

The entire meeting yesterday was taken up with details on the outing at Bear Mountain next week. About 1,200 are expected to attend.

UMPTO Gets Legal Opinion

In a communication to *MOTION PICTURE DAILY* yesterday, the U.M.P.T.O. stated that its moves in the present strike against Paramount's current booking policy have been declared legal by Judge Joseph Varbalow of the Camden District Court. It was further stated that the jurist may become a member of the organization's legal committee.

RKO Adding Three

Three new theatres are being added to the local RKO circuit. The first is the Central, Yonkers, which will be taken over from Herman Sussman tomorrow. The Roosevelt, which has been acquired from Leo Brecher and closed for alterations, will be reopened Aug. 20. Randforce will transfer the Republic, Brooklyn, to the major circuit on Sept. 3.

Burlesque Row Up Today

The board of directors of Associated Actors and Artists of America is scheduled to meet today to decide the jurisdictional dispute involving players engaged in new burlesque house revues. Both the burlesque and vaudeville actors unions claim jurisdiction over the players. A hearing on the dispute was conducted by the A.A.A.A. last week.

MGM Signs 2½ Year Girl

HOLLYWOOD, July 21.—M-G-M has signed to a term contract two-and-a-half-year-old Mary Christine Dunn, who has an intelligence quotient of 185, which places her in the "genius" class. John W. Considine, Jr., has been given production reins on her first picture, in which an attempt will be made to build her up as a star.

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and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
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VOL. 42. NO. 19

NEW YORK, FRIDAY, JULY 23, 1937

TEN CENTS

All 42nd St. Theatres May Turn to Films

Modified Burlesque Said To Be Falling Down

Within the next few weeks, local exhibitors expect to see the Republic, Eltinge and Apollo, now showing modified burlesque, converted into film theatres, making a total of 10 grind picture theatres on one street, 42nd St. between 7th and 8th Aves.

Joe Weinstock, who operates the Republic, yesterday was reported considering closing the theatre and re-opening it as a film house. Harry Brandt, who is affiliated with Joe and Dave Weinstock, is reported as likely to handle the film buying.

Brandt, according to his office, is now handling the Gaiety, which recently closed after trying modified burlesque for a week. He also has the Globe and Central and the Gaiety now gives him three houses on Broadway between 46th and 47th Sts.

The other seven theatres now exhibiting films on 42nd St., between 7th and 8th Aves., are the New Amsterdam, Harris, Selwyn, Liberty, Wallack's, Times and Lyric. Brandt
(Continued on page 8)

Empire Will Market 36 British Features

TORONTO, July 22.—Empire Films will distribute the product of all British producers with the exception of London Films during the forthcoming season, it was stated here today at the annual sales meeting of the company. Thirty-six selected pictures from British producers will be marketed in addition to 54 features and two serials from Republic, 88 Educational comedies and 12 Canadian Cameos.

Today's meeting was presided over by Paul Nathanson, vice-president, and A. W. Perry, sales manager. Representatives from six Canadian branches attended. Also present was
(Continued on page 8)

Eastern Producers Promise Guild Aid

All important eastern producers have given the Screen Actors' Guild verbal assurance of their willingness to recognize the new guild contract and employ only guild members after Aug. 1, the effective date of the contract. Mrs. Florence Marston, eastern representative of the guild, said yesterday.

The list of producers who have
(Continued on page 11)

"Toast" Big at Music Hall; Harlow Film Off with Rush

"The Toast of New York" created ripples of excitement around RKO headquarters yesterday on the basis of its opening at the Music Hall.

At 2 P. M. the take was \$500 ahead of "Shall We Dance?" at the same hour on its opening day at the same theatre. In the first hour the house was at capacity with 800 standees reported. The crowd, which formed early, extended up 50th St. well high to 5th Ave., a circumstance described by the distributor as an "unprecedented event during the month of July since the Music Hall opened its doors." At 4 P. M. it was reported that a second checkup demonstrated the film was running ahead of all recent attractions at the theatre, including the last Astaire-Rogers. At 5 P. M. the gross was said to have been 25 per cent better than at the identical hour of the opening day of "Shall We Dance?" At eight o'clock indications pointed to a \$13,500 take for the day which would set a record for any July opening day.

Yesterday's enthusiasm over new
(Continued on page 8)

Production at 51; New Summer Mark

HOLLYWOOD, July 22.—A new high in summer production—51 pictures—was reached this week. This is two more than the figure last week, and is near an all-time high. Nine pictures were finished, 11 were started, 13 were in final preparation stages and 69 in the cutting rooms.

Started were: Columbia—"Park Avenue Dames;" Grand National, "Here's Flash Casey;" M-G-M, "Madame X," "Love, Live and Learn," "My Dear Miss Aldrich" and
(Continued on page 11)

Celler Warns on Opposing Government Station Bill

By CLARENCE LINZ

WASHINGTON, July 22.—Radio interests which oppose legislation providing for the construction by the Government of a short-wave station to broadcast programs to foreign countries were warned today by Rep-

resentative Celler of New York, author of the bill, that they "will get their fingers burned" if they persist in their efforts to defeat the station.

Celler's warning was given in an
(Continued on page 14)

Radio Section—Pages 14 and 15

At It Again

Hollywood, July 22.—Samuel Goldwyn's research department dug down deep for this one.

"The Adventures of Marco Polo" will show the origin of spaghetti, at least as far as Italians are concerned.

Marco Polo discovered it in Cathay in the 13th Century and brought it back with him to Italy. Originally, according to the research department, it was called "spag het."

Graham Seeks "Intelligent" U.S. Spending

LONDON, July 14.—In an interview in Cinema, J. C. Graham, managing director of Paramount, expands his suggestion of a British film quota which would free American companies of the necessity of making a large number of small films, and allow them to spend the same total amount on a few big pictures.

As "the Graham plan," these suggestions have recently attracted considerable attention as the possible basis of an agreement between the K.R.S. and the independent producers and distributors organization for a new approach to the Board of Trade
(Continued on page 4)

Justice Dept. Starts Probe In New Jersey

Summon Exchange Men For Questioning

Special Assistant Attorney General Hubert Harrington has sent out letters to a number of exchange managers, including Paramount, 20th Century-Fox, Universal, Columbia and G. B., requesting their appearance today at Dept. of Justice headquarters in Newark for a general discussion of the film buying situation in New Jersey.

Hartman did not mention any specific complaint and the efforts of several exchange managers to learn from him what theatre or theatres were behind the action were unavailing. However, Hartman did mention in his letter that a number of exhibitors have complained to the department that they could not get product.

With the exception of one exchange, all managers have turned the letters over to their home office legal departments, which in turn are asking for a bill of particulars before sales executives or attorneys visit Hartman.

According to a checkup of exchanges yesterday which have received the notices, managers stated they were in the dark as to the complainants. The branch heads said they did not believe the action had anything to do
(Continued on page 11)

Consolidated Net in Quarter Is \$148,712

Consolidated Film Industries, Inc., yesterday reported consolidated net earnings for the three months ended June 30, last, of \$148,712.97, after deductions for depreciation and normal Federal tax, but before provision for Federal surtax and undistributed profits of the company and subsidiaries. The net is equal to 37 cents per share on the 400,000 shares of preferred stock outstanding.

The company reported net earnings
(Continued on page 11)

Educational Films Survey Progressing

The advisory committee on educational films plans to complete its survey of approximately 1,500 short subjects in the vaults of various producing companies by Aug. 15. A compilation of subjects suitable for school use is to be made from pictures selected from this source. More than 400 subjects
(Continued on page 11)

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No Radical Changes
Found in New Code

No radical changes have been incorporated in the new building code as far as local theatres are concerned, according to major and independent exhibitors.

The new code provides for modernization of obsolete requirements for theatre construction permitting the construction of theatres in buildings used for other purposes when they are separated by unpierced fire walls. Provisions for the arrangement of exit facilities to increase the flexibility of theatre design and to eliminate ambiguous sections of the code are also included.

Goldwyn Apologizes

HOLLYWOOD, July 22.—Samuel Goldwyn yesterday addressed a public apology to Mrs. Franklin D. Roosevelt for making it appear that she had been added to his payroll as a writer of advertisements. Goldwyn's statement said in part: "I want to apologize to Mrs. Franklin D. Roosevelt for the publicity statements recently circulated that she had been engaged as one of my advertising writers. . . . At no time was she ever engaged as an advertising writer for me."

Purely
Personal

JOE MCCONVILLE and RUBE JACKTER talked over a Columbia product deal with DAVE CHATKIN yesterday during the Tavern lunch hour. ABE MONTAGUE, who had intended to join the group, decided to listen to BOB GOLDSTEIN entertain BILL JAFFE. JOE SEIDELMAN, ABE SCHNEIDER and LEW GOLDER occupied another table, while JACK COHN had a guest of his own at a private table. It was the first time in many moons that so many Columbia executives gathered at the Tavern at one time.

HERMAN GOLDFARB, just in from the 20th Century-Fox studios, where he is assistant to MICHAEL LEISHING, lunched with BILL BRADY, ALAN FRIEDMAN and a few others. BILL GERMAN, who came in late with two guests, found an adjoining table to talk things over. JACK GOETZ has with him ELY ROSENBLATT, whom, GOETZ says, is very much interested in independent production. ROSENBLATT, however, would not confirm.

MARVIN SCHENCK and SIDNEY PHILLIPS, inseparable Loew-ites, are at their usual tables at the right wall. A. W. SMITH, JR., and MONROE GREENTHAL discuss U. A. pictures, while RODNEY BUSH and CHARLES CURRAN go over plans for "Walter Wanger's Vagues of 1938," which has been booked into the Music Hall next month. HAL HORNE is seated distantly from the group and is very much engrossed in conversation with a guest. NELLIE REVELL, at her regular reserved table, has a slight cold and coughs spasmodically. MILTON BLACKSTONE departs early and his partner, MONTY PROSER, tries to alibi the reason for an injured arm.

HARRY SHIFFMAN leaves early and misses MOE STREIMER, LEO JUSTIN and MORRIS JACKS. STREIMER says he is feeling better since he had a couple of lower teeth removed. ED SCHNITZER and his wife are accompanied by BILL SAAL near the Monday Knights Round Table. BOB BENJAMIN and TOM P. LOACH go into a huddle on Pathe matters. ALEC MOSS is a later comer, as usual, and joins BERT MAYERS and his brother, ARCHIE. PETE HARRISON, JACK HOFFBERG and STAN TRUE are among those occupying other tables.

CHARLES MOSES scored a hole in one at the Milburn Country Club on Long Island yesterday and now is ready for all golf tournaments, he says. It all happened on the 17th hole.

WALTER J. HUTCHINSON, 20th Century-Fox foreign head, will leave for the coast in three weeks, en route to Sydney, Australia. He will sail from Los Angeles on Aug. 18 on the *Mariposa*.

H. S. HAISLIP will leave today by plane for Detroit, then go to Chicago and St. Paul. After a short stay at St. Paul he will return to Chicago and then go to the coast for M-G-M.

FRANCES NOYES HART and CHARLES GRAYSON's story, "She Shall Have Music," has been purchased by Universal as a starring vehicle for Hope Hampton.

PHIL REISMAN sails for London

Competition

Milt Kusell, New York State district manager for Paramount, about a week ago converted the basement of his Larchmont home into a theatre. At the gala premiere, he received a telegram from Spyros Skouras, which read, in substance, that unless Skouras got a 50 per cent interest in the theatre he would open one at Hartman's basement.

Hartman is Kusell's neighbor.

next week where, among other matters, he will attend the convention of RKO's British distributing organization.

AL YOUNG of DuArt Laboratories will leave this weekend for the Thousand Islands where he expects to try his skill with line and sinker.

PERCY PHILLIPSON, chairman of the board of General Register, expects to sail for London next Wednesday aboard the *Queen Mary*.

A. H. MCCAUSLAND and W. T. MERRILL are expected back from conferences with LEO SPITZ at the RKO studio this weekend.

JACK BEANAS and ARTHUR OALDER-MARSHALL, British writers, left last night for the M-G-M studios via American Airlines.

SAM RINZLER, MITCHELL KLUPT and CHARLES MOSES are back from a short stay at A. H. SCHWARTZ'S Lake Placid Camp.

A. A. SCHUBART, head of exchange operations for RKO, will return tonight from a quick trip to St. Louis and Charlotte.

FRANK J. A. MCCARTHY hurrying along Central Park South to his hotel as the Wednesday midnight hour approached.

The LYNN FARNOLS observed their 10th wedding anniversary last night with an informal party atop the RCA Building.

PEGGY ("Smiles") MAHONEY of the Paramount Theatre publicity department will spend next week at Cape Cod.

BOB BENJAMIN will leave today for Denver, where he will visit the Pathe Theatre, and then go on to the coast.

HERMAN and MRS. GLUCKMAN will sail next Wednesday on the *Queen Mary* for a month's vacation abroad.

LOUIS BROMFIELD arrived yesterday on the *Europa* with a manuscript of his latest novel, "The Rain Came."

FRANK ZUCKER photographed a commercial short in color at the West Coast Service studios this week.

GREGORY DICKSON, publicity head for WALT DISNEY, will arrive Monday from the coast.

WILLIAM A. SCULLY, eastern M-

Grand Opera House
Hearing Due Today

N. Y. Supreme Court Justice Aaron Steuer today is scheduled to hear arguments on the suit of K. P. Theatre Corp., an RKO subsidiary, against Warco Trading Co., for fulfillment of contract involving the demolition of the Grand Opera House and the construction of a new 4,000-seat theatre on the site.

According to the contract entered into by K. P. Theatre Corp., the defendant was to have the new 4,000-seat house ready by September. Up to the present time demolition of the Grand Opera House has not been started.

In its action, K. P. Theatre Corp. seeks performance of the agreement and also an injunction to restrain the defendant from transferring or disposing of the Grand Opera House, or making any use of the theatre except as provided in the contract.

Harry M. Pimstein will represent the RKO subsidiary and Samuel Goldberg will argue for the defendant.

Bixio Suit Dismissed

Judge Murray Hulbert in the U. S. District Court yesterday dismissed the complaint in the \$1,000,000 plagiarism suit of the Foreign & Domestic Music Corp., Samuel Cummings, Societa Anonima Musicale Bixio and Cesare Andrea Bixio against 20th Century-Fox Film Corp. and the Movietone Corp. for failure of the complaint to state a cause of action against the two defendants.

The plaintiffs charged infringement of their song, "Passa l'Amore" in the song, "Midnight in Paris," was used in "Here's to Romance." Judge Hulbert allowed the plaintiffs 20 days to file an amended complaint. Con Conrad, Herb Magidson, Nino Martini and Sam and Harry Fox, who do business as the Sam Fox Music Publishing Co., are also named as defendants.

R. F. C. Sues Goldstein

BOSTON, July 22.—Sam Goldstein, Paramount exhibitor-partner, is being sued for \$15,000 by the R. F. C., which claims the part-owner of Western Massachusetts Theatres owes \$7,469.75 on a note dated March, 1933. The suit was filed in Superior Court in Springfield. Goldstein, together with his brother, Nathan, have been expanding the circuit recently.

G-M district manager for M-G-M, is in New Haven.

JOE MOSKOWITZ left last night for North Bay, Can., where he will spend the weekend.

MADELEINE CARROLL will leave the coast today for New York, en route to Europe.

ERROL FLYNN will leave Hollywood by air next Monday bound for New York.

PHIL FOX, Albany manager for Columbia, was in town yesterday.

manager for M-G-M, is in Maine, recuperating from a slight illness.

JULES and MRS. LEVY to Maine yesterday for the weekend.

E. B. DERR still in town.

"WEE WILLIE WINKIE" OFF ON HOLDOVER RAMPAGE!

*Stays for 2nd week in first
three pre-release situations!*

HELD OVER IN RICHMOND . . . DAY AND DATE!

Corresponds to four first-run weeks! First week new year's
record for both houses!

HELD OVER IN PHILADELPHIA!

First week equalled "One in a Million's" smash New Year's
Eve run! And this is summer!

HELD OVER IN BALTIMORE!

Topped sensational "Wake Up and Live" in first week's run!



THE KEYSTONE
OF YOUR FUTURE

Graham Seeks "Intelligent" U.S. Spending

(Continued from page 1)

for common action in Parliament. In principle they are identical with the policy of the K.R.S. as put before the Moyne Committee and reiterated by the Board of Trade.

"We have never denied," says Graham in *Cinema*, "the right of the Government to require us to spend the money we have spent for the last 10 years on British pictures. All we have said is: 'let us take that money and spend it in a way that would be of most benefit to the country, to our company, and to the theatres that we supply with pictures. . . . We calculate that about one-third of the pictures that we should make on this plan would 'go over' in America.

"Supposing that we made six British pictures for the year, two of them would be made with America in mind. We think those two would bring back enough to cover any losses which might be made on pictures produced for this country alone. . . .

No Objection to Minimum

"We do not object to a minimum cost of £10,000 or £15,000 if this is required as a protection against the 'quickie,' but this minimum expenditure was not originally our wish and was only agreed to if others wanted it. If we are allowed to spend the money according to business principles, a minimum cost plan would be unnecessary.

"In the long run, every producer has to face the problem of 'Where is the money coming from?' The answer is that it has to come from pictures. There is no hidden bank that you can go and stick your arm in.

"It doesn't make any difference how many Governments work on this problem; they must not imagine that it would be safe to attempt to break down the quality of Hollywood pictures by forcing too much money to be spent away from that production center. Hollywood has set a standard of quality and has got to live up to that standard and the producers there must have money if quality pictures are to continue. This is a world market proposition. If money is wasted the final effect would be to drive people away from cinemas in all parts of the world.

Describes Hollywood Financing

"How much can Hollywood afford to spend elsewhere? I don't believe the producers there have ever paid a dividend of over 10 per cent and often enough they have been forced to pass a dividend altogether. The money earned by pictures goes right back into the studios to make more pictures."

Graham disputes the assertion that his policy would imply a shortage of films, saying that good product would run twice as long as bad, and would not be so severely barred and says that what the K.R.S. has on four occasions "with complete consistency" put to the Government is the suggestion that American companies be allowed to follow a policy of "intelligent spending." Under this plan, he says: "Instead of making 150 feature pictures, many of which are

Looking 'Em Over

"Bulldog Drummond at Bay"

(Republic)

Another of the amazing and active adventures of Bulldog Drummond, and this time the intrepid amateur sleuth and able assistant of Scotland Yard is portrayed satisfactorily by John Lodge.

The film was made in England by British International, but the inclusion of American players in the lead spots and the natural setting in England eliminate entirely any objectionable feature for American audiences. The cast is competent and the screenplay by James Parrish and Patric Kirwan, adapted from the novel by "Sapper," is lively. Norman Lee, in his direction, has maintained the pace well. In support of Lodge are Dorothy Mackaill, Victor Jory and Claud Allister.

Drummond accidentally becomes involved in the effort of a munitions financier and his men to force from a young inventor the secret of the new plane he has built, for the purpose of selling it to a foreign government. Miss Mackaill steps into the picture, apparently one of the gang. Things move rapidly from that point, as Drummond attempts to rescue the inventor, is trapped with his friend, Allister, and escapes murderous gas fumes only by dynamiting his way out.

They follow the financier and his men to Scotland and Miss Mackaill saves Lodge's life en route. Eventually, in a fast few minutes, the financier is killed by Jory, his second in command, and the latter crashes in the mystery plane, while Miss Mackaill is revealed as a member of the British secret service.

Running time, 63 minutes. "G."

Federation Wins in Burlesque Dispute

The board of directors of the Associated Actors and Artistes of America yesterday decided the jurisdictional dispute over performers employed in the revues now being staged in former burlesque houses in favor of the American Federation of Actors, which claimed the jurisdiction heretofore exercised by the Burlesque Artists' Ass'n.

The board's decision applies only to New York City and was based upon a recognition that the performances now being given can no longer be classified as burlesque. A change in policy by the producers may reopen the jurisdictional question, it was stated. Under the decision, the revue performers who are members of the Burlesque Artists' Ass'n are to transfer their membership to the A. F. A. at once.

At the burlesque organization's offices it was stated that it was not known whether an appeal from the decision could be taken and no definite action had been decided upon.

junk, about 80 pictures would be produced of very satisfactory quality. That number would quite take care of the market and the improved quality would raise the prestige of British production and earn a far larger percentage of production costs than British production is doing at present.

"The one effect of a footage quota is to reduce British pictures to the same category as the counter sandwich that one has to buy if one wants a drink after hours. Everybody knows that these sandwiches lie untouched for weeks.

"Nothing we have suggested," he concludes, "will in any way interfere with the native British producer who is not under the control of the quota law. He, as a business man, will be forced to study his production problems along the same lines. . . . His production will also be aided in the minds of exhibitors by the class of pictures which we suggest should be made by those of us coming under the quota law."

UMPTO Claims Only One Para. Booking

PHILADELPHIA, July 22.—Zone captains in the U.M.P.T.O. drive against Paramount today reported that only one independent theatre in this territory has set an August date for Paramount.

Lewen Pizor, president, and George Aarons, secretary, left for a meeting to be held in Chicago tomorrow.

The city admission tax goes into effect tomorrow. The state tax expired yesterday, leaving the city with one taxless day.

Chicago Meet Set Today

CHICAGO, July 22.—Allied's Paramount strike committee will meet at the Congress Hotel here tomorrow to discuss the booking boycott. P. J. Wood, business manager of the Ohio I.T.O., and chairman of the national committee, will be present.

There is a question as to whether Illinois Allied will take any action against Paramount, as it has a two-year deal with the company signed last year and this makes the local situation somewhat different from other localities.

"U" Plans Youth Film

HOLLYWOOD, July 22.—Universal will produce a super-feature entitled "Youth Marches On," Charles R. Rogers stated today. Practically all of the younger players on the Universal lot will be cast. Ten are already set, said Rogers. The film is expected to provide an excellent opportunity to exploit the talent potentialities of the studio. Joseph Pasternak will produce from an original by Elliott Gibbons.

Buzzell Off "Merry-Go-Round"

HOLLYWOOD, July 22.—Following a dispute with Buddy DeSylva over the film's story, Eddie Buzzell quit as director of Universal's "Merry-Go-Round" after having handled the megaphone for 10 days. Buzzell was replaced in the directorial post by Irving Cummings.

Short Subjects

"Golf Timing"

(Van Beuren-RKO)

Golfers who slice and dig divots will like this one. It shows how Ira Miner, former blacksmith, turns out golfers by the dozens on a range at Old Greerwich, Conn. His simplified theory of teaching is that golfing depends on rhythm and timing. The photography is excellent. For some reason or other the short ends with a golfing chorus number in the Paradise Restaurant which could be eliminated without detracting from the entertainment. Bill Corum does the narrative. Running time, 11 mins.

"Wife Insurance"

(Lee Marcus-RKO)

Leon Errol, Kitty McHugh, Dot Taylor and Ed Kane are cast in a light story which shows Errol cleaning his shotguns after a hunting trip. His wife talks life insurance and a doctor and an insurance agent appear at dinner time. The doctor recommends that the wife give Errol medicine in his coffee. He thinks murder is being plotted. The complications become quite hilarious. It's a worthwhile short. Running time, 16 mins.

"The Hall Johnson Choir"

(RKO)

Production values are excellent and three songs by the Hall Johnson Choir are very well done. A story with Mississippi River steamboat scenes, a southern negro night club and cabins is used to carry the music. The songs, "Carry Me Back to Ole Virginny," "Roll Out, Heave Dat Cotton" and "Raise a Rukus Tonight," are sung during the course of the story development. It's a fine number. Running time, 17 mins.

Kelly to Join Levine

HOLLYWOOD, July 22.—Burt Kelly, former Nat Levine aide at Republic, will join Levine's staff at M-G-M when the producer takes up his job Aug. 1.

Wall Street

Paramount Up 4 on Board

	High	Low	Close	Net Change
Consolidated	37 3/4	37 1/4	37 3/4	
Consolidated, pfd. . .	13 1/2	13	13 1/2	— 1/4
Eastman	180	180	180	
Eastman, pfd.	158	158	158	+2 1/2
Gen. T. Equip.	24 1/2	24 1/2	24 1/2	— 1/4
Loew's, Inc.	82 1/2	81 1/2	81 1/2	— 1/2
Paramount	23 1/2	22 1/2	23 1/2	+ 3/4
Paramount 1 pfd. . .	165	162	163	+4
Paramount 2 pfd. . .	21 1/2	20 1/2	21	+ 3/4
Pathe Film	8 1/2	8 1/4	8 1/4	— 1/4
RKO	8 1/2	8 1/4	8 1/2	+ 1/4
20th Century-Fox. 37 3/4	37 3/4	37 1/4	37 1/4	+ 1/4
Universal, pfd.	65	65	65	
Warner Bros.	15 1/4	14 3/4	14 3/4	— 1/4

Little Trading on Curb

	High	Low	Close	Net Change
Grand National	2 1/4	2 3/8	2 3/8	+ 1/8
Sentry Safety ...	1 1/2	1 1/2	1 1/2	
Sonotone	1 1/2	1 1/2	1 1/2	+ 1/8
Technicolor	28 1/2	28 1/4	28 1/4	— 1/4
Trans-Lux	4 1/2	4	4	

Paramount Bonds Advance

	High	Low	Close	Net Change
Paramount Pict.	100 1/4	100 1/4	100 1/4	
6s '55	96 3/4	96	96 3/4	+ 3/4
Paramount '47	95 1/2	95	95	— 1/2
Warner Bros. 6s	95 1/2	95	95	— 1/2

(Quotations at close of July 22)

Eyes have never beheld its equal!

SARATOGA

QUICK FLASHES TO M-G-M HOME OFFICE!

A few of the "SARATOGA" openings which foreshadow one of greatest audience attractions this industry ever saw:

SEATTLE, WASH.—Telegram to M-G-M: "'Saratoga' opened today Fifth Avenue Theatre breaking all opening day house records since 'Tugboat Annie' and that includes 'San Francisco'. As this is one of first runs in country I know you will be happy to receive this information. Playing picture single bill with good shorts. Studio did masterful job completing this picture and audience reaction marvelous. Kindest regards.

(Signed) John Hamrick"

PHILADELPHIA — Biggest mid-week opening in theatre's history.

DENVER — Beats everything including all holiday openings of biggest pictures.

ASHEVILLE — Daily increasing its big first-day lead over previous record holders.

MILWAUKEE — Biggest first-day gross in theatre's history with exception of a previous New Year's and Thanksgiving opening.

SAN DIEGO — Beating "San Francisco", "Great Ziegfeld", "Maytime" and all previous top grossers. "Saratoga" opening 50% better than "Captains Courageous" old-time high.

NEW YORK — Hundreds in line at Capitol Theatre, Broadway, long before theatre opening.

PORTLAND, ME. — Telegram to M-G-M: "'Saratoga' opened Strand, Portland, today and first two hours gross topped sensational 'Captains Courageous' which was record opening."

LOS ANGELES — "Saratoga" opened to such tremendous business Loew's State and Chinese that Loew's have special midnight show first day and second day will open theatre at 9:00 o'clock adding one full show. Chinese also adding one new show daily. Crowds lined up at Loew's State, Los Angeles, all day."

TORRINGTON, CONN. — "Best business ever enjoyed here. Tops everything ever played."

(Only the beginning as you will see on next page)

AMERICA SPEAKS!

From every town and hamlet came the voice of the public. A command performance for the American people! How fitting that M-G-M responds with a picture that will entertain and thrill millions upon millions!

RIGHT:
Typical ad in
large scale national
campaign. Actual
size 5 col. by
160 lines.



Clark Gable
Jean Harlow
SARATOGA



hea's, Buffalo, N. Y.—Strand Theatre, Niagara Falls, N. Y.—Loew's Theatre, Syracuse, N. Y.—Loew's Theatre, Rochester, N. Y.
 Riviera, Binghamton, N. Y.—Colonial, Elmira, N. Y.—Shea's, Jamestown, N. Y.—Midland, Newark, Ohio—Loew's Ohio, Columbus, Ohio
 Loew's Theatre, Dayton, Ohio—Capitol, Charleston, W. Va.—RKO Albee, Cincinnati, Ohio—Loew's State, Cleveland, Ohio
 Loew's Theatre, Akron, Ohio—Loew's Theatre, Canton, Ohio—Loew's Valentine, Toledo, Ohio—Warner Theatre, Youngstown, Ohio
 Schine's Vine, Mt. Vernon, Ohio—Schine's Ritz, Tiffin, Ohio—Schine's Wooster, Ohio—Warner's Ohio, Mansfield, Ohio
 Stanley, Philadelphia, Pa.—Sherman, Stroudsburg, Pa.—Colonial, Allentown, Pa.—Apollo, Atlantic City, N. J.—College, Bethlehem, Pa.
 Regent, Harrisburg, Pa.—Capitol, Lancaster, Pa.—Capitol, Pottsville, Pa.—Colonial, Reading, Pa.—Strand, Scranton, Pa.
 Capitol, Wilkes-Barre, Pa.—Rialto, Williamsport, Pa.—Strand, York, Pa.—Colonial, Beach Haven, N. J.—Blakers, Wildwood, N. J.
 Victoria, Mahanoy City, Pa.—Strand, Shenandoah, Pa.—Traco, Toms River, N. J.—Victoria, Tamaqua, Pa.—State, Raleigh, N. C.
 Carolina, Rocky Mount, N. C.—Carolina, Spartanburg, S. C.—Paramount Theatre, Bristol, Va.—Tenn.—Gloria, Charleston, S. C.
 Stevenson Theatre, Hendersonville, N. C.—Paramount Theatre, Concord, N. C.—Paramount Theatre, Kingston, N. C.
 United Artists Theatre, Detroit, Mich.—Holland, Holland, Mich.—Poli, New Haven, Conn.—Poli, Hartford, Conn.—Poli, Bridgeport, Conn.
 Stamford, Conn.—Broadway, Norwich, Conn.—Empress, Danbury, Conn.—Warner Theatre, Torrington, Conn.
 Capitol, Willimantic, Conn.—Poli, Waterbury, Conn.—Bonoff, Madison, Conn.—Bradley, Putnam, Conn.—Rex, Wheeling, W. Va.
 Loew's Penn, Pittsburgh, Pa.—Cambria, Johnstown, Pa.—State, Uniontown, Pa.—Adelphia, Reynoldsville, Pa.—St. Mary's, St. Mary's, Pa.
 Fairmont, Fairmont, W. Va.—Columbia, Sharon, Pa.—Cathlamet, State College, Pa.—State, Altoona, Pa.—Palace, Albany, N. Y.
 Albany, N. Y.—Avenel, Watertown, N. Y.—Globe, Gloversville, N. Y.—Palace, Lake Placid, N. Y.—Oneonta, Oneonta, N. Y.
 Whipple, Fleischman, N. Y.—Strand, Portland, Me.—Poli, Worcester, Mass.—Poli, Springfield, Mass.—State, Providence, R. I.
 State, Boston, Mass.—Orpheum, Boston, Mass.—Provincetown, Provincetown, Mass.—Palace, Lawrence, Mass.—Bijou, Bangor, Me.
 Haines, Waterville, Me.—Duffee, Fall River, Mass.—Charkarohen, Lincoln, N. H.—Woodstock, Woodstock, Vt.—Capitol, Concord, N. H.
 State, Nashua, N. H.—State, Manchester, N. H.—Paramount Theatre, Barre, Vt.—Flynn, Burlington, Vt.—Empire, Lewiston, Me.
 Loew's Capitol, Washington, D. C.—Loew's Century, Baltimore, Md.—Loew's Theatre, Wilmington, Del.—Loew's State, Norfolk, Va.
 Loew's Theatre, Richmond, Va.—Paramount Theatre, Newport News, Va.—Paramount Theatre, Lynchburg, Va.
 Paramount Theatre, Charlottesville, Va.—Maryland, Cumberland, Md.—Century, Petersburg, Va.—Bardamon, Poughkeepsie, N. Y.
 Broadway, Newburgh, N. Y.—Paramount Theatre, Middletown, N. Y.—Mayfair, Asbury Park, N. J.—Patchogue, Patchogue, L. I.
 Bayshore, Bayshore, L. I.—Lincoln, Trenton, N. J.—Edwards, Easthampton, L. I.—Strand, Lakewood, N. J.—Strand, Port Jervis, N. Y.
 Southampton, Southampton, L. I.—State, New Brunswick, N. J.—Huntington, Huntington, L. I.—Loew's Theatre, Jersey City, N. J.
 State, Newark, N. J.—Fabian, Paterson, N. J.—Montauk, Passaic, N. J.—Newton, Newton, N. J.—Franklin, Franklin, N. J.
 Baker, Dover, N. J.—Park, Morristown, N. J.—Rockland, Nyack, N. Y.—Broadway, Haverstraw, N. Y.—Capitol, New York City, N. Y.
 Majestic, Perth Amboy, N. J.—Broadway, Kingston, N. Y.—Florida Theatre, Gainesville, Fla.—Paramount Theatre, Montgomery, Ala.
 Colony, Miami Beach, Fla.—Grand, Macon, Ga.—Lucas, Savannah, Ga.—Loew's Grand, Atlanta, Ga.—Loew's Vendome, Nashville, Tenn.
 Joie Theatre, Fort Smith, Ark.—Pulaski Theatre, Little Rock, Ark.—Loew's State, Memphis, Tenn.—Rialto Theatre, Eldorado, Ark.
 Paramount Theatre, Hot Springs, Ark.—Rialto Theatre, Morrilton, Ark.—Criterion Theatre Oklahoma City, Okla.—Ritz, Tulsa, Okla.
 Poncan, Ponca City, Okla.—Lawton, Lawton, Okla.—McSwain, Ada, Okla.—Lanora, Pampa, Tex.—Aztec, Enid, Okla.—Majestic, Dallas, Tex.
 Worth, Fort Worth, Tex.—Majestic, San Antonio, Tex.—Jefferson, Beaumont, Tex.—Strand, Port Arthur, Tex.—Loew's State, Houston, Tex.
 Palace Theatre, Corpus Christie, Tex.—Loew's State, New Orleans, La.—Palace Theatre, Peoria, Ill.—Ute Theatre, Colorado Springs, Colo.
 Paramount Theatre, Cheyenne, Wyo.—Boulder, Boulder, Colo.—Fox, McCook, Nebr.—Orpheum, Denver, Colo.—Lentic, Santa Fe, N. Mex.
 Elks, Rapid City, S. D.—Des Moines, Des Moines, Iowa—Roosevelt, Des Moines, Iowa—Paramount Theatre, Cedar Rapids, Iowa
 Capitol, Davenport, Iowa—Fort, Rock Island, Ill.—Capitol, Ottumwa, Iowa—Cecil, Mason City, Iowa—Palace Theatre, Burlington, Iowa
 Tivoli Theatre, Richmond, Ind.—Loew's Theatre, Indianapolis, Ind.—Loew's Theatre, Louisville, Ky.—Emblyd, Fort Wayne, Ind.
 Logan, Logansport, Ind.—Victory, Evansville, Ind.—Indiana, Marion, Ind.—Indiana, Terre Haute, Ind.—State, Los Angeles, Calif.
 Chinese, Los Angeles, Calif.—Obispo, San Luis Obispo, Calif.—Ventura, Ventura, Calif.—Santa Maria, Santa Maria, Calif.
 Riverside Theatre, Riverside, Calif.—Granada Theatre, Santa Barbara, Calif.—Fox Theatre, Pomona, Calif.—Fox Theatre, San Diego, Calif.
 West Coast, Santa Ana, Calif.—Orpheum Theatre, Phoenix, Ariz.—Egyptian Theatre, Indio, Calif.—California, San Bernardino, Calif.
 El Portal, Las Vegas, Nev.—Fox Theatre, Bakersfield, Calif.—United Artists Theatre, El Centro, Calif.—West Coast, Long Beach, Calif.
 Wisconsin, Milwaukee, Wis.—Orpheum, Green Bay, Wis.—Orpheum, Madison, Wis.—Sheboygan, Sheboygan, Wis.
 Kenosha Theatre, Kenosha, Wis.—Braumart, Iron Mountain, Mich.—Strand Theatre, Oshkosh, Wis.—Nordic, Marquette, Mich.
 Minnesota, Minneapolis, Minn.—Nicholas Theatre, Fairmont, Minn.—Lyceum Theatre, Duluth, Minn.—Bijou Theatre, Pierre, S. D.
 Paramount Theatre, Bismarck, N. D.—Tonma, Owatonna, Minn.—Rivoli Theatre, LaCrosse, Wis.—Grand Theatre, Williston, N. D.
 Princess, St. James, Minn.—Paramount Theatre, St. Paul, Minn.—Wilmar, Wilmar, Minn.—State, Waseca, Minn.—State, Worthington, Minn.
 Grand, Worthington, Minn.—State, Alexandria, Minn.—Omaha, Omaha, Nebr.—Stuart, Lincoln, Nebr.—Capitol, Sioux City, Iowa
 Grand, Grand Island, Nebr.—Granada, Norfolk, Nebr.—Empress, Fremont, Nebr.—Sun, York, Nebr.—Spencer, Spencer, Iowa
 Royal, Spirit Lake, Iowa—United Artists, Portland, Ore.—Indian, Roseburg, Ore.—Loew's State, St. Louis, Mo.—Rodgers, Cairo, Ill.
 Criterion Theatre, Poplar Bluff, Mo.—Gem Theatre, Carbondale, Ill.—Miller, Festus, Mo.—Clark, Mattoon, Ill.—Hall, Columbia, Mo.
 Orpheum, Pocatello, Idaho—Wilma, Missoula, Mont.—Paramount Theatre, Salt Lake City, Utah—Liberty Theatre, Great Falls, Mont.
 Rialto, Butte, Mont.—Paramount Theatre, Idaho Falls, Idaho—Paramount Theatre, San Francisco, Calif.—Hamon, Vallejo, Calif.
 California, San Jose, Calif.—Wilson, Fresno, Calif.—Senator, Sacramento, Calif.—Fox Theatre, Watsonville, Calif.—California, Salinas, Calif.
 California, Stockton, Calif.—State, Modesto, Calif.—Fifth Avenue, Seattle, Wash.—State, Spokane, Wash.—Liberty, Wenatchee, Wash.
 Mt. Baker, Bellingham, Wash.—Midland, Kansas City, Mo.—Missouri, St. Joseph, Mo.—Gillioz, Monett, Mo.—Grand, Topeka, Ks.
 Rigney, Albany, Mo.—Iola, Iola, Ks.—Sosna, Manhattan, Ks.—Rivoli, Beatrice, Nebr.—Michigan, Jackson, Mich.—Temple, Saginaw, Mich.
 State, Kalamazoo, Mich.—Imperial, Asheville, N. C.—Columbia Theatre, Portsmouth, Ohio—Smoot Theatre, Parkersburg, W. Va.
 Regent Theatre, Springfield, Ohio—Palace Theatre, Henderson, Tex.—Paramount Theatre, Marshall, Tex.—Texan, Greenville, Tex.
 Texan, Mt. Pleasant, Tex.—Palace, Colorado, Tex.—Iris, Terrell, Tex.—Capitol, Litchfield, Ill.—United Artists Theatre, Chicago, Ill.
 Liberty, Vandalia, Ill.—Calvin, Washington, Mo.—Liberty, Mexico, Mo.—Grand, Mt. Olive, Ill.—Coliseum, Tillamook, Ore.
 Lark, McMinnville, Ore.—Ritz, Payette, Idaho—Warner Brothers Theatre, Aberdeen, Wash.—Orpheum, Twin Falls, Idaho
 Egyptian, Park City, Utah—Princess, Sausalito, Calif.—Avenal, Avenal, Calif.—Honolulu—Fox Theatre, Hutchinson, Ks.
 Beyers, Excelsior Springs, Mo.—Dixie, Odessa, Mo.—Binney, Pattonsburg, Mo.—Micklo, Braymer, Mo.—Courter, Gallatin, Mo.
 Indiana, Bloomington, Ind.—Mars, Lafayette, Ind.

All 42nd St. Theatres May Turn to Films

(Continued from page 1)

operates some of the houses and Max A. Cohen has others.

The Times Square and Cameo are the only two other film houses on the street, the former on the west side of 8th Ave. and the latter, showing foreign films, is located between 6th and 7th Aves.

No other street in the world has as many theatres concentrated so closely. Morning and afternoon admissions in all film houses are scaled at a dime and in the evening the price is boosted to 25 cents. All of the theatres open before film employees report for work at exchanges and home offices and many do not close until 2 A. M. and 3 A. M.

The nearest theatres to the 42nd St. crosstown are the Cohan and the Stanley, the former operated by Cohen and the latter independently.

Report Paramount in Deal

Paramount, which has the Paramount at 43rd St. and Broadway, was yesterday reported to have closed a partnership deal with B. S. Moss and Harry Charnas whereby the Criterion, located between 44th and 45th St. and Broadway, will play the carry-over pictures from the de luxe house. The deal, it is said, will become effective next month. The Criterion within the past few months has played six Paramount pictures first run and today will open with "Lives of a Bengal Lancer," a Paramount revival.

In addition to this, Paramount on Wednesday night opened "High, Wide and Handsome" as a roadshow at the Astor on a percentage-of-the-profits arrangement with Loew's. On Aug. 4, the same company will have another two-a-day on Broadway when "Souls at Sea" makes its debut at the Globe.

The lone two theatres on Broadway not using films are the Oriental, playing colored stage shows, and the Winter Garden, recently closed after an extended engagement of "The Show Is On."

W. F. Haycock Candidate

CALLAWAY, Neb., July 22.—W. F. Haycock, formerly operator of the Star here, has filed as Democratic candidate for the State Railway Commission. As a member of the unicameral legislature, Haycock fought against anti-theatre bills and was chairman of the committee which killed the licensing measure. That bill, if passed, would have put control of exchanges and theatres in hands of the rail commission.

Form Delaware Firm

DOVER, July 22.—National Capital Film Libraries, Inc., has been formed here to engage in the motion picture business. Capital of \$25,000 is listed. Incorporators are Horace Ashton, Edmund Belcher of Washington and Ralph S. Parr of Chevy Chase, Md.

Manheimer Joins M-G-M

HOLLYWOOD, July 22.—Albert Manheimer has joined the shorts department writing staff at M-G-M.

"Toast" Big at Music Hall; Harlow Film Off with Rush

(Continued from page 1)

product along Broadway and elsewhere registered in two other quarters as well. M-G-M reported the opening phases of the first day's take with "Saratoga," the final Jean Harlow film, at the Capitol was the best in years at that house. William F. Rodgers told MOTION PICTURE DAILY early last evening business there was "tremendous."

Telegraphic bulletins to M-G-M on out-of-town openings of the Harlow film included these statements from the distributor:

Opening simultaneously at Loew's State, Los Angeles, and Grauman's Chinese, Hollywood, the film far exceeded all records for the season thus far on the West Coast. As reported in MOTION PICTURE DAILY yesterday, two lines two blocks long greeted the opening at the former house, while at the Chinese the theatre was filled in less than an hour after opening and many standees thronged the spacious forecourt of the theatre. A special midnight show was added at the State. Yesterday the house opened at 9 A. M. to permit of an extra performance, while an extra show likewise was added at the Chinese.

In San Diego, opening business indicated a 50 per cent increase over "Captains Courageous." At the Fifth Avenue, Seattle, described by the distributor as a theatre "which has always proved an unusually reliable barometer of public approval," all opening day house records since "Tugboat Annie" were smashed.

Denver Reports Record

In Denver, the company reported a first day all-time record. Milwaukee reported another opening high with the exception of New Year's Eve and Thanksgiving Day opening. Asheville wired New York the first two days were the biggest in the history of the house playing the film. The Stanley, Philadelphia, reported its largest mid-week attendance, while at the Strand, Portland, Me., the previous high held by "Captains Courageous" made way for a new attendance peak with "Saratoga."

Paramount rested slightly on the oars yesterday following a successful opening of "High, Wide and Handsome" at the Astor Theatre Wednesday evening. The New York critics "went to town" in praise of the attraction.

Veterans See Fisk Film

Fifty officers of the Ninth Regiment Veterans Ass'n attended the world premiere of "The Toast of New York" at the Music Hall last night. Jim Fisk, leading figure in the film, served as commander of the old Ninth following the Civil War.

RKO Loans Writers

HOLLYWOOD, July 22.—Maxwell Shane, writer, has been loaned by RKO to Paramount. From the same company, Walter Wanger has borrowed Irwin Shaw.

Walter Ferris, writer at 20th Century-Fox, has been borrowed by M-G-M for additional work on the script of "A Yank at Oxford."

Farmers Only

Lake Park, Iowa, July 22.—The State here will admit farm people free to the evening shows on Wednesday evenings during the summer. The town folks are admitted only to the early show on that date.

Color Laboratory Is Opened in Budapest

By ENDRE HEVESI

BUDAPEST, July 10.—A color laboratory, the first in Central Europe, has been started here, under the name of Filmgrafika. It is planned to use two types of apparatus, both Hungarian inventions, for color film production, one for taking negatives and the other for making positive prints. It is claimed that the cameras will produce color work the equal of American and English systems.

A new producing company has been formed here, Budapest Filmgyarto, Ltd., of which the managing director is Janos Smolka. The company plans six features a year in the Hungarian language, which is considered a large total, since most native producers make only one or two each year.

In general there is a tendency in the country to build larger producing companies, backed by ample capital, for permanent production. Thus it is believed by observers here the small firms with insufficient capital will be forced out of business.

American product still dominates the Hungarian market, with American releases in a recent period of 10 months totaling 38 to 24 German and 24 Hungarian films.

U. S. Furnishes 100 Of 163 Japan Films

By TETSUYA MORI

TOKIO, July 1.—A total of 163 features were released in Japan during the first six months of 1937, a decrease of nine from the total of 172 released during the first six months of 1936.

Approximately 100 of the 163 features were from the United States, as follows: Columbia, 26; M-G-M, 19; RKO, 10; United Artists, eight; Paramount, 20; Warners, 16; Universal, 14; 20th Century-Fox, 10.

* * *

Newsreels are becoming increasingly popular with Japanese audiences, and the building of newsreel theatres is a development of major importance in the industry in this country.

One of the leading factors in the rise of the newsreel was the speedy delivery of prints of the British Coronation. The public's interest in newsreels was so excited by the Coronation subjects that the news theatres are enjoying better business in many cases than houses showing features. Seeking to control the newsreel field, S. Shirai, president of Shinko Film Prod. Co., is reported having decided to establish Japan Short Subjects and Newsfilm Co. on Osaka.

Trailers Shortened 50% Under New Plan

HOLLYWOOD, July 22.—Exhibitors have caused a revolution in the making of trailers in which cuts approximately as high as 50 per cent and elimination of superlatives and excessive action have been achieved, it was disclosed today when National Screen Service announced that its surveys and that of major studios among theatre men have proved that trailers of about 200 feet were most acceptable.

Also meeting with disapproval were the verbose plaudits given the pictures in trailers' titles and narration.

A year ago, trailers approximated from 350 to 450 feet in length, as compared to those of from 500 to 800 feet when sound first came in.

National Screen, in its survey found that many theatre operators were cutting the trailers to fit in their programs. This threw the trailers out of synchronization, because the sound track plays 19 frames ahead of the screened image.

The change in the reduction of footage of the trailers, called "prevues" (a patented word) by National Screen, has come gradually in the last six months when results of the surveys, of which 20th Century-Fox took the first, became known. Not only have excessive running time and wordage been eliminated, but the style of trailers is changing. There is no set rule or formula for the prevue.

Tries Trailer Tints

HOLLYWOOD, July 22.—M-G-M is experimenting with sepia tinting in trailers. The two-week advance trailer of "The Firefly" will be in part black and white and part sepia, with the narrator explaining the new tint. If the trailer's new dress goes over, M-G-M may tint all of its trailers.

To Roadshow "Firefly"

HOLLYWOOD, July 22.—M-G-M today stated that "The Firefly" will be roadshown. The picture will have its premiere at the Four Star here on Aug. 6 on a two-a-day basis. A \$5 top will prevail at the opening.

Empire Will Market 36 British Features

(Continued from page 1)

an American delegation consisting of J. J. Milstein of Republic, Arthur A. Lee, president of G. B., Herbert J. Yates of Consolidated Films, Jack Skirball of Educational, and Harvey Day of TerryToons.

Oscar Hanson, president, who is recovering from an operation, was unable to attend.

Zukors Plan Europe Trip

HOLLYWOOD, July 22.—Adolph Zukor and Mrs. Zukor will leave here Aug. 13 en route to New York from where they will sail Aug. 25 on the Queen Mary for trip to England and the Continent. Zukor will be away from the studios for six weeks or more.

Liebeskind to Visit

BUENOS AIRES, July 22.—Nat Liebeskind, director general of RKO Radio Pictures Argentina, S. A., plans a visit to New York in September.

"Ask the Boys who saw
it at the Trade Shows!"

**M-G-M's "TOPPER"
Trade Shows**

Oklahoma City, Okla.
Bellefontaine, Ohio
Tulsa, Okla.
Fort Worth, Texas
Portland, Ore.
Albany, N. Y.
New York, N. Y.
New Orleans, La.
San Antonio, Texas
San Francisco, Cal.
Wichita, Kan.
Detroit, Mich.
Charlotte, N. C.
Raleigh, N. C.
Columbia, S. C.
Seattle, Wash.
Milwaukee, Wis.
Salina, Kan.
Denver, Colo.
Memphis, Tenn.
Biloxi, Miss.
Atlanta, Ga.
Washington, D. C.
Columbus, Ohio
Dayton, Ohio
Houston, Texas
Buffalo, N. Y.
Cincinnati, Ohio
Madison, Wis.
Green Bay, Wis.
Wausau, Wis.
Los Angeles, Cal.
Kansas City, Mo.
Des Moines, Iowa
Omaha, Neb.
New Haven, Conn.
Boston, Mass.
Cleveland, Ohio
Rochester, N. Y.
Syracuse, N. Y.
Litchfield, Ill.
Salt Lake City, Utah
Ottumwa, Iowa
Davenport, Iowa
Grand Island, Neb.
Gloversville, N. Y.
Dallas, Texas
Mattoon, Ill.
Waterloo, Iowa
Fort Dodge, Iowa
Norfolk, Neb.
Benton, Ill.
Sioux City, Iowa
Lawrenceville, Ill.
Carroll, Iowa
Indianapolis, Ind.
Carbondale, Ill.
Sikeston, Mo.
Quincy, Ill.
Chicago, Ill.
Sioux Falls, S. D.
 Fargo, N. D.
 Mitchell, S. D.
 Duluth, Minn.
 Mankato, Minn.
 Grand Forks, N. D.
 Huron, S. D.
 Superior, Wisc.
 Austin, Minn.
 Aberdeen, S. D.
 Hibbing, Minn.
 Winona, Minn.
 Minot, N. D.
 Watertown, S. D.
 Virginia, Minn.
 Eau Claire, Wisc.
 Jamestown, N. D.
 St. Cloud, Minn.
 and more!

TOPPER

"TOPPER" a Great Comedy starring

CONSTANCE BENNETT, CARY GRANT, ROLAND YOUNG,
BILLIE BURKE, Alan Mowbray, Eugene Pallette. Directed by
Norman Z. McLeod, Associate Producer Milton H. Bren. Screen
Play by Jack Jevne, Eric Hatch and Eddie Moran. Based on the novel
by Thorne Smith. A Hal Roach, Metro-Goldwyn-Mayer Picture.

Telegrams Pouring In!

FROM NEW ORLEANS—

"Trade showing 'TOPPER' State Theatre here last night great success. Representatives of over hundred ten theatres this territory and all local newspaper critics present. 'TOPPER' laid them in the aisles and this no exaggeration. It is great entertainment."

FROM LOS ANGELES—

"'TOPPER' trade showing attended by three hundred fifty men and women. Reaction exceptionally good. Opinion is that public will go for this unusual picture in a big way."

FROM SEATTLE—

"Exhibitors reaction trade showing 'TOPPER' was unanimous that it is an outstanding comedy hit and a great audience picture and that it should be outstanding box-office."

FROM PORTLAND—

"Reaction trade showing 'TOPPER' very favorable. Kept audience in laughter all the way through. Audiences will love it!"

FROM MEMPHIS—

"Big crowd packed 'TOPPER' trade show. All of the comments were favorable. Consensus of opinion as expressed assures us we have a picture which will do exceptionally good business in this territory."

More Wires Every Day!

FROM DETROIT—

"'TOPPER' previewed last night United Artists Theatre here to three hundred representatives, theatre owners and managers and circuit executives. Novelty of plot and excellent performances by splendid cast evoked enthusiastic approval on parts of all. Swell entertainment and a natural for profitable showmanship. Congratulations!"

FROM MEMPHIS—

"Press and trade unanimous that 'TOPPER' hilarious picture is a most enjoyable one from every angle. All believe picture should enjoy excellent business."

FROM MILWAUKEE—

"'TOPPER' trade showings Milwaukee, Madison and Green Bay reactions excellent. Opinion, excellent box-office property."

FROM CLEVELAND—

"'TOPPER' screening met enthusiastic response. Audience comment excellent and rated here great box-office opportunity for alert showmanship."

FROM ST. LOUIS—

"Reaction 'TOPPER' is fine entertainment with plenty of laughs. At Litchfield expression of theatre manager was that it should roll them out of their chairs. At St. Louis, the Globe Democrat had cameraman take candid pictures of those attending screening to show reaction of people."

"TOPPER" TODAY

S.R.O.

THIS PICTURE HAS TERRIFIC DRAMA!

Metro-Goldwyn-Mayer made "Men in White", the first romantic production of life behind a hospital's walls . . . They followed with the thrilling hit, "Society Doctor" . . . You will now see M-G-M's new drama of the conflict that arises in the hearts of men and women thrown together in the excitement and stress of their profession.

As the thrill-stricken nurse who wanted him to be part of her world.



**VIRGINIA
BRUCE**

An exotic role for this beauty that excels even her famed performance in "Great Ziegfeld."

He was caught in a strange triangle "BETWEEN TWO WOMEN"



**FRANCHOT
TONE**

He has played many exciting parts on the screen and now comes another truly appealing performance

As the nurse who went to see him in the arms of another



**MAUREEN
O'SULLIVAN**

Fresh from her winsome appearance in "A Day at the Races," She has a touching and heart-stirring role

**ADDED
FEATURETTES**

Rhythm and Romance in the
Capital of the World's Gates
**CARNIVAL IN
PARIS**
M-G-M Miniature Musical

Fitzpatrick Traveltalk
FLORAL JAPAN
in Technicolor

**NEWS OF THE
DAY**

"Interesting As Life Itself"

BETWEEN TWO WOMEN

Screen play by Frederick Stephani and Marion Parsonnet
Directed by George B. Seitz

An M-G-M Picture



Starts TOMORROW at **LOEW'S**

Coming
"TOPPER" is the Talk
of Hollywood
Watch for M-G-M's new comedy sensation!



Advertising angle for the Box-office!

GRADE A!

That's what showmen are reporting to us and we're telling you that "BETWEEN TWO WOMEN", M-G-M's exciting romantic-drama is the kind of show the masses enjoy!

A TYPICAL TELEGRAM: "Believe every exhibitor should be advised of exceptional box-office merit of 'Between Two Women.' My audience loved it and business was excellent. Thanks M-G-M."

Friday, July 23, 1937

Eastern Producers Promise Guild Aid

(Continued from page 1)

given verbal assurance of cooperation includes Vitaphone, Educational, Mentone, Audio Prod. and others, it was stated.

The guild office reported that the signing of eastern talent is progressing at a steady pace and that with the cooperation of Chorus Equity it is expected that the guild will be able to present a solid front in the ranks of desirable eastern talent within the next few weeks.

Meet on Union Deals

John Gatelee, I.A.T.S.E. representative, yesterday met with home office exchange operations' heads and discussed wage scales and minimum working hours for several key cities. Up to yesterday arrangements for 19 exchange centers had been set.

Omaha Drivers Ask Increase in Wages

OMAHA, July 22.—Demands of the Omaha Film Exchange Employees' Union for minimum wages of \$28 a week on four routes and \$30 a week on a fifth route for eight drivers of the Omaha Film Transport Co. have been rejected by Glenn Rogers, owner.

Rogers countered with proposals for a mileage rate of 2 1/4 cents, the rate paid to drivers in the Omaha Teamsters Union, and representing a 15 per cent increase over present wages of film truckers.

The union, which also demanded and was refused a closed shop and one week's vacation a year, has not accepted this offer yet. Rogers' drivers work only four days a week.

Branch managers here have received officially the union demands for back room employees, submitted by President Charles Lorenz, M-G-M shipper, and Sid McArdle, business agent, United Artists shipper.

Employees Walk Out In 3 Florida Spots

WEST TAMPA, Fla., July 22.—Employees of the Royal here have joined a strike of theatre doormen, cashiers and ushers which started Monday with a walkout of these employees at the Ritz and Casino in Ybor City.

The Royal and Casino were closed last night. The Ritz remained open and was picketed by strikers who are asking union recognition, reinstatement of a number of discharged employees, shorter hours and more pay. They state that Fred Raoul, southern representative of the union, is en route here to assist in the drive.

Producer Group Set To Meet Directors

HOLLYWOOD, July 22.—Having received from the Screen Directors' Guild a request to negotiate a collective bargaining contract, individual studio heads today appointed for the purpose a committee consisting of Jack Warner, Darryl F. Zanuck and Edward J. Mannix to hear the directors' demand and to consider whether further discussion is advisable.

Howard Hawks, Rouben Mamoulian and Edward Sutherland will represent the directors.

Going Too Far

MEXICO CITY, July 22.—A liberal concession granted a theatre to encourage film entertainment in Puebla City, an old town near here, was revoked by the Puebla state legislature who figured that allowing the theatre to use part of the city hall rent free and to be exempt from state and municipal taxes for 25 years was going a bit too far.

Strike Closes Houses In Two Mexico Towns

By JAMES LOCKHART

MEXICO CITY, July 22.—Labor troubles today resulted in the closing of theatres in Tampico and Toluca, both very important towns. The closures were caused by a strike instituted by employees who charged exhibitors with unfair practices.

The shutdown in Toluca was accompanied by a boycott in which other labor unions participated as a means of forcing exhibitors to sign collective working contracts calling for higher wages than are now in effect and for the establishment of various other labor benefits.

Prohibit Price Changes

MEXICO CITY, July 22.—Theatres must charge at their box-offices admission rates that appear in their advertisements or they will be fined and otherwise penalized the civic amusements department has warned. Some exhibitors, the department has found, either omit mention of admission prices in their publicity or fail to specify it clearly and charge prices higher than those announced or the public is given to expect by the advertising.

Resorts Use State Films

MADISON, Wis., July 22.—Wisconsin resorts possessing projection equipment have availed themselves of the State Conservation Dept. film service to entertain summer guests. Schedules have been arranged to provide a different program for each week throughout the summer.

Thirty-three subjects are distributed in both 16 mm. and 35 mm. sizes, dealing primarily with wild life and conservation work. The only expense to the resort is the payment of transportation charges.

Church Turns Theatre

DEWESEE, Neb., July 22.—Assumption Church, directed by the Rev. Adrian Klepec, has gone into the theatre business. Father Klepec conceived the idea of using the 200-seat church auditorium for films to raise church revenue and aid merchants to attract trade. The town previously had not had a theatre.

Cohen Casts Miss Lillie

HOLLYWOOD, July 22.—Beatrice Lillie will make her first screen appearance under her new contract with Emanuel Cohen in Bing Crosby's next Paramount picture, "The Badge of Policeman O'Roon," based on an O. Henry story. Production will start early in October.

Justice Department Starts Jersey Probe

(Continued from page 1)

with the anti-trust suit filed some time ago by Moe Kridel of Orange.

Arthur Greenblatt, assistant to George W. Weeks, general sales manager of G. B., and temporarily managing the local exchange, will appear before Hartman today with Jack London of Fitelson & Mayer, attorneys for G. B.

Educational Films Survey Progressing

(Continued from page 1)

have been approved in whole or in part by the committee thus far.

Plans for the distribution and regular production of educational subjects are expected to be discussed and reported upon by the educational film committee of the M.P.P.D.A., of which Harry M. Warner is chairman, in the near future.

Consolidated Net in Quarter Is \$148,712

(Continued from page 1)

for the six months to June 30, also after deductions for depreciation and normal Federal tax, but before provision for Federal surtax and undistributed profits, of \$378,416.94, equal to 95 cents per share on the 400,000 outstanding preferred shares.

Issue Big "Forget" Book

Warners have turned out a 22 in. by 17 in. press book of 28 pages on "They Won't Forget" on heavy coated stock. The front page has a scene cut almost as big as a one-sheet. In the lower right hand corner are the words: "First Edition—theatre supplement to follow."

S. Charles Einfeld says it's the "most comprehensive" campaign book ever turned out by the company. It has three pages of stunts and three national tieups. In the exploitation section is a full-page detachable worksheet for exhibitors' campaigns.

"Vogues" Pressbook Out

United Artists has turned out an elaborate pressbook on "Walter Wanger's Vogues of 1938." The work of the U. A. staff under Monroe Greenthal and Hal Horne and his assistants in the Wanger organization, the book is divided into three perforated sections, and contains nine pages of national cooperative tieups on the film, including the rayon industry. There are in addition an advertising section and 19 pages of exploitation and publicity material.

Plan Dinner for Morris

BOSTON, July 22.—A dinner is being planned for Victor Morris, who will retire next month after having managed Loew's Orpheum here for 27 years. J. H. Brennan of the M. P. T. O. has been appointed chairman of the committee in charge, while Joseph DiPesa has charge of publicity. DiPesa is Loew publicist here, while Brennan for years managed Loew's State. A committee-at-large is being formed.

Stromberg to Europe

HOLLYWOOD, July 22.—Hunt Stromberg is en route to New York and Europe. He is due in New York Saturday.

Production at 51; New Summer Mark

(Continued from page 1)

"This Is My Wife," Monogram—"God's Country and the Man," Paramount—"Arizona Ames," 20th Century-Fox, "Look Out, Mr. Moto," Universal—"Sudden Bill Dorn" and "Midnight Raiders."

The tally by studios:

Columbia finished one, is shooting three, preparing one, editing two; Goldwyn, zero, two, zero, two; Grand National, zero, three, one, three; M-G-M, zero, eight, zero, two; Monogram, zero, two, three, one; Paramount, two, three, one, 12; Republic, zero, one, two, four; RKO, zero, seven, two, three; Selznick, zero, two, zero, one; 20th Century-Fox, one, five, three, seven; Universal, zero, seven, zero, one; Wanger, zero, two, zero, two; Warners, five, six, zero, 29.

Three short subjects—two at M-G-M and one at Columbia—were started and are still shooting. M-G-M finished one; Warners, one. Five are preparing, nine editing.

Sells Away from M. & P.

BOSTON, July 22.—Columbia has sold away from M. & P. in two New England spots. Lloyd Bridgman has a contract for the Broadway in Dover, N. H., which takes the list away from the Strand. W. J. Lavery has taken the product for the Lafayette in Haverhill, away from the Paramount. Negotiations for other sellaways are in progress.

Starts Color Library

HOLLYWOOD, July 22.—Hal C. Kern, film editor of Selznick International, is compiling a library of stock shots in Technicolor gathered from all parts of the world. He now has about 65,000 feet for the first color film stock library.

Bondy Is Distributor

"Excursions in Science, No. 4," produced by General Electric and reviewed yesterday in MOTION PICTURE DAILY, is being distributed by Al O. Bondy.

**NATION-WIDE
AIR EXPRESS—
FASTEST!**

• 2500 miles overnight by super-swift AIR EXPRESS. Nation-wide air and air-rail service. For rates, schedules, phone AIR EXPRESS Division, RAILWAY EXPRESS.

THE BIGGEST HOT WEATHER

**RADIO CITY MUSIC HALL
INCREASING IN THE LINE**

R K O
RADIO
PICTURES

HIT NEW YORK EVER SAW!

**SOLD OUT...WITH CROWDS
UP AS WE GO TO PRESS!**



Radio Personals

E. P. H. JAMES, sales promotion manager, NBC, and **Willis B. Parsons** of the sales promotion staff, leave on vacation today . . . Vacationers at other stations, beginning this week, are **Ed J. Content**, assistant chief engineer, WOR; **Charles Singer**, supervisor of the WOR transmitter; **Al Simon**, publicity head at WHN, and **Joe Israels**, publicist . . . **Jerry Mann**, "Hammerstein Music Hall" comic, celebrates a birthday July 31 . . . **Bob Schmid**, Mutual-WOR executive, postcards from Switzerland, and adds, "from here, back to Vienna, and home" . . . **Margaret Speaks**, of the "Voice of Firestone," leaves the program Aug. 2 on vacation . . . **Randolph Scott** replaces **Madeleine Carroll** as the guest star on the "Sunday Night Party" July 25.

Gladys Miller at N. Y. U.

Gladys Miller, who was responsible for the Bigelow-Sanford Co.'s "Hollywood Room Recipes" series over the networks last fall and in transcription form this spring and who is now president of Service Programs, Inc., has just been appointed to the faculty of the School of Retailing of New York University.

Wynn Murray to Sealtest

Wynn Murray, the "Babes in Arms" singer who was reported as being signed for a permanent berth on the forthcoming Coca Cola series on CBS, has been signed also for a run on the Sealtest "Sunday Night Party," beginning two weeks hence, according to a usually reliable source.

A. F. M. Cracking Down on Records and Transcriptions

The American Federation of Musicians has issued an order instructing all orchestras not to enter into any contract for the making of phonograph records or electrical transcriptions beyond Aug. 14. The order is designed to curtail the use of recordings by radio stations.

Any effort to enjoin radio against the use of such recordings would meet resistance on copyright grounds, it was indicated. If radio stations persist in using the records, the union says it will prosecute and seek a test ruling.

President **Joseph N. Weber** of the A. F. of M., in his letter to union members, asked that they obey his request, stating "this is imperative, for the reason that the A. F. of M. will, in the very near future, confer with all recording and electrical corporations, as well as radio stations, in reference to the proper use of records so that they may not continue to destroy employment opportunities for musicians. Any member violating this order will place his membership in the Federation in jeopardy."

Union officials plan to have phonograph records labeled: "This record is sold for home use only. Persons using it for other purposes will be prosecuted."

The A. F. of M. executive board will meet in New York next Thursday to discuss the situation, and station owners have been invited to attend. Meanwhile, the board will meet July 26 to discuss a proposed ban on remote broadcasts by A. F. of M. members.

WJW, Not WMJ, in Deal

Through a typographical error, it was recorded in *MOTION PICTURE DAILY* of July 20 that **WWJ**, Detroit, had recognized its organized employees, granting salary increases and other benefits. Actually, the station in the deal was **WJW**, of Akron, O.

To Pass the Time

From her press agent: "GoGo DeLys likes toys. The collection she took with her on the train to Hollywood included a **Donald Duck**, a **bunny rabbit**, a **teddy bear**, a **briar rabbit**, and a **toy auto**."

Benford Joins WOR For Comment Series

Charles Benford has been signed to present a new series of commentaries five nights a week over WOR, beginning July 26, taking **Gabriel Heatter's** spots for four weeks while the latter is on vacation. Benford will be heard Monday through Thursday from 9 to 9:15 P. M., and Sundays from 7:15 to 7:30 P. M.

Upon Heatter's return to the station, Benford will begin a schedule of his own, the dates and time to be announced later.

Benford comes to WOR from WOL, Mutual's Washington affiliate, where he was director of the educational department in charge of editorial broadcasts, news periods, and special features on civic events.

Competition Severe In Montevideo Radio

MONTEVIDEO, July 12.—Beside the two official stations, CX4 and CX6, there are 20 broadcasting stations here, including CX38, opened recently. The competition among the stations results in a ruinous decrease of profits to the station operators.

Some performers actually earn less than the equivalent of \$1 per performance. The stations make very liberal use of discs, and one uses discs exclusively.

Celler Warns on Opposing Government Station Bill

(Continued from page 1)

address delivered this week over Station WOL, incorporated by him in today's *Congressional Record*.

"Unfortunately," he said, "the National Ass'n of Broadcasters, a distinguished and representative group, has gone on record in opposition to my bill. I believe this is most ill-advised. The broadcasters who oppose the bill are standing in their own light."

Denying that the Government station would, as feared, "be the entering wedge into Governmental control of radio in general," the Congressman asserted himself in favor of the maintenance of all other stations on the present private basis and declared "our radio system, despite certain besetting evils of commercialism, is still the greatest in the world, thanks to private control."

Celler explained that the proposed

Government station would enable America to answer the propaganda of Russia, Germany and Italy and "set aright the inhabitants of those nations and show them the way of democracy."

"Every nation in the world has a broadcasting station except the United States," he pointed out. "We certainly should not be the exception. We should be permitted to defend ourselves over the air against foreign and unfair attacks."

Opportunity would be given private companies to use the facilities of the Government station, Celler explained.

"I hold no brief for Government operation of radio stations," he concluded. "My bill is utterly foreign to any design to hurt private broadcasting."

WMCA Signs Critic For London Dramas

Donald Flamm, president of WMCA, who returned yesterday on the *Saturnia* from a five-week trip abroad, revealed that he had signed **J. W. Marriott**, English author and critic, to serve as his station's European play critic.

Marriott will be a first nighter at all the new British plays, and will cable his impressions to New York, where they will be broadcast over WMCA and the Inter-City network by a local critic. This will be the first time that this arrangement has been attempted, it is believed. The five-hour difference in time between London and New York will assure a review of the plays from New York the nights they open in London.

Socolow and Murray To WQXR Sales Staff

Albert N. Socolow, formerly of the *New York American*, and **John M. Murray**, formerly of *Esquire*, have been added to the sales department of WQXR. The increase in personnel is in anticipation of increased advertising schedules in the fall, when WQXR enters its second year as a commercial station.

Contracts for daily spot announcements on WQXR have recently been placed by the following advertisers: Buckingham Hotel, **Clement E. Merowit & Co.**, **West Disinfecting Co.**, and **Grayrock-on-Sound**.

Cooper's Libel Suit Against WHO Ended

DES MOINES, July 22.—**Harold M. Cooper**, former chairman of the Iowa Liquor Control Commission, has dropped his \$100,000 libel suit against the Central Broadcasting Co. station, WHO, **Verne Marshall** and the *Gazette Co. of Cedar Rapids*.

The suit was one of two filed last December growing out of broadcasts made by Marshall over two radio stations and the printing of his speeches in the *Cedar Rapids Gazette*, of which he was editor. Cooper's suit against Marshall and the *Gazette Co.*, and the Iowa Broadcasting Co., radio station WMT, is still pending.

Six Weeks, Not Months

Issuing a press release that the "Three Little Funsters" were leaving WMCA for six months to work in pictures in Hollywood, which was printed yesterday, the station yesterday admitted that it had made an error, and asked that the report be corrected. Actually, the "Funsters" will be in Hollywood for a six-week period, not six months. Additionally, their program will not be canceled during their absence. Guest stars will serve on the series during their absence.

Gets 4 Concert Dates

Lucy Monroe, of radio and the Metropolitan Opera, has been engaged for four concert dates. On July 31 and Aug. 4 she will be the soloist with the Philadelphia Orchestra in two concerts at **Robin Hood Dell**, Philadelphia. Additionally, Miss Monroe will sing **Musetta** in "La Boheme" in two performances with the Philadelphia Orchestra, **Alexander Smallens** conducting, Aug. 10-11.

WMCA
NEW YORK'S
OWN STATION

Leads in
PROGRAM
PLANNING

THE
Early Risers
CLUB

DAILY ~ 7:00 ~ 7:45 AM

**WOW Has Campaign
On "Sell Americans"**

FORT WAYNE, July 22. — "Sell America to Americans" is the theme of a new program, "Answer Me This," heard over WOW, at 8:30 P. M., Tuesday evenings.

Using information forwarded by the U. S. Government, Stanley Neeham and Jimmy Jackson, the young men who conduct the program, ask and answer questions regarding a center of interest in the United States. The mail response to this feature was instantaneous and beyond expectations. Upon request the listener is forwarded the material used on the program.

Carter Signed for Series

PITTSBURGH, July 22.—Jerome Wolk and Brother, furriers, have signed Robert Carter, tenor, for a 15-minute program once a week for 13 weeks over WCAE. It will go on every Thursday night at 7:45 P. M., beginning July 29. This show will replace "Pittsburgh Backstage," conducted by Walt Framer and Nan Grayson, for the Wolk outfit on the same station.

Complete Ina Claire Choices

NBC has selected the final two vehicles for the cycle of three Ina Claire presentations, which will get underway Sunday with "Madame Sans-Gene." The Aug. 1 vehicle will be the Barrie play, "What Every Woman Knows," and on Aug. 8 "Camille" will be the offering. Osgood Perkins will be Miss Claire's principal support in all three vehicles.

Skol Renews on WOR

Skol, Inc., yesterday renewed its participation sponsorship of the Martha Deane program on WOR, effective immediately. The Peck agency handled the renewal.

Renewed also yesterday over WOR was the Allie Lowe Mile participation program by the Sherwin-Williams Paint Co., for 13 weeks, effective Sept. 8. T. J. Maloney is the agency.

"Little Show" on Network

"The Little Show," musical variety program heard locally only over WBZ and WBZA, Boston, will be drafted as a network show by NBC over the Blue network, beginning tomorrow at 5 P. M. It will continue to originate from Boston.

Ebenstein Visiting Stations

Herbert R. Ebenstein, president of the Atlas Radio Corp., left yesterday on a tour of radio stations. Cities he will visit include Cleveland, Detroit, Cincinnati, Memphis, New Orleans, Atlanta and Charlotte.

On Upper State Tour

Genevieve Pace, general manager of the Script Library, will tour upper New York state beginning Saturday on a two-week combination business and vacation trip, seeing people and stations.

"Wife Saver" Ends Aug. 26

Allan Prescott's "Wife Saver" program will be heard for the last time on the NBC-Red network Aug. 26. The cancellation was delivered yesterday. The Peck agency handles the account.

**New EXLO Studios
Ready in 2 Months**

SAN DIEGO, July 22.—XELO is expected to go on the air from its new Tijuana studios in about two months. The station will use a frequency of 670 kilocycles with a power of 2,500 watts. This is expected to be boosted to 5,000. Bill E. Branch is listed as owner of the station.

Tijuana is 17 miles across the border from San Diego, where reception already is badly jammed by Mexican stations. Several applicants are seeking permits for a new station in San Diego with an eye to CBS affiliation, the city being without CBS coverage.

Meanwhile, XEMO, Tijuana broadcaster, soon will boost its wattage from 5,000 to 10,000.

Neblett on KWK Sports

COLUMBUS, July 22.—John F. Neblett, who recently joined the staff of WBNS, coming from KWK, St. Louis, replaces William McKinnon as sports commentator handling the local Red Bird ball games for Wheaties and Socony-Vacuum. He also handles the "Street Reporter" program.

McKinnon, who is sports editor of the *Columbus Dispatch*, will devote the major portion of his time to the desk, although he will continue to broadcast sports events for his paper.

KSL Adds Two Accounts

SALT LAKE CITY, July 22.—Consistent spot users on KSL, the Anderson Jewelry Co., with stores in Salt Lake and Ogden, have added 60 transcribed five-minute programs for daytime use over KSL. Anderson's also list a heavy time signal evening and daytime schedule on KSL. The account was placed through W. E. Featherstone.

Sears Roebuck & Co. of Salt Lake City has renewed morning news periods heard over KSL from 7 to 7:15 A. M. with a mid-day Sunday spot.

New WLS Program Starts

CHICAGO, July 22.—"How I Met My Husband" is a new broadcast over WLS. The Armand Co., Des Moines, is the sponsor. The program will be given twice weekly at 11 A. M., C.S.T., on Tuesdays and Fridays. Cash prizes will be awarded listeners whose stories of how they met husbands are used for material in the sketches. Kay Campbell and Harry Edersvelt will play the leads.

To Air Ohio State Games

COLUMBUS, July 22.—The Ohio State University football games will be broadcast over WCOL, NBC outlet, this fall. This is the first time the local station has gone in for this type of broadcast, which is made possible by the university entertaining proposals from commercial sponsors. The airings will be under sponsorship of the Griffin Mfg. Co.

Frakes in Bradley KLZ Spot

DENVER, July 20.—Jerry Frakes is subbing on KLX for Bob Bradley, tenor, while the latter is in New York as a guest on the Heinz program, "Magazine of the Air," over CBS. Frakes is well known for his work on the NBC "Tums Show," was recently with WLW, and the Mutual Net.

Use Alarm Clock

"Early Risers' Club," which opens WMCA's schedule each morning at 7 A. M., uses an alarm clock to start the station on its broadcasting day. The idea came about quite by accident.

Ollie Penny, the engineer who opens the station in the morning, had purchased an alarm clock for home and left it in the studio overnight. The alarm was set for 7 A. M. Thus, while Alun Williams, commentator of the "Early Risers' Club" was exhorting his listeners to stay awake, the alarm went off. The idea has been retained.

**Business Meetings
Suggested by KMOX**

ST. LOUIS, July 22.—To bring advertisers and local dealers into closer contact with the station, KMOX has been inviting business organizations to hold their meetings in the studios. During the past few weeks more than 2,500 have attended sales and business conferences at the station. Organizations which have attended include Brown & Williamson, and dealers of Associated Grocers and General Grocers.

Seeks N. O. Channel

NEW ORLEANS, July 22.—Harold M. Wheelahan, manager of WSMB, Inc., told a communications commission examiner in Washington a new station which his company asks authority to build would be devoted principally to local programs of educational, religious and civic interest. It would operate on 1,500 kilocycles, unlimited time, with 100 watts power night and 250 watts power day. Wheelahan said the station would cost from \$14,000 to \$19,000 depending on location. WDSU is also asking authority to erect another station to handle its local programs.

WHKC Airs Symphony Concerts

COLUMBUS, July 22.—WHKC is airing symphony concerts from nearby Olentangy Park, where a 27-piece orchestra under direction of Abram Ruinsky is playing 10 Sunday programs under sponsorship of Standard Oil Co. of Ohio.

The park concerts are free, with ducats distributed by the oil company offices, but the station is handling the programs on a sustaining basis, with no credits being mentioned for the sponsor.

KCKN Using Clippings

KANSAS CITY, July 22.—The *Kansas City Kansan*, owner of KCKN, has evolved a promotion idea that is proving very effective. Each time an individual or commercial client is mentioned in the newspaper's radio column, the clips are mailed to them in an attractive folder.

Skelly Oil Renews in Iowa

DES MOINES, July 22.—The Skelly Oil Co. has renewed for 13 weeks the Iowa network Skelgas program featuring Les Hartman and his German band two quarter hours a week over KSO-WMT-KMA. Blackett, Sample Hummert is the agency.

**Chicago Stations in
Personnel Changes**

CHICAGO, July 22.—A number of changes in the personnel of local radio stations have been made this past week. Prominent among the new placements were at WIND where President Ralph Atlass named Charles Garland, WBBM sales executive, as his assistant and Hal Makelin of KXBY, Kansas City, as sales manager.

At WJJD Sales Manager Herb Sherman announces the addition of King Bard of WOOD, Grand Rapids, Mich., to his staff. New engineers at WJJD are William Klinker, Harry Berg and Larry Flavin.

Sherman Ellis is a newcomer on the sales staff at WBBM. Ellis just graduated from Princeton.

WCOL Airs Indian Story

COLUMBUS, July 22.—David Penn news commentator of WCOL, presented a resume of the life of Bill Moose, last of the Ohio tribe of Wyandotte Indians, whose complete Indian ritualistic funeral rites were held on nearby Wyandotte Hill. He also gave a colorful account of the history of this tribe as compiled by WCOL newsmen, the presentation being in the nature of a "feature story." It tied in with the regular news of the evening which the station airs at 10:30 P. M., E. S. T.

Whitcomb Back on Job

BOSTON, July 22.—Lewis Whitcomb, assistant manager at WEEL, was in his office last week for the first time in three months. He has been seriously ill with rheumatic fever and complications. Whitcomb is a former newspaper man who went to the present CBS leasehold as assistant manager from the desk of radio editor for the *Boston Post*.

Film Interviews Increase

BOSTON, July 22.—Ruth Moss of the Yankee network staff has been interviewing an increasing number of film exhibitors and distributors, together with a number of name stars appearing on local film house stages. Several personalities from local film ranks are scheduled to hit the airways during the remainder of this month.

Des Moines Games in Series

DES MOINES, July 22.—General Mills and Socony Vacuum, which have sponsored out-of-town baseball game airings over KSO, will also sponsor Des Moines home games during the second half of the season, with the broadcasting handled by Gene Shumate, KSO sports announcer.

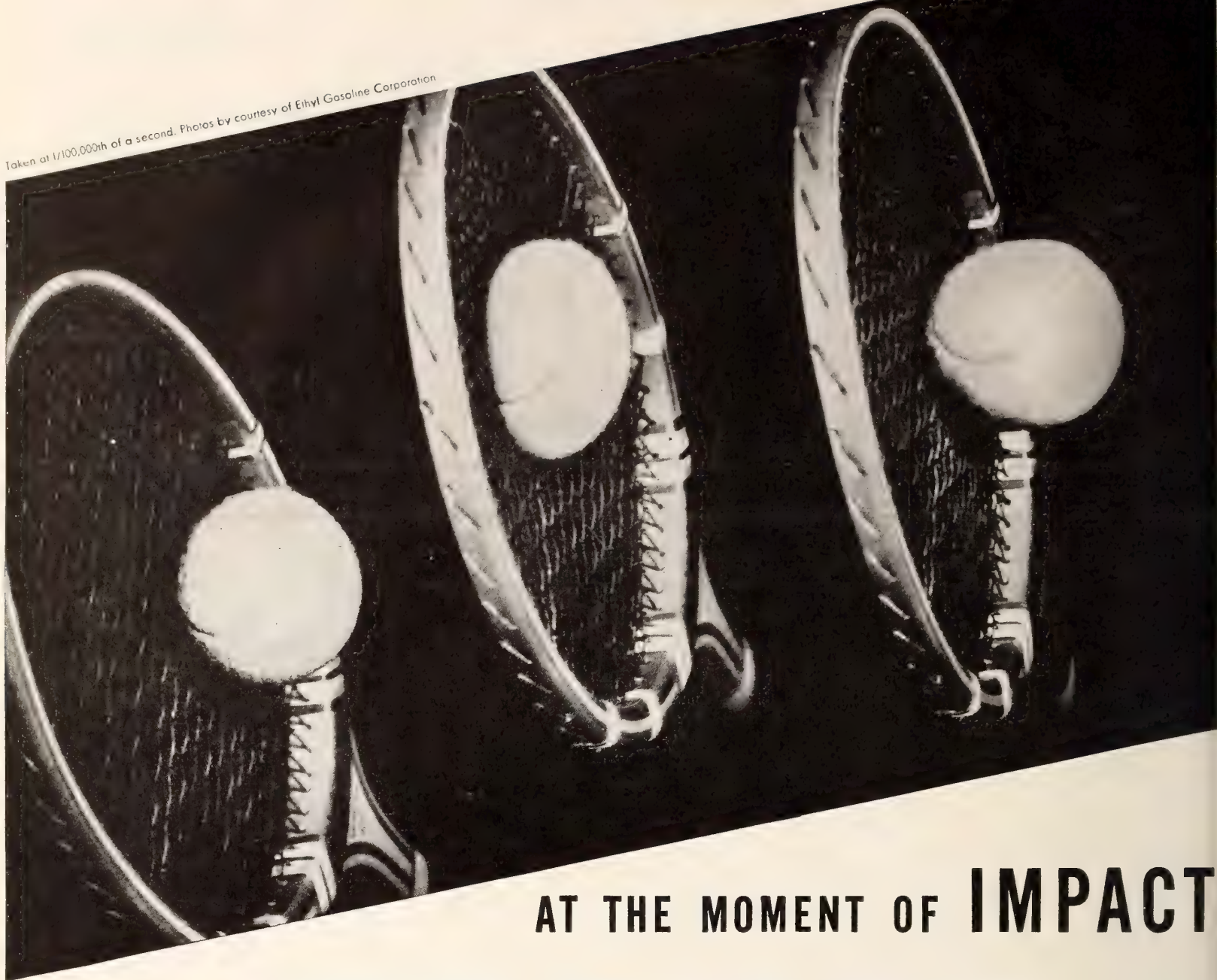
"Iowa Songfest" Adds KRNT

DES MOINES, July 22.—"Easy Iowa Songfest," a community sing and special vocals which originates on the stage of the Paramount in Cedar Rapids and has been featured several months over WMT, has added KRNT as a broadcast outlet. It is heard Sundays at 3 P. M.

Seek Purchase of WNAX

DES MOINES, July 22.—Gardner Cowles, Jr., and Luther Hill, both of Des Moines, have filed an application with the F. C. C. for authority to purchase WNAX at Yankton, S. D.

Taken at 1/100,000th of a second. Photos by courtesy of Ethyl Gasoline Corporation



AT THE MOMENT OF IMPACT

COLUMBIA IS THERE! In Wimbledon or Forest Hills . . . Princeton or Portland . . . Milwaukee or Carnoustie . . . broadcasting to the nation the most brilliant sporting-event schedule in CBS history. In tennis, golf, baseball, football, track, crew, horse, auto and yacht racing, Columbia is there! On the field of play . . . at the moment of impact . . . with the starter's gun . . . with all the thrills and all the details. Here's just part of Columbia's advance and exclusive sports schedule.

COLUMBIA BROADCASTING SYSTEM'S MAJOR SPORTS SCHEDULE (Partial Listing)

TENNIS

- U.S.—Germany Davis Cup Matches from England . . . July 17-20
- U.S.—England Davis Cup Finals July 24-26-27
- ★ The National Doubles Tennis Championship . . . August 23-28
- ★ The National Singles Tennis Championship . . . September 2-11

GOLF

- ★ The National Amateur Golf Championship . . . August 23-28
- ★ The Women's Amateur Golf Championship . . . October 4-9
- ★ The P. G. A. Championship May 1938

RACING

- ★ The Kentucky Derby May 1938
- ★ All 1938 races broadcast from Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks.
- Endeavor II vs. Ranger for the America's Cup . . . July 31 to close
- CBS will broadcast exclusively from the Official Boat of the Racing Committee of the New York Yacht Club, and from the U. S. Coast Guard Cutter Tahoe.
- Plus baseball and football, of course, on nationwide hook-ups.

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VOL. 42. NO. 20

NEW YORK, SATURDAY, JULY 24, 1937

TEN CENTS

Formal Order Is Signed for Roxy Transfer

20th-Fox to Get House After 30-Day Period

An order formally confirming the plan of reorganization for the Roxy Theatre was signed by Federal Judge Francis G. Caffey in the U. S. District Court yesterday after a hearing. The order also contained approval of the new first mortgage indenture and film franchise and disposed of all objections to the plan.

Closing of the contract under which 20th Century-Fox will take over the house is expected to take place immediately after the expiration of the required 30-day period. The order directs Howard S. Cullman, Roxy trustee, to continue the business until 20th Century-Fox takes possession and requires him to file a verified statement of all unexpired contracts and leases.

Approval was made possible by the
(Continued on page 3)

Thomson Is Due on Eastern Guild Deal

Final arrangements for establishing a Screen Actors' Guild shop in eastern studios on Aug. 1 will be made by Kenneth Thomson, executive secretary of the guild, who will arrive in New York by plane today from Hollywood. The organization will demand that all players engaged on production in the east after Aug. 1 be members of the guild and that its new wage scales and other contract provisions be recognized by eastern producers.

While in New York Thomson will also confer with John Golden, producer, on an offer that has been made him to star in the Broadway production, "Susan and God," next fall. If an agreement on the offer is reached Thomson will resign his guild post. The present status of the offer is indefinite and three or four other actors have been approached also for the part, it was learned.

Opera House Action Goes Over to Aug. 2

Harry M. Pimstein, attorney for RKO, yesterday agreed to postpone until Aug. 2 the hearing before N. Y. Supreme Court Justice Aaron Steuer of the K. P. Theatre Corp. suit against Warco Trading Co.

In its position, the RKO subsidiary seeks fulfillment of a contract with

(Continued on page 3)

Majors' Lawyers Confer in Newark

NEWARK, July 23.—Assistant Attorney General Hubert Harrington this afternoon held a preliminary and informal discussion with attorneys from all major companies except Universal and 20th Century-Fox in response to a complaint made to the Dep't of Justice by the Mosque here.

Chester Ligham, attorney for the independent house, stated his client could not secure product. The assertion was generally denied by counsel for the major companies.

Following the three and a half hour session at the Dep't of Justice headquarters, Harrington would not indicate what action was to be taken. He did say, however, that he would send a report of the meeting to Washington. No testimony was taken down, the hearing being in the form of a round table discussion, since no one was under subpoena.

Attorneys for 20th Century-Fox and Universal did not appear due to the secrecy of the complaint which

(Continued on page 3)

Revise Union Terms At Milwaukee, K. C.

Arrangements for inspects at Milwaukee and Kansas City exchanges have been slightly revised, following a two-day meeting at the Warner home office between I.A.T.S.E. representatives and home office executives.

The Kansas City discussions were concluded Thursday with Felix Snow, I.A.T.S.E. representative in Kansas City, and John Gatelee sitting in. The Milwaukee arrangement was changed yesterday.

Another meeting of union and home office representatives will be held Wednesday and Thursday when four or five of the 12 remaining situation are expected to be worked out.

Many Attend Allied Para. "Strike" Meet

CHICAGO, July 23.—The "strike" committee of National Allied, formed for the purpose of opposing and, if possible, correcting the allegedly unfair selling policy of Paramount, met here today at the Congress Hotel with exhibitor organizations from Indiana, Delaware, New Jersey, Pennsylvania, Wisconsin, Michigan, New England, Minnesota, Ohio and Chicago represented. Reports from various units indicated that exhibitors are overwhelmingly in favor of the strike and for the carrying out of the mandates of the Washington conference which are as follows:

(1) Cancellation by exhibitors of

(Continued on page 3)

Bill Pine Stung

New Orleans, July 23.—Bill Pine, C. B. DeMille's chief aide, was driving some of the members of "The Buccaneer" unit along a dirt road near New Iberia the other day. A wasp flew inside his open shirt front.

The car turned turtle. Dewey Wrigley, a cameraman, suffered a sprained knee. None of the others was injured. The wasp escaped.

Ticket Tax at New High, \$19,740,191

WASHINGTON, July 23.—Treasury receipts from the Federal tax on admissions rose to a new post-depression high during the fiscal year 1937, with a total of \$19,740,191.78, an increase of \$2,628,016.32 over the \$17,112,175.46 collected in the previous fiscal year, it was announced today by the Internal Revenue Bureau.

Collections in June, it was reported, rose to the highest point reached so far this year, \$1,874,775.29, an increase of more than \$336,000 over the May receipts of \$1,537,119.30 and \$342,000 above the \$1,532,189.11 reported for June, 1936.

For the first half of the current calendar year, it was stated, collections amounted to \$9,520,014.27, nearly \$1,290,000 over the \$8,237,304.53 accumulated during the corresponding period last year.

The June collections were the highest for any month since last December, when \$2,194,584.90 was received, it was said.

"Winkie" in 5-Year Record at the Roxy

With \$4,000 taken in up to 4 P. M. yesterday, "Wee Willie Winkie" chalked up a new five-year record for the Roxy, it was stated by the management. The picture was expected to finish the day at \$8,000.

When the house opened at 10 A. M. yesterday, approximately 1,100 persons waited along the 51st St. side to get

(Continued on page 3)

"Saratoga" Bookings Are Up by 328 More

With "Saratoga" currently booked into 311 day-and-date situations throughout the country, M-G-M has booked 328 new simultaneous showings for next week, William F. Rodgers, general sales manager, stated yesterday.

This is the first time in the history

(Continued on page 3)

Para.-Blank Partnership Deal Closed

Buy-Back Provision Is Eliminated by Pact

A deal establishing a permanent partnership between Paramount and A. H. Blank in 80 theatres operated by the latter in Iowa, Nebraska and Illinois was concluded yesterday by Y. Frank Freeman, Paramount theatre head, and Blank.

Under the terms of the deal Paramount obtains a half interest in Blank's personally owned Central States circuit of 37 houses as a consideration for relinquishing its option to repurchase Blank's 50 per cent interest in the Tri-States circuit. The two circuits will remain separate organizations, with Blank, of course, continuing to operate both.

The deal has been in negotiation for many months and necessitated several extensions of the original operating agreement between Paramount and Blank which carried the buy-back provision. Problems of taxation involved in the deal and several changes affecting the inclusion or exclusion of the Central States circuit delayed completion and signing of the agreement during the past two months.

Final closing of the deal yesterday marks the passing of the last of the partnership agreements entered into by

(Continued on page 3)

Criterion Deal Not Set, Says Charnas

Harry Charnas, who is a partner with B. S. Moss in the Criterion, yesterday told MOTION PICTURE DAILY that no deal had yet been signed whereby Paramount will secure a partnership interest in the Broadway theatre.

Under the Paramount deal, when it is completed, the Criterion will be used as a moveover house for attractions at the Paramount.

National Discussing Three Product Deals

Negotiations by film buyers and executive heads of National Theatres with Warners, United Artists and Universal are still in progress and no deals have been signed, according to

(Continued on page 3)

Radio—Page 4

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 830 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorient, Representative.

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R. X. Williams Elected

BILOXI, Miss., July 23.—R. X. Williams was named president of the Tri-States Theatre Owners' Ass'n at the meeting here.

Other officers named were: First vice-president, W. S. Taylor; second vice-president, Grady Cook; secretary-treasurer, W. S. Tyson; directors, H. J. Williams, H. Solomon, J. E. Alfred, M. A. Lightman, W. A. Rush, B. V. Sheffield, C. E. Noble and W. H. Burt.

Monogram Sets 10 Deals

Ten circuits have signed for Monogram's output for next season, according to Edward A. Golden, general sales manager. The circuits are: RKO, Omaha; Jack Rose, Chicago; Gibraltar Enterprises, Denver; M. A. Lichtman, Washington; Blumfield, San Francisco; Consolidated Amusements, San Francisco; Tri-States, Portland, Ore.; Public-Great States, Chicago; W. S. Butterfield, Detroit; Warners, Milwaukee.

Monogram Acquires Ranch

HOLLYWOOD, July 23.—Monogram has acquired the Hickson Ranch at Newhall, Cal., which will be used for the production of westerns. It will be known as the Monogram Ranch.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW**"Stella Dallas"**

(Goldwyn-U. A.)

HOLLYWOOD, July 23.—Samuel Goldwyn has a strong candidate for the year's best money picture. When the time comes for making the season's best acting awards several of the cast, particularly Barbara Stanwyck, Anne Shirley and Alan Hale, must be given consideration.

The picture should be well received from coast to coast, as it was by a preview audience. Put together with understanding, the Olive Higgins Prouty drama of mother devotion and sacrifice and a daughter's loyalty is an achievement for all associated with its production. The adaptation by Harry Wagstaff Gribble and Gertrude Purcell and the screenplay by Victor Heerman and Sarah Y. Mason grip and make vivid the full spirit of the original. King Vidor's direction is excellent.

The incidents are so human, the characters so true to life that they seem more like flesh and blood realities than shadows on the screen. From the moment Stella Martin (Miss Stanwyck) marries Stephen Dallas (John Boles) the story of a woman's love so great she could not understand it is honest, tender, emotion-stirring sentiment. Its drama is balanced with comedy furnished mainly by Alan Hale. It is ribald at times, but always effective.

A coarse, crude woman unwittingly doing the wrong thing most of the time, but believing that everything she does will advance her child's social status finds bitter tragedy in her life when she comes to understand that her daughter's friends know she is the girl's mother. Tenderly sacrificing the child to the care of a woman with whom Boles is in love and forcing her daughter to believe she is the woman all think she is, she consents to a divorce. Her greatest happiness comes when, standing in the rain, she sees her daughter married.

Every moment of "Stella Dallas" is full of the elements demanded by those who believe the screen should present only the finest things. The picture also is crowded with ingredients understandable to the masses. The memory of this "Stella Dallas" will not be quickly erased. It should establish enviable records.

Running time, 105 minutes. "G."

**Bernstein Will Open
Five Houses in Fall**

LONDON, July 14.—Bernstein Theatres will open five more Granadas in the fall, at North Cheam, Greenwich, Harrow, Clapham Junction and Greenford. A sixth, at Welling, Kent, will be ready before Christmas. Fully equipped stages and organs will be features of all the theatres.

Granada Theatres, Ltd., associated with Bernstein, will increase its capital from £600,000 to £850,000 by the issue of 150,000 six per cent cumulative preference shares of £1 and 400,000 ordinary, of five shillings value.

British Ban Nudist Film

LONDON, July 23.—England's censor board refused today even to look at stills from the film "Elysia," a nudist picture. The film is sponsored here by Mrs. Marian Lili, secretary of the National Sun and Air Ass'n.

Julian Rifkin Has Two

Julian Rifkin, son of Herman, Republic franchise holder in New England, is now supervising operations and bookings of the Suffolk and Majestic, at Holyoke, and the Academy, Northampton, Herman Rifkin said yesterday.

Re-Sign Rosalind Russell

HOLLYWOOD, July 23.—Rosalind Russell has been given a new term contract by M-G-M. She is working at present in "Live, Love and Learn" opposite Robert Montgomery.

**Loew Withholds List
Of 53 Subsidiaries**

WASHINGTON, July 23.—Loew's has withheld the names of 53 subsidiaries from publication on the ground that publication would be detrimental to interests of stockholders. This is in accordance with a rule of S.E.C.

Of these, 19 are domestic and 34 are foreign, and all do business in foreign countries. Up to Aug. 31, 1936, the company's investments in the domestic companies was \$410,650 and in the foreign, \$1,741,637. For that year the domestic made net profits of \$84,877 and the foreign had a net of \$1,966,956.

Salaries reported were as follows: Nicholas M. Schenck, president, \$312,785; David Bernstein, vice-president, treasurer and director, \$213,857; Arthur M. Loew, vice-president, \$205,544.

Loew's Boston to Pay

Loew's Boston Theatres Co. has declared an extra dividend of \$1.25 per share, payable Aug. 2 to stockholders of record July 27, and a quarterly dividend of 15c payable at the same time.

RCA Sets Dividend

Quarterly dividend No. 6 of 87½ cents a share on the outstanding shares of RCA's \$3.50 cumulative, convertible first preferred stock was declared yesterday at the regular meeting of the board of directors. It is payable Oct. 1 to holders of record Sept. 8.

◀ **Purely
Personal** ▶

LEO SPITZ, FLOYD ODLUM, EDWIN WEISL, WILLIAM MERRILL and A. H. MC CAUSLAND are due back from the coast next week. Spitz is expected to spend several days with his family in Chicago before he arrives in New York.

LEONARD PICKER of the Columbia legal department, entered the Park West Hospital yesterday for a minor operation. He expects to be out in about a week.

RAMON NOVARRO arrives from the coast Tuesday. He has just completed "The Sheik Steps Out" for Republic, his first film in three years.

O. HENRY BRIGGS, president of Pathe, will return Tuesday from a tour of several key centers, including Detroit and Chicago.

MOE SILVER left for Albany yesterday after conferring several days at the Warner home office on new product deals.

HERMAN FINKELSTEIN of the Schwartz & Frohlich law office is vacationing for the remainder of the month.

HARRY GOLD and CHARLES STERN returned yesterday from Buffalo where they spent a few days on U. A. business.

ROBERT F. GILLHAM left for the coast yesterday and will remain at the Paramount studio for several weeks.

ROSCOE ATEs, appearing at the State in person, passed by the front of the house yesterday unrecognized.

MAX A. COHEN is personally handling the operation and management of the New Amsterdam.

WALTER B. COKELL, Paramount treasurer, is due in New York from the studio on Monday.

ANNA WEISS, secretary to HARRY M. WARNER, will sail next week for a vacation in Europe.

HERMAN RIFKIN, Republic franchise holder, returned to Boston yesterday by plane.

HUNT STROMBERG, M-G-M producer, will arrive Monday from California.

SONJA HENIE has arrived from the coast and will sail shortly for Norway.

HARRY KALMINE and HARRY FEINSTEIN returned to Pittsburgh yesterday.

TYREE DILLARD, JR., is due back from a cruise on Aug. 11.

E. C. MILLS is at his Shelter Island home for a few days.

E. M. SAUNDERS will return from Chicago on Monday.

LOU SIDNEY is having trouble with his right ear.

Saturday, July 24, 1937

Para.-Blank Partnership Deal Closed

(Continued from page 1)

Paramount for the operation of several of its most important theatre groups under which Paramount retained an option to repurchase the operating partner's stock interest in the circuit. The deals were made by S. A. Lynch during the complete decentralization of Paramount's theatre operations in the course of the reorganization of the company three years ago.

Blank, who has been in New York for the past week to close the deal, returns to Des Moines tonight. Freeman plans to leave early next week for Chicago and Minneapolis where he will confer with B. & K. and Minnesota Amusement officials.

"Winkie" in 5-Year Record at the Roxy

(Continued from page 1)

Weekend admissions will prevail during the entire run of the picture. Preliminary estimates are that a three-week engagement is assured.

In five other situations, 20th Century-Fox reported holdovers.

"Super Sleuth" at the Roxy last week tallied about \$26,000. The second week of "Knight Without Armor" at the Music Hall ended with \$65,000. "They Won't Forget" at the Strand finished the first seven days at \$26,000. "The Devil Is Driving" at the Rialto got about \$6,600, while the combination show of "Three Legionnaires" and "Killers of the Sea" took in \$7,000 the previous week. The Capitol concluded a second week of "The Emperor's Candlesticks" at \$25,000.

The sale of tickets had to be stopped from 2:30 to 3 in the afternoon.

"Winkie" Film Tinted

HOLLYWOOD, July 23.—Tinted film has been used on the "Wee Willie Winkie" prints for the first time since the process was discarded back in the silent days. Generally, the toning is amber for day scenes and blue for twilight and dawn.

National Discussing Three Para. Deals

(Continued from page 1)

an authoritative source in the circuit, which operates about 425 theatres throughout the country.

Discussions have been on for some time with the three distributors, but nothing definite has been done, it was stated at National Theatres yesterday. However, all dealings are expected to be concluded by Aug. 7, when Spyros Skouras, William T. Powers, Edward Zabel, Milton Hossfeld, Aubrey Schenck, Irving Barry, Jack Edmonson and others identified with home office operations of the circuit leave for Colorado Springs to attend the annual meeting of operations and discussions of new film buys.

So far, National has closed for M-G-M, Paramount, 20th Century-Fox and Columbia. It is also expected that a deal with Republic will be set before the theatre men leave town for the six-day meeting.

Formal Order Signed For Roxy's Transfer

(Continued from page 1)

agreement between Cullman and 20th Century-Fox on the protection to be given him against possible lawsuits which may arise after 20th Century-Fox takes title. Details of the arrangement were not revealed, but it was learned that an exchange of letters satisfied Cullman. Alfred Appel of Proskauer, Rose and Paskus, attorney for Cullman, told Judge Caffey that the trustee had withdrawn his objection to signing of the order.

Judge Caffey reserved decision on the application of the Pound Bondholders' Protective Committee, proponents of the plan, for approval of \$3,500 settlement for the \$9,881 claim of Louis Karasik for legal fees in connection with a tax matter. The claim was completely disallowed by Judge Caffey on the original application, but Karasik filed notice of intention to appeal to the U. S. Circuit Court of Appeals. Colonel Hartfield, attorney for the committee, told the court that it was "for the best interest of the Roxy" to dispose of the litigation. Another hearing for technical purposes only will be held on Aug. 11. A hearing on application for fees will be held on Oct. 8.

Majors' Lawyers Confer in Newark

(Continued from page 1)

was not included in the letters sent out by Harrington. The two companies had sent letters seeking a bill of particulars.

Warners had operated the Mosque for several years after it opened and gave it up some time ago when the theatre could not show a profit. It has changed hands numerous times since Warners stepped out.

Attending the session this afternoon were Louis Phillips of Paramount, Irving Morris of Columbia, O. O. Decker of M-G-M, I. Levinson of Warners, William Mallard of RKO and Jack London of Fitelson & Mayers, attorneys for G. B. Arthur Greenblatt, G. B. branch manager and assistant to George W. Weeks, general sales manager, also attended. He was the only exchange man present.

"Saratoga" Bookings Are Up by 328 More

(Continued from page 1)

of the company that a picture has been booked for so many engagements at one time, Rodgers added, and reports from key cities where the last Jean Harlow film has opened indicate that it will outgross "San Francisco," the recent record holder for any M-G-M feature.

Office Worker Drive On

The Film Industry Division of the Bookkeepers', Stenographers' and Accountants' Union, C.I.O. affiliate, and a unit of the United Office and Professional Workers of America, is distributing a promotional piece urging all office employees in the film industry to join the union. Included is a coupon for the name and address of the employee who seeks additional information on the union.

Mayor Rubinoff

Fiddletown, Calif., July 23.—Dave Rubinoff has been elected the first Mayor of this town, the name of which was selected back in 1849 when immigrant farmers, stricken with a drought, fiddled for rain and got it. Fiddletown has a population of 300 souls.

Opera House Action Goes Over to Aug 2

(Continued from page 1)

Warco for the demolition of the Grand Opera House and the erection of a new 4,000-seat theatre, which was to be ready in September. So far no work has been started in tearing down the present theatre. K. P. also is seeking an injunction to restrain the defendant from disposing of the Grand Opera House.

Sidney Bazett Sues Columbia Pictures

LOS ANGELES, July 23.—Claiming that he was discharged before the expiration of his contract and without sufficient cause, Sidney Bazett, treasurer of Columbia Pictures, today filed suit against Columbia seeking \$27,508 allegedly due him.

The plaintiff alleges that he was discharged July 19 and that his contract runs until November, 1938.

Ask Morny Examination

Trans-Lux Movie Ticker Corp. and the News Projection Corp. will ask Justice Timothy A. Leary in the N. Y. Supreme Court on Monday for examination before trial of Frederic A. Morny, who is suing them for \$13,000 for an alleged breach of an employment contract. Morny charges that he was employed by the defendants from May, 1928, to April, 1935, and that the defendants allegedly deducted \$50 from his salary each week. The News Projection Corp. has counter-claimed for \$10,400 and Trans-Lux for \$3,200 on the grounds that Morny allegedly "fomented disloyalty and dissatisfaction among other employees and engaged in competition with his employers."

Fined for B. N. in Connecticut

BOSTON, July 23.—David Maglene, operator of the Rialto, Windsor Locks, Conn., was found guilty this afternoon in Superior Court, Hartford, of operating a lottery and fined \$10. The decision upheld a previous conviction in the lower court.

Maglene operated Bank Night with proxy cards. Because the proxy feature departed from the regular method of operation Bank Nite Affiliated Enterprises declined to enter suit.

Today's decision may mean that Bank Night is barred in Connecticut for the time being. The game is legal elsewhere in New England.

Rental Suit Settled in L. A.

LOS ANGELES, July 23.—The suit of Guaranty Liquidating Co. against Mascot Pictures Realty Co., Republic Pictures, Nat Levine et al ended today—the first day of the trial—when Republic agreed to pay the rental increase. The suit had charged fraud in obtaining a lease and transfer by Mascot to Republic. The plaintiff had sought over \$100,000 damages.

Many Attend Allied Para. "Strike" Meet

(Continued from page 1)

dates on all Paramount product beginning August 1 and continuing for the duration of the strike. (2) To refrain from negotiating with Paramount for next year's product. (3) To test by suit the right of Paramount to withhold certain pictures announced as part of the previous year's program.

The committee today advocated the picketing of all Paramount exchanges beginning August 1 and any theatres violating the strike edits. A report submitted at the meeting showed many cancellations by exhibitors on Paramount product beginning August 1.

A telegram from the I.T.O. of Southern California indicating full cooperation was read.

At today's meeting were H. A. Calloway, Indianapolis; George Aarons and Lewin Pizor, Philadelphia; M. A. Rosenberg, Pittsburgh; Lee Newberry, Asbury Park; Arthur Howard, Boston; W. A. Steffes, Minneapolis; Ludwig Sussman, Chicago; Ray Tesch, Max Krofta, Ross Baldwin and D. L. Hemmings, Milwaukee.

P. J. Wood told MOTION PICTURE DAILY that Boston, Columbus, New Jersey, Pittsburgh and Minneapolis groups will hold special meetings next week for the carrying out of the strike plans.

Flash Previews

"You Can't Have Everything"—Darryl Zanuck has done it again with a fast-moving, high-stepping, rollicking piece of entertainment. The film has everything that is needed for good box-office business.

"The Thirteenth Man"—Mystery melodrama, slightly above the average as regards story content, directional technique and production. No big names but plenty of suspense seasoned with some good comedy.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Wall Street

Consolidated Best Board Gain

	High	Low	Close	Net Change
Columbia	30	30	30	
Consolidated	3 1/2	3 1/2	3 1/2	
Consolidated, pfd.	13 1/2	12 1/2	13 1/2	+ 3/4
Eastman	180 1/2	180	180	
Gen. T. Equip.	24 1/2	24 1/2	24 1/2	- 1/2
Loew's, Inc.	82 1/2	82	82	+ 1/2
Paramount	23 1/2	23 1/2	23 1/2	- 3/8
Paramount 1 pfd.	162	162	162	- 1
Paramount 2 pfd.	21 1/2	21	21	
Pathe	8 1/2	8 1/2	8 1/2	+ 3/8
RKO	8 1/2	8 1/2	8 1/2	- 1/4
20th Century-Fox.	37 1/2	36 1/2	36 1/2	- 3/8
Universal, pfd.	65	65	65	
Warner Bros.	15	14 1/2	14 1/2	- 1/8

Little Trading on Curb

	High	Low	Close	Net Change
Grand National ..	2 1/4	2 1/4	2 1/4	+ 1/8
Sonotone	1 1/4	1 1/4	1 1/4	+ 1/8
Technicolor	28 1/2	27 1/2	27 1/2	- 3/4

Warner Bonds in Small Gain

	High	Low	Close	Net Change
Loew's 3 1/2s '46.	99 3/4	99 3/4	99 3/4	
Paramount B'way 3s '55	67	66 1/2	67	- 3/4
Paramount Pict. 6s '55	100 3/4	100 1/2	100 3/4	+ 1/8
Paramount '47	96	95 1/2	96	- 3/4
Warner Bros. 6s '39 wd.	95 1/2	95	95 1/2	+ 1/8

(Quotations at close of July 23)

Prall, F.C.C. Head, Dies of Heart Disease

BOOTHBAY HARBOR, ME., July 23.—Succumbing to a heart attack, Anning S. Prall, 66, chairman of the F. C. C., died at his summer home here today. He had been ill for the past two weeks.

Prall was appointed to the F. C. C. by President Roosevelt in 1934 and soon thereafter became chairman.

Prall was born on Staten Island, and had been a resident of West New Brighton, S. I., for many years. Following a term as president of the New York Board of Education, he was appointed a Commissioner of Taxes and Assessments of New York City in 1922, following which he was elected to Congress. He was in the House 12 years.

Soon after assuming the chairmanship of the F. C. C., Prall announced his intention to "free the air of objectionable programs." He was especially set against programs advertising internal medicines, which, he said, "are trying to hoodwink a gullible public," and against juvenile programs of "the blood and thunder kind."

Network Heads in Eulogies

The presidents of the three networks, NBC, CBS and Mutual, yesterday paid tribute to the service rendered the radio industry by Commissioner Prall.

From France, where he is now vacationing, William S. Paley wired: "Amsterdam radio has lost a true and valued friend as a result of the death of Mr. Prall. During his two years as the head of the F. C. C. he did a large amount of important pioneering work in co-ordinating and improving the structure of American broadcasting with its more than 700 separate stations. His unselfish devotion to the complicated duties of his office made him a man whose services will be missed."

Alfred J. McCosker, chairman of Mutual, said: "The passing of Mr. Prall is to me a great personal as well as an official loss. His long governmental service, intelligently and often valiantly performed, will I believe, make a lasting impression on the future of radio."

Lenox R. Lohr, president of NBC, said: "Because we know how wholeheartedly he strove to promote the best interests of the millions of radio listeners, we appreciate very fully what his passing will mean. His business ability was of a high order and this, in conjunction with his fine personality, reflected itself in the discharge of all his duties."

F.C.C. Adopts Resolution

WASHINGTON, July 23.—Shocked by the sudden death of Anning S. Prall, their chairman, members of the F.C.C. today called a special meeting at which the following statement was placed in its records:

"The Federal Communications Commission records with profound regret its deep sorrow at the sudden and untimely death of its honored chair-



ANNING S. PRALL

Wheat, Craven Seen As FCC Executives

WASHINGTON, July 23.—The death of Anning S. Prall today made a second vacancy in the ranks of the F.C.C. which President Roosevelt is expected to fill before adjournment of Congress.

As yet no successor has been named to Irvin Stewart, who retired when his term expired last month, but it is expected that Carl Wheat of Los Angeles, now special counsel for the Long Lines section of the telephone investigation, will get the position.

The death of Chairman Prall again brings into the limelight T. A. M. Craven, chief engineer of the commission, who was spoken of as a possible successor to Stewart, but who, it is said, refused the position.

With two vacancies to be filled and other changes looming in the near future, the way is seen for President Roosevelt to reman the commission in such a way that it will clean house, thus averting the Congressional investigation which is being pressed in the House of Representatives.

It is possible that Commissioner Eugene O. Sykes, former judge, may be given a position on the Federal bench and that Commissioner Paul A. Walker may be transferred to the Interstate Commerce Commission, while it is rumored that Commissioner Thad H. Brown also may be given another assignment.

If all these positions were filled with new men, it is pointed out, the commission could start with a clean slate, with only Commissioner George H. Payne and Norman S. Case holding over, and could eliminate the practices which have been complained of in Congress.

man, Anning S. Prall, and has adopted the following resolution:

"Whereas, the Federal Communications Commission has in the death of its chairman, Anning S. Prall, lost a wise and valuable public servant, devoted to the interest of the people of the United States, an indefatigable worker, and a courteous comrade, be it therefore resolved:

"That the Federal Communications Commission hereby places on its permanent records this memorial:

"In memory of Anning S. Prall, chairman of the Federal Communications Commission from March 11, 1935, to the time of his death, July 23, 1937. He made valuable contributions to the work of this commission and to the art of communication in all its phases."

Radio Personals

PAUL ROBINSON has been booked for a week of personal appearances at the Chicago Theatre, beginning Aug. 6, through the CBS artists bureau. . . . Akim Tamiroff will be interviewed by George Fischer on the latter's "Hollywood Whispers" program over Mutual today. . . . Al Pierce celebrates a birthday tomorrow. . . . The Davis Music Co. has purchased Johnny Hauser's original theme song, "My Heart is Yours for the Asking." . . . "Melody Revue" on NBC will inaugurate a series of one-minute biographical sketches of famous composers beginning Monday. . . . Dick Ballou's orchestra will be heard twice weekly over WHN starting Monday, playing from the Belmont Plaza Hotel here. . . . WBNX is the only station in America to be dedicated by the late Guglielmo Marconi. . . . Art Millet, CBS announcer, will take over John S. Young's splicing duties on the Hammerstein "Music Hall" while the latter is on vacation. . . . Ted Lewis will be interviewed by Powell Clark on WMCA's "Grandstand and Bandstand" Monday. . . .

Hollywood Town Pump

HOLLYWOOD, July 23.—Both Mary Pickford and Buddy Rogers will appear on NBC programs Sunday, Mary on the Red network and Buddy on the Blue. Miss Pickford will go on Chase & Sanborn's spot, and her husband, who took the Clipper from Honolulu with her to make the times, will plug Fleischmann yeast. . . . Elza Schallert interviewing Cesar Romero on her NBC program tonight. . . . Walter Winchell will resume his broadcasts from here Sunday after a New York trip.

Raymond Massey has been set as Marc Antony in CBS's "Julius Caesar," on the 26th. Walter Abel will play a minor role to Reginald Denny's Caesar. . . . Ed Lester, Francis White's manager, has gone to New York to make final arrangements for her appearance on CBS. . . .

"The Lone Ranger," radio drama series broadcast thrice weekly over KHJ and the Don Lee system, has been selected as the winner of the annual safety award given by the C. I. T. Safety Foundation.

"Death in the Dark," mystery play, will be presented on KNX and the Columbia Pacific net July 28 by Ashmead Scott's "Your Witness." . . . Mrs. E. H. Willisford, Bible chairman of the California Federation of Women's Clubs, will talk on famous temples and shrines in all parts of the world over KNX Saturday from 9:15 to 9:30 A.M., P. S. T.

Bulova Watch has renewed through the Biow agency its contract on spot announcements—two a day—for 1938 over KFI. . . . Slavick Jewelry will sponsor a 15-minute news broadcast on Sundays for a year on KFI. Advertising Arts agency placed. . . . Jim Bannon has joined KHJ's announcer staff. Burt Horswell has been added to the sales staff.

Fran Allison Joins NBC

WATERLOO, Ia., July 23.—Fran Allison, with WMT at Waterloo for the past four years, will join the program staff of NBC in Chicago on July 26.

P. & G. Sets Contract with Mutual, WOR

One of the most important client deals of the season has been completed between Procter & Gamble, the Mutual network, and WOR, was learned from a reliable source yesterday. By the terms of the deal the Mutual network will get one P. & G. "live" show, while WOR will offer transcribed versions of three "live" programs currently heard over NBC.

The deal marks one of the rare instances wherein Procter & Gamble has placed business on a network and stations other than NBC's.

The programs in question are "Couple Next Door," "Judy & Jane," the "Gospel Singer" and "Peppe Young's Family."

M'Fadden Purchases "Good Will" Series

"The Good Will Hour," heard for some time past as a sustaining program on WMCA, has been bought by the MacFadden Publishing Co. for 52 weeks, through the Ruthrauff & Ryan agency. "The Good Will Hour," incidentally, was the forerunner of the "Good Will Court," which was recently ruled off NBC.

Beginning tomorrow the "Court" will be offered weekly over WMCA and the Inter-City network, and the Mutual network, in behalf of MacFadden's *True Story Magazine*. WMCA will take the full hour regularly, from 10 to 11 P. M., E.D.S.T. while Mutual will take the program for a half-hour, 10:30 to 11 P. M.

New Shows On the Air

"Opera House"

Excellent ether entertainment was offered by Pat Barnes and his troupe of "Opera House" performers in the inaugural offering over Mutual. Deft production, an all too often overlooked requisite in most sustaining periods, was in evidence throughout the entire 30-minute session of songs, music and skits.

Easy on the ears were the vocals by Barbara Lamarr and the orchestral selections by Bob Stanley's band. Miss Lamarr's voice is a far from finished one, but it has an exotic quality that is irresistibly interesting. Stanley's band rates a superlative or two for offering excellent incidental musical support throughout, and for its rendition of "Canadian Capers."

Pat Barnes' reading of James Weldon Johnson's "The Creation" was effective, although it did seem that a less florid reading of the verse would have heightened its worth. The "Opera House" skits were routine. Brick Holton sang acceptably.

"The Opera House" will be offered each Thursday from 9:30 to 10 P. M. BANNER

Alert.
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and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 21

NEW YORK, MONDAY, JULY 26, 1937

TEN CENTS

British Quota Plans Will Be Revealed Soon

Stanley to Outline Film Bill of Government

By BRUCE ALLAN

LONDON, July 14.—Oliver Stanley, president of the Board of Trade, is expected to announce the Government's plans in regard to new film legislation before the House of Commons rises for the summer July 30.

General anticipation is that the Films bill will be introduced as soon as possible after the House resumes, in the first week of October. Pressure of other business is regarded as making a November date likely.

It is believed that Stanley's July statement will indicate the general line of his proposals and that they will be arrived at without further consultation with trade interests. A definite statement to that effect is contained in a recent report from the C.E.A.'s Cinematograph Films Legislation Committee. "So far as your committee is aware," says this state-

(Continued on page 4)

Milwaukee Theatres Sign Union Contract

MILWAUKEE, July 25.—Closed shop contracts have been signed by the United Theatrical Employees' union, C.I.O. affiliate, according to Gunnar Mickelson, state C.I.O. director.

The contracts, which provide wage increases from \$1 to \$3 per week, cover ushers, doormen, cashiers, janitors and all other employees not under the jurisdiction of the A.F.L.

Houses signing the contracts, all of them independents, include the Jackson, Astor, Murray, National, Milwaukee, Peerless, Grand, Zenith, Colonial and the Grand in South Milwaukee. In addition, it was stated, nine other houses have signed bargaining pacts with the theatrical union.

Test Sentiment for Anti-Nazi Picture

Hollywood, July 25.—Seeking to sound out public opinion on a proposed picture with an anti-Hitler plot, New Era Prod. is conducting a poll in various key cities and today reported that 2 per cent of replies favored the production of "Never to Be Forgotten,"

(Continued on page 9)

Radio—Pp. 10-11

Soft Ball Craze in South Is Blow to Theatre Takes

BIRMINGHAM, July 25.—Soft-ball leagues playing night schedules in every county seat in the south are furnishing theatres with the sternest competition they have faced since the pit of the depression and the height of the miniature golf craze.

Teams sponsored by local chambers of commerce, business houses and industrial organizations are banded in sectional, state or inter-state leagues, playing nightly to customers ranging in number from several hundred to several thousand. Admissions range from 10 cents to 25 cents.

Hardly a major city or county seat from Memphis to New Orleans and Mobile to Richmond is without an inter-sectional game on one or two nights of the week. Played on well lighted fields in open air stadia, the soft-ball games are anathema to theatres without air cooling systems and are stiff competition even for the more comfortable houses. Their popularity is attested by the fact that newspapers throughout the south devote considerable space to the games and league standings.

The south's perennial infantile paralysis scare was less widespread this year than last, being confined for the most part to localities rather than sectional or state boundaries. With a few local exceptions in Mississippi and Alabama theatres were subjected to no restrictions this summer as a result.

Fight Threatens Tax Legislation in D. C.

By CLARENCE LINZ

WASHINGTON, July 25.—Local income taxes for individuals and corporations in the District of Columbia, adopted by the Senate in preference to a House proposal for a two per cent sales tax which would have applied to theatre admissions, today threatened to prevent the enactment of new tax legislation for Washington this session.

Fighting the sales tax proposal on the ground that it would merely be the entering wedge to higher rates, the Senate refused to accept any taxes

(Continued on page 9)

Philadelphia Warner Men to Meet Aug. 17

PHILADELPHIA, July 25.—All Warner Theatre managers will attend a one-day meeting here Aug. 17. Gradwell L. Sears, general sales manager of the film company, will be present, as will also Joseph Bernhard, general manager of the Warner circuit. Next season's product will be discussed.

Harris May Run

Pittsburgh, July 25.—According to active political gossip here, John H. Harris, head of the Harris Amusement Co. and national president of the Variety Clubs of America, will seek the Republican mayoralty nomination here in the September primary. So far, however, Harris has neither affirmed nor denied the report.

Second Philadelphia CIO Drive Is a Dud

PHILADELPHIA, July 25.—The C. I. O. launched a second and abortive effort late last week to organize "white collar" workers in local exchanges. At a meeting called, the attendance is understood to have been a mere handful. Literature urging unionization under the John Lewis banner continues to be circulated among employees.

Effective Saturday, Warner Theatre employees at local headquarters went on a five-day week in what is construed as a counter move. The notice informing of cessation of work did not specify whether the step applied to summer Saturdays only, but the impression is the five-day week will apply throughout the year.

Broadway Tax Shows Sharp Gain in June

By BERTRAM F. LINZ

WASHINGTON, July 25.—Admission tax collections in the Broadway district showed a sharp upturn in June, reaching \$552,841 as compared with \$484,691 in May, it was disclosed by figures made public by the Bureau of Internal Revenue.

The gain was confined to box-office admissions, receipts from which

(Continued on page 11)

Government Hits at British Vaudeville

LONDON, July 14.—A report of a conference between representatives of entertainment interests and the Lord Chamberlain was made to the C.E.A. Council by Major A. J. Gale, who attended with A. W. Jarratt of GB as delegates of the association.

The Lord Chamberlain had raised the question of vulgarity in gesture

(Continued on page 11)

Distributors Worry About Buying Groups

New Ones Are Expected In Scattered Areas

A new outcropping of film buying circuits in many key cities, some of which plan to cover extensive rural territories, as well, is being watched with apprehension by large distributors who are prepared to resist any wide scale demand for lowered rentals or wholesale revision of playing terms in the face of increased production and labor costs for the new season, it was learned here on Saturday.

Exchange managers of several national distributors report that concurrently with the launching of the new selling season each year efforts are made to organize new buying combines in the larger cities by promising lower rentals and other advantages to prospective members. Even when such combines are successfully organized, it was said, their sponsors are unable to deliver as many benefits as were promised, and those which are infrequently obtained are

(Continued on page 9)

Southeast Testing 16mm. Programs

CHARLOTTE, July 25.—The 16mm. film theatre is making its appearance in the southeastern states on an experimental basis and may be extended to numerous rural communities next fall if the public shows any inclination to accept its screen entertainment via the smaller frame, theatre operators in this vicinity say.

The experiments are confined to localities where improved crop conditions, revived industrial activities or Federal relief projects have contributed a new economic complexion to rural localities in which the 250 to

(Continued on page 9)

May Press Theatre Bill in Wisconsin

MILWAUKEE, July 25.—According to reports an attempt will be made by the I.T.P.A. of Wisconsin and Upper Michigan to have the governor include in the business for a special session of the legislature Allied's chain theatre tax bill. The measure was awaiting action in the Assembly at the time the legislature adjourned its regular session July 2. A special session of the legislature is expected to be called by the governor early in August.

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Legion Approves 13
Of 15 New Pictures

The National Legion of Decency, in its list of 15 new pictures for the current week, has classified nine as unobjectionable for general patronage, four as unobjectionable for adults and two as objectionable in part. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"The Big Shot," "Dangerous Adventure," "Fuerst Sepp," "High, Wide and Handsome," "Jubilee," "The Life of Emile Zola," "On Again Off Again," "The Shadow Strikes," "Traum von Rhein." Class A-2, Unobjectionable for Adults—"Exclusive," "The Lady Escapes," "Saratoga," "Topper." Class B, Objectionable in Part—"Eine von Uns," "Juggernaut."

M-G-M Casts 9 Players

HOLLYWOOD, July 25.—Casting assignments at M-G-M include Jessie Ralph to "Thoroughbreds Don't Cry"; John Beal to "Madame X," and Tom McGuire, Mitchell Lewis, Eddie Gribbon, William Gould, King Baggot and Frances Stevens to "Big City."

Maureen O'Sullivan has drawn the romantic lead for "My Dear Mrs. Aldrich."

Insiders' Outlook

By RED KANN

THE wire out of Hollywood on Saturday did a thorough enough job in dissecting and probing the merits of "Stella Dallas." It happens that, as the office teletype ticked away merrily, we were closeted with an array of United Artists disciples viewing this latest superior effort from the studios of Sam Goldwyn. We beg leave, therefore, to add a word or two of our own.

The wisdom or folly in remaking successes of another year has pretty well established itself in the latter ranks. It may be the new versions are not as good as the old. More likely, the answer, if this is an answer, is to be found in the manner of cherishing which is the public's for its old-time favorites and the unconscious snort very apt to greet any latter day attempt to crash in where the sacrosanct should forever more have its own way. However, this "Stella Dallas" need tread no water in obeisance to the "Stella Dallas" of twelve years ago. . . .

Then, it was Belle Bennett as the frowsy, but inherently "right" woman who married out of her class and discovered the sacrifice to be hers was the release of her daughter to the social inheritance which awaited her. Now it is Barbara Stanwyck. Then, it was Ronald Colman as Stephen Dallas, a stuffed shirt if ever there lived one. Now it is John Boles and the stuffed shirt still goes. Then, it was Lois Moran who played Laurel, the daughter. Now it is Anne Shirley about whom we shall have more to say a trifle further along. Fearing no fear about dating ourselves, we remember the original version quite well, clear down the line to the heart-rending wedding season while the orchestra, in those days, played the highly sentimentalized strains of Dvorak's

"Songs My Mother Taught Me."

We had no deliberate idea at the outset to parallel the two pictures, yet such a comparison appears inevitably a something that won't be shunned. Our plot today was to sing songs of praise for the new "Stella Dallas" and to let loose our throaty typewriter for all those who would stop to hear. For, this is the tear-jerker of the year to date. It is completely sentimental. It is designed to poke hard at your heartstrings and, most assuredly, it does. It is the sort of picture that includes all these very necessary essentials for a great, popular success. It means an ocean of tears ready to pour out from women of all ages and, we are confident, from men of most. . . .

King Vidor, who knows how to putter around the emotions to a degree outrageous, was in his element here. He aimed at the floodgates and made his objective. Adroitness, showmanship and a sustained mood—these tally the score on his end of the job. But not quite. He had the players to handle. Miss Stanwyck will regain much lost ground because of her accurately attuned characterization; she is splendid. Alan Hale, as the comedy relief and always a good one, never has approximated anything like his work here. Boles is a bore, which keeps him true to form so far as we are concerned. The dramatic surprise of "Stella Dallas" is Miss Shirley who has been doing a long series of sweetness and light pictures for RKO. Here and under Vidor's gentle ministrations, this strippling, in one big stride, becomes perhaps the foremost contender among Hollywood's younger players for stardom honors. She is charming and restrained, wistful and naive, pleasant to look at. And, it seems as well, she knows how to act. Definitely. . . .

Cancel "Flanders" Show

The American League Against War and Fascism has canceled a performance of "Carnival in Flanders," scheduled for the Gem in Far Rockaway, Long Island, after being informed by the Joint Boycott Council that the distributor, American Tobis Corp., is under the ban of the council.

Cleveland Picnic Set

CLEVELAND, July 25.—Variety Post No. 313 of the American Legion will hold a picnic at Ritters, West Side resort, Aug. 13. Paramount Branch Manager John Himmelsin is chairman of the picnic committee. A welfare fund will be created by the post.

Stahlberg Rites Today

HOLLYWOOD, July 25.—Funeral services will be held tomorrow morning for Frederik Stahlberg, 60, for many years musical director at M-G-M, who died Friday. The body will be cremated. He was at one time conductor of the Rivoli Theatre orchestra in New York.

Threaten British Strike

LONDON, July 25.—The National Ass'n of Theatrical Employees has served seven days' notice on Union Cinemas that a strike will be called unless labor grievances are remedied. A strike call would affect 178 theatres and 1,000 employees.

Purely
Personal

KENNETH THOMSON, Screen Actors' Guild secretary, arrived from the coast by plane on Saturday to complete arrangements for inaugurating the guild shop in eastern studios on Aug. 1.

Y. FRANK FREEMAN plans to leave for Chicago and Minneapolis tomorrow for conferences with Paramount theatre associates in those cities. LEON NETTER may accompany him.

JACQUES AND CIELA JACCARD's original, "Rollin' Plains," has been purchased by Grand National as the next starring vehicle for Tex Ritter, singing cowboy.

NATE BLUMBERG and MILTON SCHWARZWALD expect to join their respective wives in Maine the end of the week.

ARTHUR KELLY is spending as much time as he can muster on his boat these sultry weekends.

ED FINNEY is hankering for a day on the briny after big fish. He'll settle for little ones.

BOB GOLDSTEIN's chief weekend spot appears to be HARRY GOETZ's place at Deal, N. J.

MONROE GREENTHAL went in for tennis in the larger manner over the weekend.

EDDIE ALPERSON, just in from the coast, returns there almost any minute now.

JOE MOSKOWITZ is due back from a short business trip to Canada today.

BILL ORNSTEIN is roaming the countryside by way of vacation stuff.

BILL BOEHNEL was one of ARTHUR MAYER's weekend guests.

JIMMY CRON is off on his annual holiday.

Boston to Consider
Paramount "Strike"

BOSTON, July 25.—Upon wired instruction from Arthur K. Howard, business manager of Independent Exhibitors, Inc., who is attending the Allied meeting in Chicago, the local organization today called a "Paramount Protest Meeting" to be held at the Hotel Touraine here on Tuesday. The meeting will consider extending to the Boston territory the "strike" against alleged injustices of Paramount's selling policy which is now being conducted in various other sections, notably Philadelphia.

Officers here predict a heavy attendance at Tuesday's meeting.

Loew's Renews Lease

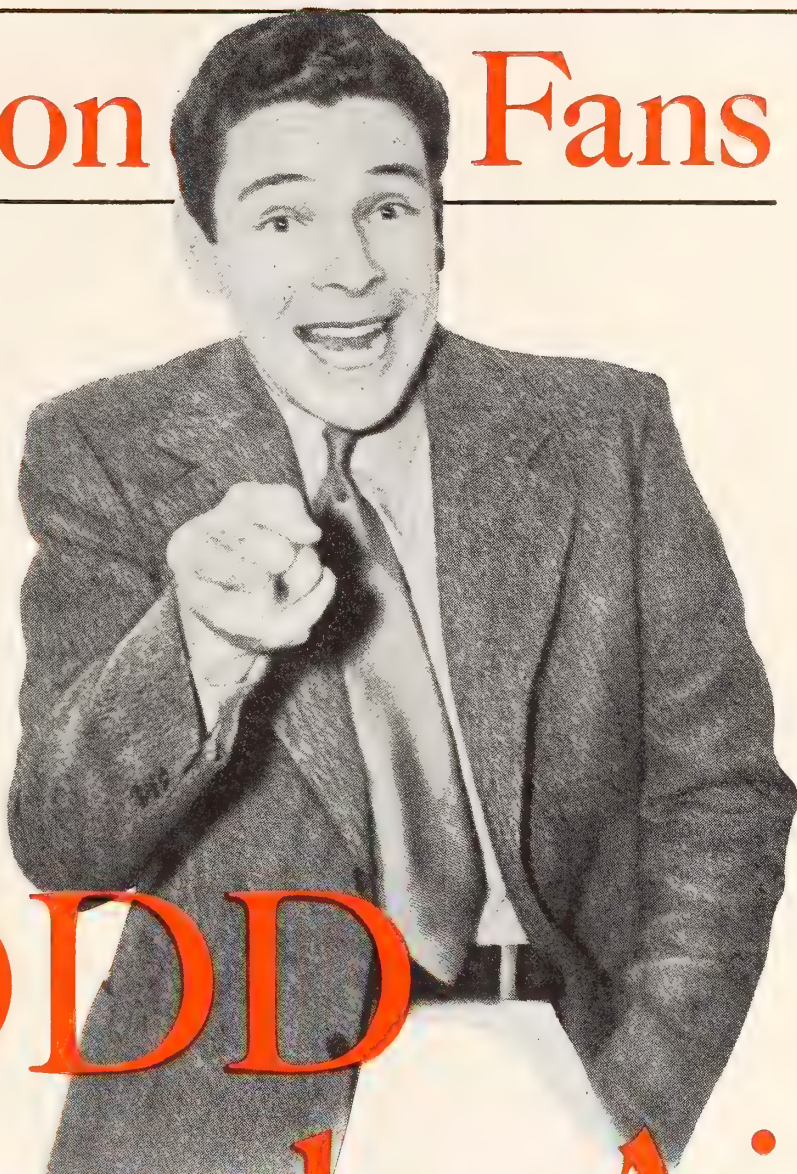
Loew's, Inc., have renewed for a long term their local exchange lease on the entire 12th floor of the Film Center Bldg., 44th St. and 9th Ave. The deal was handled through Cross & Brown Co.



hint for
the heat:

Warners Have 20 Million Fans For You!

Yours absolutely gratis—the more than 20 million radio fans who've listened to the sensational voice of Kenny Baker on Jack Benny's program every week for over two years! You get them with that great new box-office 'DEEDS' when



Mr. DODD Takes the Air

'Mr. Deeds'
Musical Twin
by the
Same Author!

A Mervyn LeRoy Production with

KENNY BAKER

4 New Hits by Harry Warren
and Al Dubin who did "The
Singing Marine" score! . . .

"Remember Me?"

"Am I In Love?"

"Here Comes The Sandman"

"The Girl You Used To Be"



And This Great Laugh Support

FRANK McHUGH

ALICE BRADY

GERTRUDE MICHAEL

JANE WYMAN

Directed by Alfred E. Green • Screen Play

by William Wister Haines and Elaine Ryan

from the *Saturday Evening Post* story by

Clarence Budington Kelland

Argentine Films Top Montevideo's Market

MONTEVIDEO, July 12.—This city in Uruguay is one of the best markets in the world for Argentine product, which usually results in top grosses at all theatres in the country. Last year, 18 pictures from Argentina were released in this country.

To exploit this market to better advantage, SIDE, the Argentine company, has opened its own exchange here, with Juan B. Cavallotti as manager. Arrangements have been made for showing six features produced by SIDE at the Ambassador, first run theatre. SIDE is the first Argentine company to open its own exchange here.

Attracted by the excellent results of Argentine product here, Cicolux, a new company, has been formed here to produce native Uruguayan films. The company's first film, "Dos Destinos" ("Two Destinies") was trade shown here, and was not too well received by critics. But the fact that it is the first native film is expected to insure excellent business for it, especially in the interior.

It is considered doubtful in some quarters that the 230 wired theatres in the country will be able to maintain the three existing native producing companies, and it is reported that a fourth is under consideration.

U. S. Films Led in Finland Last Year

By CHARLOTTE LASZLO

HELSINKI, Finland, July 10.—The 1936-37 season was unusually successful for American films in Finland. A total of 57 per cent of all films released in this country during the past season were of American origin, which represents a considerable improvement over previous years. In all, 248 films were released here last season, of which 142 were American, 19 Austrian, 24 German, 14 British, 17 French, two Czechoslovakian, two Russian, 10 Swedish, 11 Finnish and one Hungarian.

Nearly every American company has a branch here. Warners released 31 pictures, M-G-M 27, Paramount 25, 20th Century-Fox 22 and Universal 8.

Several films were banned during the season. For the most part the Finnish censor board has expressed most objection to gangster and crime pictures and they also frown on films of the thrill type and those which display any revolutionary tendency.

India Censor Planned

WASHINGTON, July 25.—The Indian State of Hyderabad (Deccan) is considering the inauguration of its own system of film censorship, according to a statement from the head of the Calcutta branch of the Kinematograph Renters' Society to Trade Commissioner C. Grant Isaacs, in Calcutta, and relayed to the U. S. Dept. of Commerce. Heretofore the Indian states and provinces have accepted the censorship of both the Calcutta and Bombay boards.

Skouras Leading League

Latest statistics of the M. P. Baseball Ass'n show Skouras leading with a perfect score followed by Consolidated, with .750, and Columbia and NBC tied for third place with .667 each.

Out Hollywood Way

HOLLYWOOD, July 25.—The major studios' hunt for new talent has drawn three new personality possibilities, two of whom were "discovered" working in other jobs on their home lots. ARCHIE TWITCHELL, studio laborer, appeared in the Paramount Studio Club play, "Louder, Please," as a fast talking reporter. He received a term deal. BEN LEWIS appeared in "Once in a Lifetime," presented by the Universal Studio Club in the lot's little theatre. He was signed and may draw the lead in "Iron Man," as his film debut. Discovered by DIMITRI TIOMKIN while singing in a Turkish bath, "ALBERT MAHLER, 27-year-old boxer, has been pacted by M-G-M.

GILBERT ROLAND has been borrowed from Paramount to appear opposite ROSITA DIAZ in Cantabria Films' first all Spanish "La Vida Bohemia." . . . MAURICE CONN has signed WYNNE GIBSON to a term deal under which she will star in four pictures a year. . . . "You and Me," much postponed Paramount picture which was to star GEORGE RAFT and SYLVIA SIDNEY has been postponed again. "Argentine Love," musical romance by JOSEPH MONCURE MARCH and PHILIP MACDONALD, will be the next RAFT film. . . . HERBERT BIBERMAN's first directorial assignment at Paramount will be "Prison Farm," for which he and TRUE BOARDMAN did the script from an EDWARD WESTRADE original. LEW AYRES and LOUISE CAMPBELL are tentatively set for the picture. . . . M-G-M has given term contracts to two British writers, JOHN DEANS and ARTHUR CALDER-MARSHALL, who are now on their way from London.

Casting—CATHERINE HUGHES, BERNARDENE HAYES, BARNEY BLAKE in "Midnight Raider," Universal. . . . NOEL FRANCIS in "Sudden Bill Dorin," BUCK JONES' next. . . . GEORGE ZUCCO in "Madame X," M-G-M. . . . HANS STEINKE replaces Man Mountain DEAN in Selznick's "Nothing Sacred" wrestling scenes, because the latter broke his leg in a recent match. . . . JACK ADAIR to "The Adventures of Marco Polo," Goldwyn. . . . PAUL GUILFOYLE to "Fight for Your Lady," RKO. . . . RUTH COLEMAN draws the feminine lead opposite George Houston in Grand National's "Wallaby Jim of the Islands." . . . EDWIN MORDAUNT and WARNER RICHMOND to "Renfrew of the Mounted," Grand National.

Writers—GUY ENDRE to work with MARION AINSLEE on an original story and script for RKO's next ASTAIRE-ROGERS film musical. . . . CHARLES BRACKETT and BILLY WILDER on Paramount's "Bluebeard's Eighth Wife." . . . EVE GREENE on "Dream of Love," Paramount. . . . MAXWELL SHANE and BOBBY VERNON on "Summer Romance," Paramount. . . . EDMUND JOSEPH on RKO's "No Groom to Bride Her." . . . GERTRUDE PURCELL on "Born to Sing," RKO. . . . HARRY SEGALL on "She's Got That Swing," RKO. . . . SOPHIA CLEUGH, novelist, is at Universal writing an original for DEANNA DURBIN, "Little Lady."

Music—RKO's signing of RUSSELL BENNETT, arranger and composer, and FRANK TOURS, musical director,

Seeks Footprints

HOLLYWOOD, July 25.—L. S. Stein, exploitation manager of Warners Chicago theatres, is here making arrangements to have stars implant their feet and hand prints in slabs of wet concrete.

The slabs will be shipped to Chicago for the forecourt of the new Rhodes Theatre which will open some time this fall. This emulates the stunt made famous at Grauman's Chinese here.

brings its music department personnel up to 15 top people, the largest in the studio's history. . . . ROY WEBB, composer and arranger, has had his RKO contract extended. . . . VICTOR BARAVALLE draws the scoring assignment on "A Damsel in Distress," RKO.

Directors—Universal has borrowed CHRISTY CABANNE from RKO to direct the first of the four Crime Club pictures, "The Westland Case," which will be produced by LAWRENCE FOX and IRVING STARR for "U" release.

Stewart on Coast

HOLLYWOOD, July 25.—Donald Ogden Stewart has returned from the East to start work on the script of "Honeymoon in Reno," a forthcoming Goldwyn film starring Merle Oberon. She starts it after appearing with Gary Cooper in "Spring in My Heart."

Loaned to RKO

HOLLYWOOD, July 25.—Universal has "farmed" Jimmy McHugh and Harold Adamson to RKO for a couple of the new song numbers in Lily Pons' next.

Lipson Promoted

HOLLYWOOD, July 25.—Mason Lipson, location manager at Selznick International, has been named a unit manager under E. W. Butcher, studio production manager.

Beery in Top Spot

HOLLYWOOD, July 25.—Wallace Beery has been assigned the lead in "Bad Man of Brimstone," which J. Walter Ruben will direct from his own original for M-G-M.

W. B. Sets Miss Weston

HOLLYWOOD, July 25.—Dorothy Weston has been cast by Warners for the feminine lead in "Submarine D-1," story by Commander Frank Wead, late of the U. S. Navy.

New Astaire Lead

HOLLYWOOD, July 25.—Joan Fontaine is definitely set for the lead opposite Fred Astaire in "A Damsel in Distress."

Set Anna Wong's First

HOLLYWOOD, July 25.—Anna May Wong's first under her new Paramount contract will be "Across the River."

Empire Will Handle 36 British Pictures

TORONTO, July 25.—The highlight of the Empire Films, Ltd., sales convention at the Royal York Hotel here, was the announcement that Empire had obtained a virtual monopoly on distribution of British features for the 1937-'38 season. A total of 36 features has been selected for distribution in Canada. In addition to Gaumont British, whose product has been handled by the company for some time, Herbert Wilcox Prod., Associated British Pictures, Capitol Films, Jack Buchanan Prod., Associated British Film Dist., General Film Dist. and British Lion Prod. will use Empire for their Canadian trade outlet. That covers all British producers with the exception of London Films.

The usual hookup with Republic and Educational remains, with the former supplying 54 features and two serials while 42 two-reel and 46 one-reel comedies will be marketed for Educational. Rounding out the list are 12 productions from Canadian Cameos.

With President Oscar Hanson convalescing from his recent operation, the convention was handled by Vice-President Paul Nathanson and General Sales Manager A. W. Perry of Empire. The New York delegation included: J. J. Milstein, vice-president of Republic; Edward Schnitzer, eastern sales supervisor for Republic; Arthur Lee, vice-president of G. B. of America; H. J. Yates, president of Consolidated Film Industries; Jack Skirball of Educational; Harvey Day of Terrytoons and H. M. Thomas, special representative for the feature "Cloistered."

Representatives of the Canadian offices of Empire Films at the convention were: I. H. Allen and L. Druxer, Montreal; D. Rosen and B. Plotell of Winnipeg; J. Palansky from Calgary; J. Archer, Vancouver; G. Hoyt of St. John, N. B., and A. J. Laurie, W. Kennedy and F. Fisher of the Toronto office.

British Quota Plans To Be Known Soon

(Continued from page 1)

ment, "the Board of Trade is not inviting further views on major questions, nor are further negotiations proceeding within the trade."

Expectation that the bill will be on the general lines of the Board of Trade's draft suggestions, including a minimum cost clause, is apparently indicated by the C.E.A. committee's further statement that "the issue is now set for a parliamentary campaign in favor of the subject of a quality test."

Suit Over Song

Suit was filed by the Robbins Music Corp. against Warner Bros. Pictures and Vitaphone in the U. S. District Court Saturday for alleged infringement of the copyright on the song, "Stairways." The complaint charges the song was composed by Adolph Deutsch in conjunction with Vincent Lopez in 1933 and the rights assigned to Robbins.

In 1936 it is claimed Vitaphone produced a short featuring Vincent Lopez and orchestra who allegedly used the song without permission. A permanent injunction, an accounting of the profits and damages are asked.

WEE WILLIE WINKIE SMASHES ROXY OPENING RECORD BY 50%

Complete sell-out at midnight preview Thursday night!... Audience in ecstasies!... 1100 waiting in line for opening of doors Friday!... Opening gross and crowds biggest in 5 years --- surpassing even record-holding "Wake Up and Live" by 50%!... Extra midnight show added Saturday to accomodate crowds!... Management anticipates greatest summer run in years!

P.S. Signing off for press-time! Keep looking for further news of this history-making run!



THE KEYSTONE OF YOUR FUTURE

'THE TOAST OF NEW

Exciting Picture of Gay Era

"THE TOAST OF NEW YORK," at the
Radio City Music Hall.

The Cast:

Jim Fisk

Edward Arnold

Nick Boyd....Cary Grant

Josie Mansfield

Frances Farmer

Luke....Jack Oakie

Daniel Drew Donald Meek

Fleurique...Thelma Leeds

Vanderbilt...Clarence Kolb
Photographer

Broker....Billy Gilbert

Lawyers...George Irving

Frank M. Thomas

Wallack....Russell Hicks

Oscar Apfel

Collins...Dudley Clements

By *Maud Johnson*

EDWARD ARNOLD, lately "Diamond Jim," plays the gaudy role of Jim Fisk, in this exciting melodrama based on that wild plunger's career. Bouck White's "Book of Daniel Drew" and Matthew Josephson's "Robber Barons" provided the story material, which was skillfully constructed into a screen script vivid with color, powerful in its vitality, dramatic punch, human appeal. "The Toast of New York" is better than "Diamond Jim."

WAR PANIC

Dramatizing the daring Wall Street manipulation which culminated in the notorious "Black Friday" of the post-Civil War panic, the film fits history into the more compact and more movie scene.

DAY, JULY 23, 1937

WORK' AT MUSIC HALL

Edward Arnold Shines As Robber Baron Fisk

In "The Toast of New York" he gives us a dynamic, ruthless, yet likeable Fisk . . . a vivid, charming picture of New York in days when it glittered with gold and overflowed with champagne.

—Wanda Hale in N. Y. Daily News

"Toast of New York" Adroit, Robust Film

Edward Arnold plays Fisk with admirable vigor and humor. Cary Grant is excellent as Nick Boyd and Jack Oakie is unbeatable as Luke. Frances Farmer is handsome and talented as Josie Mansfield, and there are fine performances by Donald Meek and Clarence Kolb as Drew and Vanderbilt, respectively.

—William Boehnell in N. Y. World-Telegram



Splendid Drama of Robber Baron Era

It is consistently amusing, dramatic, scenically a wonder of authenticity, and above all holds your interest from beginning to end.—Archer Winsten in N. Y. Post

RKO has made the picture with an accent on comedy, filmed it with painstaking attention . . . and turned it out handsomely.

—Rose Pelswick in N. Y. Journal American

Hollywood has done another of its grand jobs of reconstructing a period.

—Eileen Creelman in N. Y. Sun

It has action, romance, comedy and every other recognized element necessary to making a great audience picture.

—Box Office

No Wonder Radio City Music Hall

keeps packing them in to see

THE BIGGEST HOT WEATHER HIT

NEW YORK HAS EVER KNOWN!

"Living" Tops Cincy with a Smash \$14,500

CINCINNATI, July 25.—"Easy Living" at the RKO Albee led the parade last week with a smash \$14,500, a plus of \$2,500. It was shifted to the RKO Capitol for a second stanza.

"Ever Since Eve" went over the top by \$750 at Keith's, where the average is \$6,500. This was one of the best weeks at this house in some months. These were the only two pictures to go over par, although cooler weather was a trade stimulant. The Zoo summer opera, drawing capacity crowds, was the main opposition.

Total first run business was \$44,150. Average is \$46,700.

Estimated takings for the week ending July 22:

"EASY LIVING" (Para.)
RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$14,500. (Average, \$12,000). Moved to RKO Capitol.

"SUPER SLEUTH" (RKO)
RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$8,400. (Average, \$10,000)

"SLAVE SHIP" (20th-Fox)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. Gross: \$5,100. (Average, \$6,500)

"LOVE FROM A STRANGER" (U. A.)
RKO LYRIC—(1,400), 35c-42c, 7 days. Gross: \$4,200. (Average, \$6,500)

"NEW FACES OF 1937" (RKO)
RKO GRAND—(1,200), 25c-40c, 7 days, 2nd downtown week. Gross: \$2,600. (Average, \$2,750)

"NIGHT KEY" (Univ.)
RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,100. (Average, \$1,250)

"THE FRAME-UP" (Col.)
RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"EVER SINCE EVE" (F. N.)
KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$7,250. (Average, \$6,500)

"Since Eve" High Grosser in Denver

DENVER, July 25.—"Ever Since Eve" was outstanding at the Denver with a take of \$11,000, over par by \$3,500. It was moved to the Aladdin for a second week.

"Easy Living" was also strong at the Denham with a take of \$7,000 and it was held over. Other first runs did well.

Total first run business was \$36,000. Average is \$27,000. Estimated takings for the week ending July 21.

"KNIGHT WITHOUT ARMOR" (U. A.)
ALADDIN—(1,500), 25c-40c-50c, 7 days. Gross: \$3,500. (Average, \$3,000)

"SINGING MARINE" (W. B.)
BROADWAY—(1,500), 25c-40c, 7 days, following a week at the Denver. Gross: \$3,000. (Average, \$2,000)

"EASY LIVING" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. Gross: \$7,000. (Average, \$5,000)

"EVER SINCE EVE" (F. N.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$11,000. (Average, \$7,500)

"EMPEROR'S CAANDLESTICKS" (M-G-M)

"HOLLYWOOD COWBOY" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$8,500. (Average, \$6,000)

"THE DEVIL IS DRIVING" (Col.)
"LEAGUE OF FRIGHTENED MEN" (Col.)

PARAMOUNT—(2,000), 25c-40c, 7 days. Gross: \$3,000. (Average, \$3,500)

Schulberg Changes Title

HOLLYWOOD, July 25.—B. P. Schulberg has changed the title of "Park Avenue Follies" to "Blossoms on Broadway."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"You Can't Have Everything"

(20th Century-Fox)

HOLLYWOOD, July 25.—Darryl F. Zanuck's organization has turned out another fast-moving, high-stepping, rollicking piece of entertainment in "You Can't Have Everything." It is comedy-romance with a world of music, specialties and laughs and enough story and dramatic content to hold the ends together, serving to focus the attention on the story, without it appearing merely a line of communication on which to hang the musical pieces.

There can be no doubt that the film will set the cash register to tinkling a merry song when the picture comes to town. There are names, straight and comedy, music and its authors to sell. Topping the list are Alice Faye and Don Ameche, both of whom have developed real followings; Charles Winninger; Rubinoff and his violin; Samuel Green, Red Fraser and Ray Winfield, an ace tap dancing specialty, who strut their stuff in a big way, and last but far from least, the completely insane, madcap trio, the Ritz Brothers, who have plenty to do, and make the most of it for a flock of laughs.

Added to that are the songs of 20th Century-Fox's top composer team, Mack Gordon and Harry Revel, a pair of which, at least, will set the audience to humming; an original story by Gregory Ratoff which is well knit, the screen play of Harry Tugend, Jack Yellen and Karl Tunberg, and the direction of Norman Taurog, whose specialty is

A word for Zanuck's recent "starring" acquisition, Louise Hovick, nee Gypsy Rose Lee. The powers that be have seen to it that the erstwhile siren of the late but not lamented strip tease is well clothed, which was to be expected. It must be said that she wears her clothes well, but that is all. In the role of the siren trying hard to hold playwright Ameche, Miss Hovick gives every evidence of the fact that as an actress, she just isn't.

The story has Miss Faye coming to the big town to be a successful writer of serious plays. She encounters Ameche, successful writer of hit musical shows, which are produced by Winninger, who, in turn, is stooged by the Three Ritz Brothers. Ameche pays for the option Winninger takes on her bad and serious play and, through a riot of comedy, Ritz Brothers' horseplay, romantic complications, including Miss Faye, who falls in love with Ameche without knowing his identity; the latter and Miss Hovick, and rehearsals which permit opportunity for effective musical numbers, the story threads its way. The conclusion finds Miss Faye walking out on Ameche after he has persuaded her to star in a new show, when she believes he is married to Miss Hovick, and her triumphal return to the musical stage and Ameche's arms when the marriage is proved false, but Ameche's love real.

Running time, 98 minutes. "G."

"The Thirteenth Man"

(Monogram)

HOLLYWOOD, July 25.—Better-than-average story content, direction technique and production support lift this formula mystery melodrama out of the routine classification. Although no big stars are featured, the capable cast goes through its work with snap and vigor which give the picture appeal and interest. Mystery and drama and tense suspense are the picture's major assets. There is sufficient romantic and comedy contrast to provide good balance.

Racketeer influence invading the field of politics to cause the mysterious death of crusading district attorney William Gould brings reporter Milburn Stone and radio commentator Weldon Heyburn into action. Efforts of the police, headed by Robert Homans prove ineffectual and Gould is slain. Taking up the fight alone to avenge the death of his pal and comfort the dead man's sweetheart, Grace Durkin, as well as prove himself to his own girl friend, Inez Courtney, Heyburn continues the investigation. With the aid of police, he rounds up all suspects, planning to identify the culprit in a broadcast. Tense suspense prevails as another killing is attempted, but police wound the assailant and, in the climax, supposedly respectable publisher Selmer Jackson is revealed as the killer.

All the principals give worthy performances and good support is contributed by Matty Fain, Dewey Robinson, Sydney Payne, Warner Richmond and John Dilson with Eadie Adams presenting one specialty song number. The picture is based on an original screenplay by John Kraft. William Nigh's direction, in addition to being directly to the point, induced good performances.

Running time, 70 minutes. "G."

"Ever Since" Show \$24,000 Detroit Draw

DETROIT, July 25.—"Ever Since Eve," with a vaudeville bill, stepped out front in a big way at the Michigan, going to \$24,000, above par by \$4,000.

At the same time the Fox had an excellent \$22,500 take on "Wings Over Honolulu" and a stage show. "A Day at the Races" held up to \$8,500 in its third Madison week.

Total first run business was \$74,300. Average is \$70,000.

Estimated takings for the week ending July 22:

"THAT I MAY LIVE" (20th-Fox)
"IF I HAD A MILLION" (20th-Fox)
ADAMS—(1,770), 10c-40c, 7 days. Gross: \$4,500. (Average, \$5,000)

"WINGS OVER HONOLULU" (Univ.)
FOX—(5,100), 15c-75c, 7 days. Stage: Henny Youngman, Nell Kelly, John & Edna Torrence, Raymond Wilbert. Gross: \$22,500. (Average, \$20,000)

"EVER SINCE EVE" (F. N.)
MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Tastyest Jesters, 6 Debonaires & Emily von Loesen, Will & Gladys Ahearn, 3 Bredwins. Gross: \$24,000. (Average, \$20,000)

"PICK A STAR" (M-G-M)
"CALL OF THE WILD" (U. A.)
STATE—(3,000), 10c-40c, 7 days. Gross: \$3,200. (Average, \$5,000)

"CAPTAINS COURAGEOUS" (M-G-M)
UNITED ARTISTS—(2,070), 15c-65c, 7 days, 2d week. Gross: \$11,600. (Average, \$10,000)

"A DAY AT THE RACES" (M-G-M)
MADISON—(2,000), 15c-65c, 7 days 3d week. Gross: \$8,500. (Average, \$10,000)

Bagnall Para. Club Head

HOLLYWOOD, July 25.—George Bagnall has been elected for a second year as president of the Paramount Studio Club. Other new officers are: Eugene Zukor, vice-president; Ralph Green, treasurer; Ruth Duignan, secretary. Directors are: Lillian Rock, Clarence Slater, Jack Courchley, Mel Stamper, Olive Long, William Abbott, Kenneth Chryst, LeRoy Downs, William Rudolph, William Cowitt, T. K. Glennan, A. C. Zoulis, Charles Boren, Peggy Schwartz and G. A. Rasdall.

Wall Street

Advances General on Board

	High	Low	Close	Net Change
Consolidated Film.	3 3/4	3 3/4	3 3/4	+ 3/8
Consolidated, pfd.	14	13 3/4	14	+ 1/4
Eastman Kodak	180 1/2	180 1/2	180 1/2	+ 1/2
General Theatre				
Equipment	24 1/2	23 3/4	24 1/2	+ 1/4
Loew's, Inc.	82 1/2	82	82 1/2	+ 5/8
Paramount	23 3/4	23	23 1/4	+ 1/8
Paramount 2 pfd.	21	21	21	
RKO	8 1/2	8 1/2	8 1/2	
Universal Pictures				
tures, pfd.	70	70	70	+ 5
Warner Bros.	14 3/4	14 3/4	14 3/4	+ 1/8

Technicolor Up 3/8 on Curb

	High	Low	Close	Net Change
Grand National	3	2 3/4	3	+ 1/4
Sonotone	1 3/4	1 1/2	1 3/4	+ 1/8
Technicolor	28 3/4	28	28	+ 3/8
Universal CRP	4	4	4	
Universal Pictures	8	8	8	

Loew Bonds Gain Slightly

	High	Low	Close	Net Change
Loew's 3 1/2s '46	99 1/2	99 1/2	99 1/2	+ 1/8
Paramount Pictures				
tures 6s '35	100 1/4	100	100 1/4	- 1/8
Paramount '47	95 3/4	95	95 3/4	- 1/4

(Quotations at close of July 24.)

Distributors Worry About Buying Groups

(Continued from page 1)

offset to a large degree by the operating overhead of the combine, including the premiums extracted by the sponsors.

The current season promises to show a greater outcropping of film buying combines than heretofore, due to a combination of current circumstances, exchange managers say. Among these are the inclination of distributors to seek better playing terms to match increased Hollywood costs and the natural desire of exhibitors both to resist the increases and to seek lower terms to compensate for increased theatre operating costs, to avoid admission increases where local situations are not yet ready to absorb them and to prepare for the impending organization of theatre workers with the inauguration of higher wage scales and shorter working hours.

Old established buying combines whose representative membership and reliability enable distributors to realize savings in sales costs will be dealt with on the same basis as in the past, branch managers say. Demands for concessions from the new and untried combines, on the other hand, will be resisted wherever the concessions sought are not on a par with the selling economies to be realized from group transactions, it was said.

Southeast Testing 16mm. Programs

(Continued from page 1)

600-seat house has either been closed or operated at a loss in recent years. In some instances the experiment is being conducted in small farming centers where no theatre has operated before. In no case, so far as is known, has the 16mm. experiment been carried into a town where an established theatre is in operation. Distributors are aiding in enforcing this policy by refusing to authorize the reduction of their prints to 16mm. size for exhibition in competition with an established theatre, exchange men here declare.

Largely conducted on an individual basis up to now, the 16mm. theatre experiment may receive unexpected impetus in this territory from the fact that the Wilby-Kincey circuit now is interested in its possibilities and plans several try-outs within the state during the next few weeks.

Fight Threatens Tax Legislation in D. C.

(Continued from page 1)

that would bear most heavily on the low income groups. The House, in turn, previously rejected the income tax because members of Congress might be included.

The bill will go to a conference committee where an effort will be made to adjust the differences between the two houses, but fears were expressed that the fight might be prolonged and, in the event Congress decided to adjourn on Aug. 7, as has been suggested, the measure might have to be deferred until next year.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"It's Love I'm After"

(Warners)

HOLLYWOOD, July 25.—Leslie Howard and Bette Davis of "Human Bondage" and "Petrified Forest" memory are equally or more successful in this sensationally different vehicle as a pair cast as temperamental Shakespearean actors in love with each other but fiercely competitive professionally. Both achieve finely drawn caricatures of traditionally emotional stars.

Howard figures more prominently in the lines and action. It is especially timely and appropriate in view of his recent Shakespearean season on the stage. The opening of the picture is directly related to this, including billboards and the last act of "Romeo and Juliet."

Throughout the picture the lines from this and other works of the Bard are worked deftly into the dialogue. Olivia de Havilland plays a star-struck adolescent intelligently. Eric Blore steals the picture repeatedly as the tragedian's valet.

The original story is by Casey Robinson. It is a crisp comedy of good intentions miscarrying to ludicrous results. These and the characterizations evoke a continuous and mounting succession of laughs.

The gist of the story has the actor volunteering to disillusion the infatuated fiancée of a friend. His own fiancée misunderstands. His efforts to disillusion repeatedly fail. Complications accrue at a house party and the proceedings are hilarious up to the final scene.

The screenplay by Maurice Hanline is superbly contrived for surprise twists. Archie Mayo's direction is smartly effective. Associate Producer Harry Joe Brown and Executive Producer Hal B. Wallis provided generously in the point of cast and settings.

The film represents a bold but intelligent venture in the realm of sophisticated comedy, staking everything on the laugh-getting qualities of the story and the sheer merit of performances. It convulsed both lay and professional elements of a preview audience at Warners' Hollywood.

Running time, 87 minutes. "G."

Looking 'Em Over

"U. S. S. R.—1937"

(Amkino)

This film is out-and-out propaganda for the Soviet system and what it purports to do for its adherents in Russia, and merits just that much consideration as a theatrical attraction for this country.

The current year marks the 20th of the Russian form of government and this camera record is supposed to be in effect a tour of the country. Needless to say it is a record of achievement, taking no account of executions, failure of organizational plans and the like.

For the most part it is unimpressive, as the camera roves about the vast country, highlighting the recent polar explorations by plane, the flights to the United States and, of course, concluding with a display of the military might which is Russia's today.

An unbiased observer comes away from the film, which is unconscionably long, with the impression that Russia, and the Russian people, do precisely what very other national group of people do. They engage in lumbering, farming and mining. They build factories and make automobiles and tools, they have children's camps and have folk plays, they train Alpinists and try to develop athletes, they make scientific effort and engage in handicraft. One is tempted to say, "So what?"

Withal, the glimpses of the varied activities are too sketchy to be of real value.

No production code seal. Running time, 97 minutes. "G."

Warner Ohio Men Shift

CLEVELAND, July 25.—Dick Wright, Warner district manager in northern Ohio, reports the following changes in theatre personnel: John LaDue transferred from the Sigma, Lima, to the Strand, Akron, succeeding Harvey Cocks, who resigned to join the Quimby Circuit at Fort Wayne; Gratton Johnson from the Lyric, Portsmouth, to the Sigma, Lima; Johnson's successor not yet named by Warners.

Warners in Reade Deal

Warners have closed a deal with the Walter Reade circuit for the entire Warner output of features and shorts for 1937-'38. Reade acted for his circuit and Ben Kalmenson, eastern district manager, for Warners.

Phila. House Opens

PHILADELPHIA, July 25.—The Belgrade, at Belgrade and Auburn, is rounding out its first week of operation. This is an entirely new theatre.

Variety Club

Omaha

OMAHA, July 25.—Charitable activities are occupying much of the local Variety Club's time. Money is being donated to the Anti-Tuberculosis Society's fresh air camp for underprivileged children. The club is also putting on shows for the kiddies, furnishing refreshments and donating croquet sets to the camp.

Meanwhile the organization's special charity, the Hattie B. Monroe Home for Crippled Children, continues its work.

The Milk Fund of the Omaha *Bee-News* is also being aided materially by contributions from the club.

Test Sentiment for Anti-Nazi Picture

(Continued from page 1)

which formerly was called "The Mad Dog of Europe."

Of 82,000 cards mailed out, 27,000 have been returned, and of this 82 per cent were enthusiastic about the proposed film, according to Al Rosen, who is to produce. A total of 300,000 cards will be mailed out before the survey is completed. With the cards are enclosed synopses of the script, written by Herman Mankiewicz, Lynn Root and Rosen.

Production is scheduled to begin some time in September or October, Rosen said.

The casting is virtually complete, but the names will not be announced until shooting starts, Rosen stated, because of the incident in which Dr. George Gyssling, local German consul, figured in connection with "The Road Back." Dr. Gyssling wrote letters to the cast of "The Road Back" warning them that they would stand in danger of having pictures in which they appear banned in Germany. Rosen indicated that he feared pressure might be brought upon the players selected if their names were to appear in print before the picture starts.

The method of mailing out cards is virtually the same as that used by the *Literary Digest*, except names are selected at random from telephone books in various cities. Rosen said that Catholic newspapers throughout the country are cooperating in carrying out the polls.

Officers of New Era Prod. are Samuel B. Gach, city official and publisher of community papers in Los Angeles, president; John J. Boland, film director, vice-president; Rabbi Eugene Rosenberg of Temple Beth-El, treasurer; J. Frederick Rosen, secretary, and Franklin B. MacCarthy, assistant secretary.

Jensen Forms Company

Emil Jensen has formed Artcinema Associates, Inc., at Albany and has purchased all the assets of Art Cinema Corp., a Delaware company, which was recently dissolved voluntarily. Included in the assets are 20 films and about 40 stories.

Empire Meeting Aug. 3

JERSEY CITY, July 25.—Referee John Grimshaw, Jr., referee in the bankruptcy of Empire Laboratories, Inc., has called a final meeting of creditors here on Aug. 3 to consider the report of the trustees, fix commissions, make allowances and declare a first and final dividend.

BBC to Take Recess On Vision Programs

LONDON, July 15.—The television service of the British Broadcasting Corp. from Alexandra Palace will close down from July 26 to Aug. 14, inclusive, resuming on Aug. 25, until Sept. 4, with three special one-hour transmissions daily for the duration of Radiolympia, the big radio industry exhibition. One of these will be film, the others actuality.

During the close down there will be two test transmissions, for the trade, every day, from 11 A.M. to noon and 2 to 3 P.M. Demonstration films, newsreels, exterior shots and cruciform patterns will be sent out.

From Sept. 6 an extra "trade" transmission will be given daily, consisting of cruciform pattern with tone and magazine films with sound.

Seven Renew Thesaurus

NBC Thesaurus recorded program service reports seven renewal orders, and one new subscriber.

The new subscriber is WMSD, Sheffield, Ala., effective Aug. 1. The renewals are: WSAC, Johnstone, Pa. Sept. 1; WGBI, Scranton, Pa., Aug. 30; WOPI, Bristol, Tenn., Aug. 29; WOWO, Fort Wayne, Aug. 1; CKCK, Regina, Saskatchewan, Aug. 1; WSAI, Cincinnati, Aug. 15, and WJBY, Gladstone, Ala., Aug. 15.

Atlas, Blackstone Sign

The Blackstone Co. has been appointed by Atlas Radio Corp. to handle all advertising and sales promotion. Atlas Radio is a producer and distributor of radio transcriptions, with offices in New York City and studios in Hollywood.

Three to Make Their Debuts

Bobby Breen, Marion Claire and Basil Rathbone will all make their debut on "Hollywood Hotel" over CBS July 30 in re-enactments of dramatic scenes and musical numbers from their forthcoming picture, "Make a Wish."

To Start "Opinions" Series

"Calling All Opinions," a man-in-the-street series, will commence over WMCA today at 6 P. M., with Carl Frank and Jimmy Backus at the microphone.

The series will be broadcast Monday through Saturday, and will be sponsored by Barney's Clothes, Inc.

Kennedy Starting Series

CINCINNATI, July 25.—Paul Kennedy, radio editor of the *Cincinnati Post*, begins a twice-a-week radio series over WCKY this Monday. Kennedy will offer informal talks about the amusement industry, and will present guest stars.

Meakin to Start New Music

Jack Meakin, NBC conductor, will launch a new musical series, titled "Stringtime," over the NBC-Blue, July 27, at 6 P.M., E.D.S.T. The program will originate in San Francisco.

R. F. Bigwood Joins NBC

Robert F. Bigwood, former chief operations engineer at WCAX, Burlington, Vt., has joined NBC as a studio engineer.

"First Nighter" and "Harum" Renewed

Campana Sales Co., sponsors of the "First Nighter" programs, and B. T. Babbitt, Inc., sponsors of the dramatic script serial, "David Harum," both heard over NBC, have signed renewal contracts for the features.

The "First Nighter" is renewed for 52 weeks, effective Sept. 3. The series is offered Fridays on the Red, from 10 to 10:30 P. M., E.D.S.T. Aubrey, Moore and Wallace, Chicago, is the agency.

"David Harum" is renewed for 26 weeks, beginning Aug. 23. The series is broadcast Monday through Friday from 11 to 11:15 A. M., E.D.S.T. Blackett-Sample-Hummert handles the account.

To Start KYW Building

PHILADELPHIA, July 25.—R. O. Thatcher of the NBC technical service department has arrived here to supervise construction of the new KYW studios. With foundations already in place, the actual building and steel work is scheduled to start within a week. KYW, since coming to this city from Chicago, has been quartered in the WCAU Bldg.

WNOX Installs New Amplifier

KNOXVILLE, Tenn., July 25.—WNOX, Scripps-Howard Radio, Inc., has installed a new Western Electric program amplifier, one of the first stations in the country to start using it. The amplifier is said to have the same effect as doubling power.

Boys' Choir on Air in Mexico

MEXICO CITY, July 25.—The Vienna boys' choir, featuring the stage show at the Cine-Teatro Alameda, is rendering special concerts from Station XEW. These boy singers, whose organization dates from 1498, are to perform on the radio in the United States.

Tcheibek in New Series

COLUMBUS, July 25.—Irven Tcheibek, *Columbus Dispatch* sports writer and WCOL sportscaster, will broadcast a series of sports events beginning this week, under sponsorship of the Kellogg Co.

Don Bova Joins WLW

CINCINNATI, July 25.—Don Bova, singing guitarist, formerly heard over NBC, has joined the WLW staff, and has been assigned a spot with Slim Smith's Ranch Riders on the early "Top o' the Morning" program.

Broadcast Gym Course

MEXICO CITY, July 25.—A half-hour daily morning gymnastic course is being broadcast from the Government publicity department's two radio stations here, XEDP, long wave, and XEXA, short wave.

Tribute to Prall

Every radio station in America, numbering more than 700, will observe a one-minute period of silence beginning at noon today, in respect to the memory of the late Commissioner of the F.C.C., Anning S. Prall.

Protests Exclusive On Oklahoma Games

OKLAHOMA CITY, July 25.—Allen G. Nichols, president pro tempore of the Senate, has written Dr. W. B. Bizzell, president of the University of Oklahoma, protesting granting exclusive football broadcasting privileges to WKY, Oklahoma City.

"I have received information to the effect that WKY broadcasting station has secured an exclusive contract with Coach Tom Stidham for broadcasting of all football games to be played this year," Nichols wrote.

"I think it would be a mistake to grant an exclusive contract without a hearing or without competition. I am speaking for station KOMA, Oklahoma City, and other broadcasting stations in the state and on their behalf I desire to have the matter left open so that the university may receive the best offers for this right."

"It came pretty straight that an exclusive contract had been entered into, and I am sure that you will know if this is true. What the other stations desire is the right to make an offer for this grant."

WKY was given the contract after other city radio stations had been given the chance to bid, Tom Stidham, university athletic director and football coach, says.

The Oklahoma network stations did not bid, while KOMA wished to reserve the right to broadcast a part of the university games, enabling it to "cover" games of other schools, also, Stidham said. The university wants all games broadcast or none, he explained.

Wolk Signs New WCAE Pact

PITTSBURGH, July 25.—Jerome Wolk & Bro., have signed a new weekly show to replace their "Pittsburgh Backstage" program on WCAE. It is a 15-minute dramatization with music and will feature Robert Carter, tenor; John Mitchell, organist, and a cast headed by Carl Dozer, Stephanie Diamond and Pearl Hamil. The program will be heard every Thursday night at 7:45 beginning July 29.

Short, a KSD Announcer

ST. LOUIS, July 25.—The latest addition to the KSD announcing staff is Wayne Short. He comes to KSD from KFRU, Columbia, Mo.

CBS to Start a New Series of Concerts

A new series of serious music will be presented by CBS when the Columbia concert orchestra performs the first of 10 Thursday night broadcasts July 29.

The opening program will be conducted by Paul Lemay, conductor of the Duluth Symphony orchestra, from 8 to 8:45 P. M., E.D.S.T. Conductors for the following three weeks will be Frederick Charles Adler, Philip James and Bernard Hermann.

Thomas Surprise Guest

SAN FRANCISCO, July 25.—John Charles Thomas was an unexpected studio guest during the KJBS Alarm Klok Klub program the other day.

Arriving at dawn by plane from the east, for engagements on the coast, the singer taxied to the station, and walked into the studio during the broadcast, conducted by his lifelong friend, Capt. Dobbsie.

Dialers were treated to several minutes of impromptu wise-cracking, during which Thomas was awarded a membership card in the KJBS "Dunkers' Club."

WNRR to Change Letters

MEMPHIS, July 25.—WNRR, owned by Scripps-Howard and affiliated with the *Press-Scimitar*, will change its call letters to WMPS as of Aug. 1, at which date the station will become a member of the NBC network. The new call letters have been taken from the first letters of the words *Memphis Press-Scimitar*.

To Hear Arizona Case July 27

WASHINGTON, July 25.—An examiners' hearing on the contesting applications of Southwest Broadcasting Co. and W. P. Stuart for a new 1,500-kilocycle, 100-watt broadcasting station at Prescott, Ariz., will be held in the Superior Court room of Yavapai County, Prescott, July 27, according to the F. C. C.

Duquesne Brewing Gets Abrams

PITTSBURGH, July 25.—The Duquesne Brewing Co. has signed Al Abrams, who writes sports for the *Post-Gazette*, for a weekly series on WWSW during the football season. Abrams did a similar show for the same sponsor last year. The time is Friday night at 7:30 for half an hour.

Presto Sales Show Jump

Sales of instantaneous recordings offered by the Presto Recording Corp. are up 265 per cent for the year, according to a statement from the company. Because of the increasing volume of business, Presto has leased additional space which will double its present plant capacity.

KFRC Adds Six Accounts

SAN FRANCISCO, July 25.—New accounts on KFRC include United Air Lines, the Simmons Co., Carter Medicine Co., Gallenkamp Shoes and Drs. H. F. Bernard of San Francisco and Phillip Newton, Oakland.

Carter Program on WNOX

KNOXVILLE, Tenn., July 25.—WNOX is now carrying the Boake Carter Philco show Monday, Wednesday and Friday, 5:45 to 6:00 P.M.

Not Comedians

Jack Benny, Fred Allen, Walter O'Keefe, and the other comedians who are heard over NBC networks are not regarded as comedians by NBC's statistical department. In the monthly break-downs prepared by the statisticians, the comedians show up as "novelty acts."

Those who are listed as comedians include Amos 'n' Andy, the Easy Aces, and others who use humorous scripts.

Radio Personals

Summer Shows On the Air

Welles and "Les Miserables"

Orson Welles promised a new type of radio presentation in his "projection" of Victor Hugo's heroic work, "Les Miserables," and, in a fashion, made good his promise Friday evening when the first episode of the seven installment series of the classic was presented over the Mutual network.

Welles' treatment left one wondering whether a more standardized interpretation of the book would not have been more acceptable. As presented Friday, the installment consisted mainly of narrative readings presented against a background of reenactments, a reversal of the usual order. This method cut down the dramatic value of the installment rather sharply and made it almost impossible for the listener to keep for long the tragic moods that were established during the infrequent moments when Welles, as narrator, gave up the microphone to the actors.

Another novelty in treatment was the reading of excerpts from letters written by the sister of the Bishop, in whose house Jean Valjean found refuge when released from prison, to set the scenes for what transpired in the Bishop's house while Valjean was the guest there. This proved to be a more welcome variance of the accepted methods than the dereliction noted above.

All in all, however, Welles' treatment should find favor with the intelligent listeners. Welles is a grand actor and his portrayal of the tragic character was a vivid, sharply-etched one, especially during that moment when he burst into the Bishop's home, snarled his identity, and asked for a night's lodging. His unbelief at his reception by the kindly Bishop was a particularly outstanding piece of acting. The supporting cast, the incidental music, and the sound effects were outstandingly good.

BANNER

Hammann to Head KYW Sales

PHILADELPHIA, July 25.—The appointment of John S. K. Hammann as sales manager of KYW, NBC's Red outlet here, was announced today. Hammann was formerly national sales representative for NBC over the Philadelphia and southern territory. His appointment will be effective Aug. 1.

Leslie A. Craig, Jr., to Wed

CINCINNATI, July 25.—Leslie A. Craig, Jr., local radio engineer, was supervising construction of a broadcasting station at St. Petersburg, Fla., three years ago. He met Bonnie C. Frense there. They will be married Aug. 5. The radio station will be completed within a few months.

Fire Damages WAPO Plant

CHATTANOOGA, July 25.—Fire damaged the transmitting plant of station WAPO, to the extent of approximately \$15,000 recently. The station is owned and operated by W. A. Patterson, who said replacements have been ordered.

STELLA UNGER of the Erwin-Wasey radio department has retained the Artists Management Bureau to handle her publicity. . . . Kathryn Cravens will take a vacation from the air for one week starting July 28. During her absence her "News Through a Woman's Eye" program on CBS will be replaced by the "Afternoon Serenade." . . . Alice Reinhardt of the "Court of Human Relations" has temporarily left that series, to vacation. . . . Betty Caine has been signed for the starring role in "Tale of Today," replacing Joan Blaine.

Young & Rubicam should break down and confess that Freddie Lightner has been signed for a run on the Jane Froman series, rather than repeatedly state that Lightner, "originally signed for one guest appearance, has been held over once again." . . . Charles E. Green, president of Consolidated, is visiting his organization's offices in Hollywood, while Stanford Zucker, Consolidated's new general manager, is visiting in Chicago, and Bill Burnham, manager of the company's New York office, is vacationing in Maine. . . . Johnny Green will celebrate his 10th year as a composer by playing a special sequence of his own compositions on his program tomorrow.

Cincinnati Town Pump

CINCINNATI, July 25.—Peter Grant chief announcer of WLW and WSAI, is pinch-hitting for Paul Sullivan on the "Hits of the Week" program, while Sullivan is in New York. This program originates in the WSAI (NBC) studios and is also broadcast through WKRC, a Columbia affiliate. . . . John McCormick, general manager WKRC, flew to New York for a conference with Columbia executives. . . . Arthur Kemp of the New York offices of Radio Sales, Inc., spent several days at WKRC here.

Philadelphia Town Pump

PHILADELPHIA, July 25.—Johnny Coombe joins the WTEL staff for the press post. . . . He is also radio editor of the Main Line *Daily Times*, suburban newspaper. . . . James Begley, KYW program manager, flew to the

west coast for a Santa Monica, Cal., vacation. . . . James Harvey has been left in charge of programs during his absence. . . . Rosalind Stewart and Ray Stotter, two comparatively new vocalists on KYW, will alternate weekly on a new program Mondays and Fridays accompanied by the Carlile and London piano duo. . . . Jan Savitt, KYW musical director, returns with his Top Hatters to the Million Dollar Pier, Atlantic City, for a week. . . . David Berk is the newest addition to the WDAS sales staff. . . . WFIL Publicist Joe Connelly vacationing at Wildwood, N. J., while Murray Arnold by WIP will return to his desk after a Long Island sojourn.

Pittsburgh Town Pump

PITTSBURGH, July 25.—Ben Muros, WCAE engineer, and Mildred Bought have picked an October date. . . . It's a boy at the Sammy Fullers. He's "Uncle Sammy" of KDKA. . . . Frank Smith, manager of WWSW, is vacationing in Hessel, Mich. . . . The Willows has decided to do without its KDKA wire after two months. . . . Jessica Dragonette has been signed by the Allegheny County Commissioners to sing at the annual fair in September. . . . The Federal Symphony orchestra of Pittsburgh, under the direction of Harry Hoehle, who used to conduct the band at the Penn, is getting several WCAE spots. . . . Les Lindow, WCAE salesman, flew back from his coast vacation. . . . Ed Harvey leaves WCAE on Friday to take up his new duties in New York as program director for the Hearst state network. . . . Mrs. George Heid, wife of the KDKA artist, is spending the remainder of the summer in California. . . . Frank Seidel, of the WCAE staff, has his mother-in-law from Cleveland here for a visit.

San Antonio Town Pump

SAN ANTONIO, July 25.—Ernest Tubb and Merwyn Buffington are now heard over KONO four times weekly. . . . KTSA started "Refreshment Time With Singin' Sam" sponsored by Coca Cola Monday, for five programs weekly. . . . Johnny Fielder's orchestra aired over WOAI Sunday afternoon and was sent out through the red network.

Hollywood Town Pump

HOLLYWOOD, July 25.—With NBC broadcasting from a mystery Army stratosphere plane 35,000 feet high today, the special events department at KNX, CBS outlet here, got busy and rigged up its own air stunt. Two Army reserve pilots flew around over the beach and resort areas, and broadcast to the ground of traffic jams. Motorists with radios in their automobiles, if tuned to KNX, were directed to take other routes to avoid the tangles.

Jackson Wheeler, bitten by a black widow spider several weeks ago, got out of a hospital bed to carry through the Lloyd Pantages program Thursday, and then went back to the hospital. . . . Maureen O'Connor, 13-year-old girl who won the local radio editors' contest, was on the Cantor show Sunday. . . . Harvey Harding,

KNX-CBS announcer, is making a platter in which he sings the four parts of a quartet, one at a time, of course, and then on the playback will sing a solo with his previously recorded quartet as background music. . . . NBC winds up its Shakespeare cycle Monday with John Barrymore, Elaine Barry and J. Farrell MacDonald playing top spots in "The Taming of the Shrew." . . . July 30, NBC will air from here a reciprocity program over the Blue network for the British Broadcasting system. Titled "Five Hours Back," the program will be picked up via short wave by BBC. Entertainers will include virtually the entire Packard show—Johnny Green and his orchestra, Jimmy Blaie, Jean Rose, Maehlon Merrick's Mixed Choir, Ken Carpenter and Curley Wood.

WNOX New Accounts Show Big Increase

KNOXVILLE, July 25.—WNOX, Scripps-Howard station, reports a considerable number of new national and local accounts.

New national accounts are Armour Fertilizer Works, six announcements weekly, one year; Guttischaldt-Humphrey agency; Pinex, weather reports daily, 22 weeks, Horton, Bagley & Hoyt agency; Institute of Electric Research, one 15-minute program weekly, Critchfield & Co., agency; Thoray Laboratories, announcements, two weeks; Postal Telegraph, four announcements daily, one year, Marchalk & Pratt, agency; Dr. W. B. Caldwell, six 15-minute programs weekly, one year, Cramer-Krasselt, agency.

Local new business includes Finance Corp of Tennessee, announcements, one year; Kay's Ice Cream, 40 15-minute programs, Radiads; Phifer Smith Air Conditioning, 13 30-minute programs; Tennessee Beverage Co., time signals, 12 weeks; Tennessee Mill & Mine Supply, six news periods weekly, one year; Coca-Cola, one 15-minute program weekly, 26 weeks, Associate Library; Coca-Cola, 26 transcribed programs featuring Singin' Sam; Seven-Up Bottling Co., six news periods weekly, one year.

Broadway Tax Shows Sharp Gain in June

(Continued from page 1)

jumped from \$415,918 in May to \$494,813 last month, with a slight improvement from \$2,555 to \$2,886, in collections from free or reduced rate admissions.

Receipts from the tax on tickets sold by brokers dropped from \$13,179 to \$11,101, the Bureau reported, while collections on tickets sold by proprietors at more than established price decreased from \$1,804 to \$1,624; nothing was collected on permanent use or lease of boxes or seats, from which \$385 was secured in May, while collections from admissions to roof gardens and cabarets dropped from \$50,850 to \$42,416.

Government Hits at British Vaudeville

(Continued from page 1)

and dress in various stage performances and had cited instances of complaints in respect of film houses running variety. He also indicated that action might be taken against such theatres when their licenses came up for renewal by the L.C.C., unless the trade itself "cleaned up" stage shows.

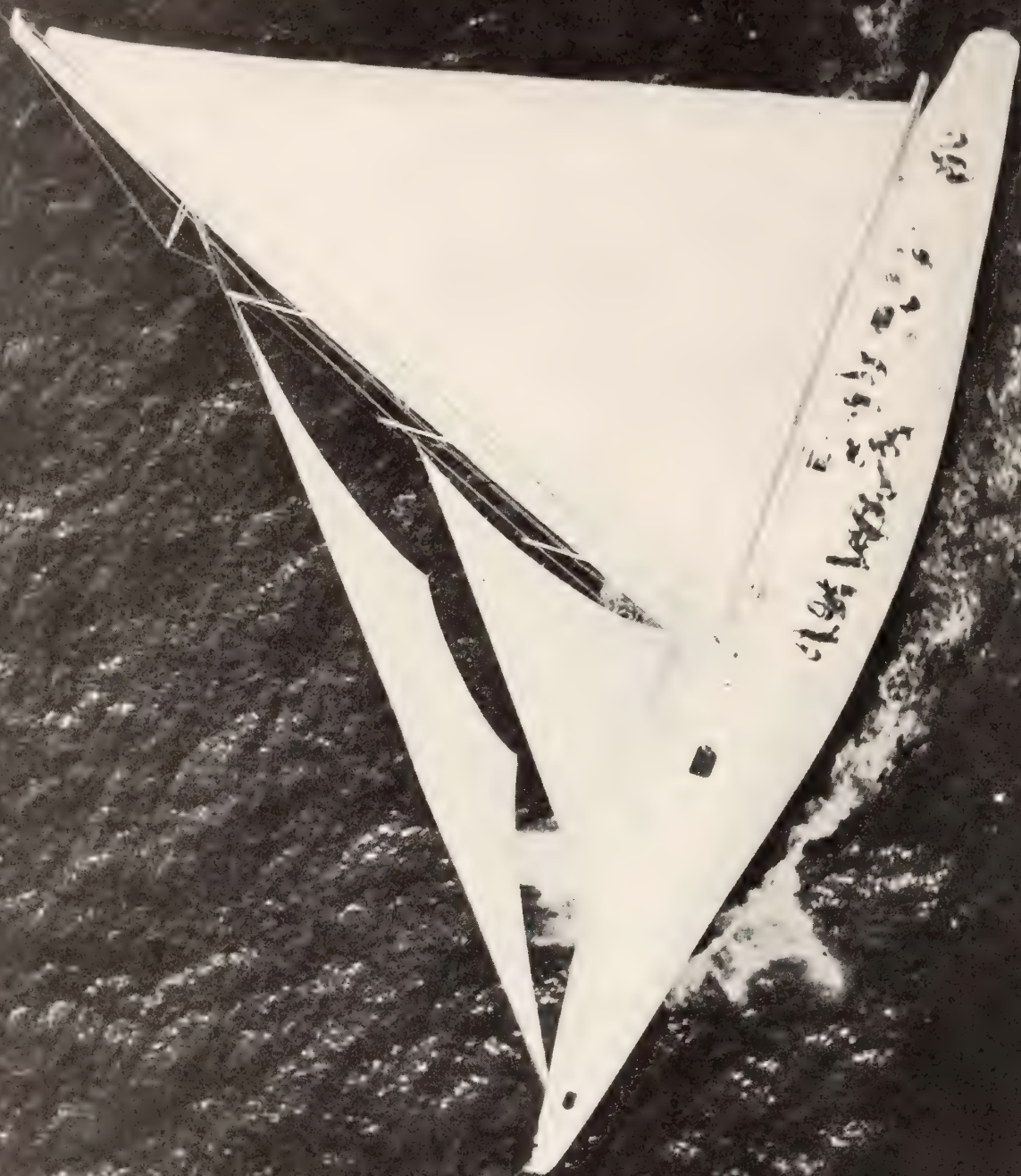
It was suggested that the C.E.A., as an organization of film exhibitors, should dissociate itself from variety interests, but the matter was finally left to the officers of the association to handle.

Republic and Gaiety Turn to Films Only

The Republic on 42nd St. and the Gaiety at 46th St., on Broadway, former burlesque houses, will turn to films only, Harry Brandt declared over the weekend. The Republic abandoned stage shows last Thursday night.

Both houses had shown poor results with the modified burlesque which was permitted under the new licenses recently issued.

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VOL. 42. NO. 22

NEW YORK, TUESDAY, JULY 27, 1937

TEN CENTS

"U" Foreign Business Up, Says Cowdin

**Chairman Returns from
Five-Week Survey**

Universal's foreign business is picking up "materially" on the Continent and in England, J. Cheever Cowdin, board chairman, reported yesterday on his return aboard the *Queen Mary* from a five-week business trip abroad.

Cowdin was enthusiastic about the company's new foreign sales setup, headed by Gus Schaefer, export manager, who accompanied him abroad and is remaining in Europe for several additional months to visit the company's Continental offices and representatives, and George R. Canty, former Dep't. of Commerce attache, who is now in charge of Continental sales for Universal with headquarters in Paris. The three conferred on new sales and distribution plans abroad which will be inaugurated at once under the direction of Schaefer and Canty, Cowdin said. The plans involve increased representation for Universal throughout the Continent.

Cowdin branded published reports
(Continued on page 10)

Appeals Court Rules For W. E. on Patents

The U. S. Circuit Court of Appeals yesterday confirmed a prior decision of the U. S. District Court in favor of the Western Electric, Erpi and A. T. & T. in their patent infringement suit against General Talking Pictures which leased sound amplifiers to theatres.

The plaintiffs charged infringement of seven patents of electrode vacuum tubes and circuits useful for amplifying sound and were upheld by the court on six claims and overruled on one. The defendant contended that
(Continued on page 10)

Montague Explains Shift of "Horizon"

NEW HAVEN, July 26.—The reply of Abe Montague, general sales manager of Columbia, to the protest of Allied Theatres of Connecticut against the withdrawal of "Lost Horizon" from the 1936-'37 contracts, states that the act was an absolute necessity
(Continued on page 4)

Radio—Pp. 9-10

British White Paper to Give Quota Rulings

**Government to State Its
Attitude Soon**

By BRUCE ALLAN

LONDON, July 26.—Oliver Stanley, president of the Board of Trade, has just stated in the House of Commons that he proposes to make his general statement of the Government's intentions on film legislation available as a White Paper before the recess. (A White Paper is an official publication, for Parliamentary information).

Stanley had been pressed by various members of Parliament to make available a full draft of the proposed Films Act either before the house rises, or during the recess, Mr. Morrison, Labor M.P. for Tottenham, asserting that the measure was involved and non-party and that there was a desire on all sides for full details for study.

David Kirkwood, Independent Labor member for a Glasgow division, asked assurances that the special conditions of Scotland would be dealt with in the bill. Boothby spoke of the necessity of not "encouraging British producers to waste money to qualify for protection."

The Minister's reply was that all points brought before him were being considered. His promise of a White Paper means that the broad outline of the Government's Bill will be open for discussion and agitation for three months or more before they are introduced in the House of Commons.

Viewing Tests for Quota Film Urged

LONDON, July 20.—It has been revealed by W. R. Fuller, general secretary of the Cinematograph Exhibitors' Ass'n, that that body is prepared to consider two forms of viewing test for British quota films.

The C.E.A. is advocating the quality test, as a means of qualification
(Continued on page 10)

St. Louis Is Scene Of Giveaway Battle

ST. LOUIS, July 26.—A lively giveaway battle is being waged in South St. Louis, with Harry Greenman leading the attack at the Dakota, where two pieces of floral crystal glassware are given to each woman attending the Wednesday and Thursday evening performances. The same policy is being followed by Greenman at the Yale. On
(Continued on page 4)

May Talk Quota

LONDON, July 26.—D. E. Griffiths, managing director of First National here, and president of the Kinematograph Renters' Society, will leave England Aug. 4 on the *Queen Mary*, arriving in New York on Aug. 9. He is expected to remain in New York for about two weeks. Primarily going over for a vacation, he is expected to advise the American industry on the proposed new Films Act situation.

Para. Not to Fill Fortington's Spot

In line with a company aim to effect a small, compact board of directors composed primarily of management men, the Paramount board will not fill the vacancy created by the recent resignation of H. A. Fortington at the monthly meeting of directors today, a company official said yesterday.

Of the present 16 board members, seven are management men. Future vacancies on the board, it was said, either will remain unfilled or additional operating executives would be named to the vacancies.

The board is scheduled to receive the financial report for the second quarter of the current year at its meeting today and is expected to approve the new operating contract with A. H. Blank for the Tri-States circuit which eliminates Paramount's option to repurchase Blank's 50 per cent interest in the circuit, in connection with
(Continued on page 10)

Federal Theatre to Be Reorganized Here

By CLARENCE LINZ

WASHINGTON, July 26.—Reorganization of the WPA setup to meet conditions brought about by the reduction of relief funds is seen in the announcement by Mrs. Ellen S. Woodward, assistant administrator, of an "administrative consolidation" of the "Fed"
(Continued on page 10)

Fate of Chicago's Board Up This Week

CHICAGO, July 26.—The fate of the Chicago Film Board of Trade will be decided this week, it is expected. Several of the major company branches here have expressed themselves as in favor of continuing the board.

Thus far, three major companies, 20th Century-Fox, M-G-M and Universal, have approved the continuance
(Continued on page 10)

Circuit Deals For 1937-'38 Virtually Set

**More Than Half Annual
Contracts Closed**

New season film buying by major circuits is in its final stages with more than half the annual deals of the five national circuits already closed and the remainder in an advanced stage of negotiation, home office film buyers reported yesterday.

National Theatres has closed for M-G-M, Paramount, 20th Century-Fox and Columbia for the entire circuit, and has closed with Warners and Universal for Fox West Coast theatres. Negotiations for the remainder of the company's theatres are under way with the latter two companies, and negotiations with United Artists and Republic are in an advanced stage.

RKO theatres have closed with 20th Century-Fox, Warners, RKO Radio, half Universal and Columbia. Negotiations with United Artists and Paramount are under way.

Warners Theatres have closed for Universal, Paramount, M-G-M, 20th Century-Fox and Warners. Negotiations with RKO, United Artists and Columbia are under way.

Loew's New York circuit has closed new season deals with United Artists, Columbia, Universal, M-G-M, Grand National, and Republic. Negotiations with Paramount, the only remaining deal, are in progress. The circuit's deal with Universal involves one-half the output of each company.

Although product deals for the
(Continued on page 10)

Grainger Leaves to Sign Great States

Universal's next big circuit deal will be with Great States Theatres. James R. Grainger left for Chicago yesterday to talk terms and close the pact.

The distributor is set with National Theatres, operating company for all houses affiliated with 20th Century-Fox. The contract is not signed, but terms have been agreed upon, thereby reducing the actual affixing of signatures to routine handling.

Consent Election Is Rejected by Artists

HOLLYWOOD, July 26.—United Scenic Artists, local of the Painters' Brotherhood, today refused to submit to a consent election on the application of three opposition groups seeking jurisdiction over art directors and affiliated
(Continued on page 10)

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Representative.MONTEVIDEO: P. O. Box 664; Paul Bodo, Rep-
resentative.MOSCOW: Petrovski Per 8; Beatrice Stern, Rep-
resentative.PARIS: 29 Rue Marsoulan; Pierre Autre, Rep-
resentative.PRAGUE: Uhelny trh 2, Prague I; Harry Knopf,
Representative.RIO DE JANEIRO: Caixa Postal 3558; L. S.
Marinho, Representative.ROME: Viale Gorizia; Vittorio Malpassuti, Rep-
resentative.SANTIAGO DE CHILE: Calle Estado 260, Ofi-
cina 306; A. Weissmann, Representative.SHANGHAI: Rooms 38-41, Capital Theatre Build-
ing, 142 Museum Road; J. P. Koehler, Rep-
resentative.STOCKHOLM: Kungsgatan 36; Ragnar Allberg,
Representative.TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken;
H. Tomimaga, Representative.VIENNA: Neustiftgasse, 54 Vienna VII; Hans
Lorant, Representative.Entered as second class matter January 4, 1926,
at the Post Office at New York City, N. Y., under
Act of March 3, 1879.Subscription rates per year \$6 in the Americas,
and foreign \$12. Single copies: 10 cents.Fine Two Exhibitors
For Quota Defaults

LONDON, July 20.—Salford Entertainments, Ltd. and J. F. Emery and R. Gradwell were each fined £15 and £5 five shillings costs at Salford Police Court for quota default at the Dominion and Empress Theatres, Salford. The Dominion showed 17.06 per cent of features and 15.47 per cent of all films instead of 20 per cent. in the year ending Sept. 30, 1936. The Empress showed 17 per cent of features and 14 per cent of all films.

Making a defense that there was a shortage of usable British films, counsel for Emery declared that bad British films were received with cat-calls, whistling "and even fireworks" and that when the manager had to put on a quickie he "held his breath and hoped for the best." The only British artists the audience would tolerate were Gracie Fields and George Formby, he said.

Approve "Road Back"

BOSTON, July 26.—The Massachusetts state censorship board has finally cleared "The Road Back" as submitted. The action reverses a previous decision on the Universal picture, when several cuts were ordered.

Purely
Personal

A. H. McCAUSLAND and W. T. MERRILL have delayed their planned departures from the RKO Radio studio indefinitely and may be away another week. FLOYD ODLUM and EDWIN L. WEISL, who also deferred their departures from the coast, are not expected here for another day or two.

GEORGE RIGAUD, French player signed by Paramount, was guest at a Waldorf cocktail party yesterday afternoon with his new producing auspices as host. Today he leaves for Hollywood.

STANTON GRIFFIS, chairman of the Paramount executive committee, will sail for England Aug. 4 on the *Normandie* for a combined business and vacation trip of several weeks.

LESTER THOMPSON, head of the Advertising Advisory Council of the Hays office, is spending his vacation at his mother's home in San Francisco.

E. J. SMITH of Imperial has just returned from a trip through the mid-west during which he stopped at Pittsburgh, Toledo, Cleveland and Buffalo.

KENNETH CLARK of the M.P.P. D.A. is vacationing in the Maryland hills. JOEL SWENSON takes over the Hays publicity desk in his absence.

Hilda Stone's original, "Passport Husband," has been acquired by 20th Century-Fox for production by SOL M. WURTZEL.

ARTHUR LEE, G. B. vice-president, left yesterday for Boston to arrange a showing of "King Solomon's Mines" there.

PERCY PHILLIPSON, chairman of the board of General Register, sails for London on the *QUEEN MARY* tomorrow.

WAYNE PIERSON, deputy collector of internal revenue, is around again after three months in the hospital.

HERBERT WILCOX and CARL LAEMMLE, SR., are passengers on the *Ile de France* arriving from Europe today.

JOHN NOLAN of the Comerford circuit is still at St. Vincent's Hospital, but is much better.

NATE BLUMBERG and MILT SCHWARZWALD off for Maine the end of the week.

JIMMY GRAINGER, off to Chicago yesterday, is due back Thursday.

BILL BOEHNEL didn't make ARTHUR MAYER's for the weekend after all.

ERROL FLYNN is expected in from the coast by plane today.

... London

Arrived on *Ile de France*, SAM ECKMAN, JR., DOUG FAIRBANKS, JR.; on *Normandie*, MAX MILDER, JOE FRIEDMAN.

Left by *Europa*, HERBERT WILCOX, ERIC FREDMAN, Wilcox sales man-

Fox Theatre Claim
Is Allowed in Full

The U. S. Circuit Court of Appeals yesterday reversed allowance of a claim at \$48,134 by the U. S. District Court to the Mortgage Service Co. of Philadelphia, operating trustee of the Philadelphia Co. for Guaranteeing Mortgages, against William C. Weisman, as receiver of the Fox Theatres Corp., and allowed the claim at the full amount of \$389,436.

The claim arose from a guarantee by Fox Theatres of interest and taxes payable on a \$1,800,000 mortgage issued by the Market & 17th St. Corp., a subsidiary, in 1930. Weisman opposed the claim on the ground that only \$30,134 had been paid by the Philadelphia Co. and asked the court to fix the claim at that amount.

Ask Selznick Review

WASHINGTON, July 26.—Review of alleged deficiencies in the 1934 income taxes of David O. Selznick and Mrs. Irene M. Selznick, his wife, has been asked of the Board of Tax Appeals. Selznick's deficiency was \$9,897 and that of his wife \$3,223. The appeal sets forth that Selznick produced four pictures for M-G-M, "Dinner at Eight," "Dancing Lady," "Manhattan Melodrama" and "Viva Villa," from which he derived gross earnings of \$208,000, but that his net income for the year was \$92,155.

Bright Para. Claim Allowed

Federal Judge Alfred C. Coxe yesterday allowed the claim of Elmer H. Bright against Paramount in connection with the Paramount reorganization at \$1,248 upon recommendation of Special Master John E. Joyce. Bright held certificates of the Olympia Theatre Corp. and will receive twenty year six per cent sinking fund gold note debentures.

Yamins Names Levenson

BOSTON, July 26.—Max Levenson has been appointed by Nathan Yamins to the national finance committee of Allied. The circuit owner is an executive in Independent Exhibitors, Inc. Maurice Shulman has been appointed the committeeman from Connecticut.

Philip Blumauer Dies

PORTLAND, Ore., July 26.—Philip Blumauer, 72, widely known theatre executive and head of the Capitol here, died at his home here yesterday following a heart attack.

To Hold "Toast of N. Y."

"The Toast of New York" will be held over for a second week at the Music Hall, the house's management said yesterday.

Spitz Delays Return

HOLLYWOOD, July 26.—Leo Spitz is still here and now is expected to return to New York tomorrow. He may, however, stay here longer.

ager, CHARLES DE GRANDCOURT, part-author of "Victoria, the Great."

ARTHUR DENT addressed Hendon Rotary Club on British film problems.

MAX and MRS. REINHARDT, SALLY EILERS and HARRY JOE BROWN here.

NEVILLE KEARNEY back from the International Film Congress in Paris.

R. F. STEVENS, pioneer Australian exhibitor, on holiday visit.

Thomson, Here for
Guild, May Resign

Kenneth Thomson, executive secretary of the Screen Actors' Guild, who arrived from the coast by plane over the weekend, may decide during his stay here on accepting a role in a Broadway production which has been offered him and which would entail his resignation from the guild.

"If they want me, I'll probably accept," Thomson said yesterday, referring to the proffered role in John Golden's "Susan and God," which goes into rehearsal here in a week of 10 days. Three or four other actors are also being considered for the role, it was learned.

Thomson will confer while here with the American Federation of Actors in an effort to effect a working agreement covering the appearance of A. F. of A. members in short subjects produced in eastern studios. The guild's closed shop in eastern studios is scheduled to become effective Aug. 1 and the A. F. of A. is one of several current questions on which agreements must be reached before that date.

Signs New Agreement

BRIDGEPORT, July 26.—A nine-year dispute ended here when Samuel Haldeman, proprietor of the Capitol, signed an agreement with the local I.A.T.S.E. union. The Community and Brooklawn in Fairfield and the Rivoli in this city also have signed agreements.

Heywood-Wakefield's
Net Totals \$358,607

Heywood-Wakefield Co., has reported net profit for the six months ended June 30 last, of \$358,607, equal to \$4.51 per share on 60,000 common shares after dividend requirements on 139,480 shares of Series B first preferred stock and 227 shares of old seven percent first preferred not exchanged under the recapitalization plan.

The net compares with a net profit of \$254,948, equal to \$2.78 per share on the common stock, for the first six months of 1936.

Nathanson Cruising

TORONTO, July 26.—After a brief stay in Toronto following their visit to London for the Coronation, with trips to Le Touquet, the French seaside resort, and Carlsbad, N. L. Nathanson, president of Famous Players Canadian Corp., and Mrs. Nathanson are bound for New York via the St. Lawrence River and the New England Coast on their yacht "Thalassa." They plan to end the cruise at Scarsdale after which they will take in the races at Saratoga.

Quake Empties Theatre

MEXICO CITY, July 26.—Theatres over a wide area of Mexico were emptied today when an earthquake shock, lasting 21 seconds, was felt. There was not much damage, and no theatres were reported damaged.

Ben Van Borssum Hurt

TERRE HAUTE, July 26.—Ben Van Borssum, owner of the Savoy and West here, is suffering from injuries received when his car went out of control south of the city. He was taken to St. Anthony's Hospital.



*Bill Brandt writes
Brother Harry a letter of
Paramount Importance*

July 19, 1937.

The Los Angeles
AMBASSADOR
CALIFORNIA

Dear Harry:

I just saw five Paramount pictures of their new season's program,
namely:

Jean Arthur, Edward Arnold, Ray Milland in
"EASY LIVING"

Fred MacMurray, Frances Farmer, Charlie Ruggles in
"EXCLUSIVE"

Bing Crosby, Martha Raye, Mary Carlisle in
"DOUBLE OR NOTHING"

Jack Benny and a terrific cast in
"ARTISTS AND MODELS" and

Irene Dunne and Randolph Scott in
"HIGH, WIDE AND HANDSOME"

Everyone of these pictures is definitely a sensational Box-
Office Smash, and I understand "SOULS AT SEA" with Gary Cooper
and George Raft, and "ANGEL"--the Lubitsch picture with
Dietrich, are even more important, although I didn't see them.

I was greatly impressed with the splendid morale on the
Paramount lot under the direction of Adolph Zukor and Bill LeBaron,
and if the above-named pictures are a sample of what we can expect
for the balance of the season's program, I urge you to make your
Paramount deal the first order of business.

We are having a splendid time and miss you very much.

Bill

IT LOOKS LIKE A PARAMOUNT YEAR!



"Road Back" Frisco Hit, Gets \$16,000

SAN FRANCISCO, July 26.—"The Road Back," on a dual with "Small Town Boy," was the only outstanding grosser in a hot week here. It reached \$16,000 at the Orpheum. This was \$9,000 over normal.

"Slave Ship," with "Married Before Breakfast," held up to \$7,200 in its second downtown week at the St. Francis. "Captains Courageous" and "The Crime Nobody Saw" took a good \$14,600 at the Paramount, and "Super Sleuth" was in the profit column with \$17,000 at the Golden Gate.

Total first run business was \$86,050. Average is \$81,000.

Estimated takings:

Week Ending July 20:

"SUPER SLEUTH" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c,
7 days. Stage, vaudeville. Gross: \$17,800.
(Average, \$16,000)

Week Ending July 21:

"EVER SINCE EVE" (F.N.)
"BORN RECKLESS" (20th-Fox)
FOX—(5,000), 15c-35c-40c-55c, 7 days.
Gross: \$11,000. (Average, \$17,000)

"THE ROAD BACK" (Univ.)
"SMALL TOWN BOY" (G.N.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7
days. Gross: \$16,000. (Average, \$7,000)
"CAPTAINS COURAGEOUS" (M-G-M)
"THE CRIME NOBODY SAW" (Para.)
PARAMOUNT—(2,740), 15c-35c-40c-55c-
75c, 7 days. Gross: \$14,600. (Average,
\$13,000)

"WOMAN CHASES MAN" (U.A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-
55c-75c, 7 days, 2nd week. Gross: \$5,900.
(Average, \$7,600)

"SLAVE SHIP" (20th-Fox)
"MARRIED BEFORE BREAKFAST"
(M-G-M)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c,
7 days, 2nd downtown week. Gross: \$7,200.
(Average, \$6,000)

Week Ending July 22:

"THE EMPEROR'S CANDLESTICKS"
(M-G-M)
"SING AND BE HAPPY" (20th-Fox)
WARFIELD—(2,680), 15c-35c-40c-55c-75c,
7 days, 2nd week. Gross: \$12,500. (Average,
\$14,000)

Week Ending July 23:

"THE LAST NIGHT" (Amkino)
CLAY—(400), 15c-35c-40c, 7 days. Gross:
\$1,050. (Average, \$1,000)

"Easy Living" Big Draw in New Haven

NEW HAVEN, July 26.—Hot weather notwithstanding, the Paramount opened to standing room business on "Easy Living" and "Midnight Madonna," and continued to good houses, making the receipts \$7,200, including the two-day holdover. Average is \$4,800. All other first runs made poor showings.

Total first run business was \$16,000. Average is \$19,300.

Estimated takings for the week ending July 23:

"DREAMING LIPS" (U. A.)
"RIDING ON AIR" (RKO)
COLLEGE—(1,499), 25c-35c, 7 days.
Gross: \$1,800. (Average, \$2,800)
"KNIGHT WITHOUT ARMOR" (U. A.)
"MARRIED BEFORE BREAKFAST"
(M-G-M)

LOEW'S-POLI—(3,040), 35c-50c, 7 days.
Gross: \$5,500. (Average, \$7,000)

"EASY LIVING" (Para.)
"MIDNIGHT MADONNA" (Para.)
PARAMOUNT—(2,348), 35c-50c, 9 days.
Gross: \$7,200. (Average, \$4,800)

"MEET THE MISSUS" (RKO)
"FLY-AWAY BABY" (W. B.)
ROGER SHERMAN—(2,200), 35c-50c, 6
days. Gross: \$1,500. (Average, \$4,700)

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Mr. Dodd Takes the Air"

(LeRoy-H'arners)

HOLLYWOOD, July 26.—Many things in this Mervyn LeRoy production recommend it to audience and exhibitor attention. It has a good story, appealing music, much better than average production, and direction balancing action, dialogue and situations in breezy fashion.

The outstanding value, however, is boyish Kenny Baker. The acting, singing featured star of Jack Benny's radio program gives promise of becoming one of the screen's future big personalities.

Pushed by Frank McHugh, Baker, a country boy, becomes a great radio crooner. Eagerly chased by millions of women, with Alice Brady, who gives one of the best performances of her career, trying to grab him for herself, and Gertrude Michael attempting to wheedle him out of money and a sensational radio invention, Baker, who is loved by Jane Wyman, finally chucks the whole business and hides in the country. He is found by McHugh, Miss Brady and Miss Wyman, who set everything right.

Given proper support, the picture should develop into one of the season's entertainment surprises.

Harry Warren and Al Dubin's song numbers blend logically into the Clarence Budington Kelland story idea for which William Wister Haines and Elaine Ryan wrote the engaging screenplay. Alfred Green directed and kept the incidents moving at a lively pace.

Running time, 80 minutes. "G."

Montague Explains Shift of "Horizon"

(Continued from page 1)

in view of the unexpected negative cost of the picture.

Montague points out, "a picture costing that kind of money is a terrific problem for a major distributor owning a group of theatres—but it becomes an even more serious problem to a distributor, such as our organization, without the help of its own theatres to liquidate this expensive picture." The writer urges that the professed good will of the group toward Columbia continue in view of the circumstances.

R. B. Wilby Returns

R. B. Wilby of the Wilby-Kinsey circuit returned from a month's vacation in Europe on the *Queen Mary* yesterday and left immediately for his home at Charlotte because of the illness of a member of his family. He plans to return to New York in a few weeks to discuss with Y. Frank Freeman, Paramount theatre head, an extension of his operating agreement with the company for the Wilby-Kinsey circuit.

Freeman, who planned to leave today for Chicago and Minneapolis, has postponed his departure for one week.

Boyle Is Transferred

BOSTON, July 26.—Joseph Boyle has been transferred to Syracuse where he will act as assistant manager to Edward McBride of Loew's State. The appointment takes effect early next month. Boyle was formerly assistant manager at Loew's Orpheum here.

Form Virginia Company

NORFOLK, Va., July 26.—A charter has been issued to the Rosele Theatre, Inc., Norfolk, to operate film houses. The officers are: Rosa Levine, president; Nathan Levine, vice-president, and Robert Levine, secretary-treasurer.

St. Louis Is Scene Of Giveaway Battle

(Continued from page 1)

Friday and Saturday nights five-unit shows are presented at both theatres.

The competition is aroused by the new giveaway and there is talk of retaliation via three pieces of glassware. In addition, Greenman has a profit sharing plan for patrons. He distributes treasury certificates and treasury stubs. When a patron accumulates \$10 in certificates he may redeem them for \$1 in cash or \$1.25 in admissions. Occasionally Greenman distributes twice the number of certificates.

Rules on Mo. Sales Tax

JEFFERSON CITY, Mo., July 26.—Attorney General McKittrick has advised State Auditor Forrest Smith that if the auditor extends the time for making any return under the state sales tax such taxpayer is relieved of the payment of interest on the sales tax affected, and may also deduct the three per cent commission for collecting the tax. The auditor has authority to extend for a period not to exceed 60 days the time for making returns and paying the tax.

Buys 7 from Vienna

Bruno Zwicker, distributor of "Springtime In Vienna," has bought the American rights to seven Viennese production to which he has added English titles. These pictures will be ready for general release in September. The first two are "Immortal Melodies," a love story of Johann Strauss, featuring that composer's music, and "Vienna Dreams," already booked for the Belmont and 55th St. Playhouse, respectively.

Principal Gets Rights

Principal Film Exchange, Inc., has acquired the rights for New York and northern New Jersey on "Crusade Against Rackets," which is playing at the Gaiety on Broadway.

Study Duals' Effect On Chicago Children

CHICAGO, July 26.—An investigation is reported to be under way here to determine whether or not double feature programs are harmful to children. Certain organizations opposed to duals have asked that the city health department investigate conditions and determine whether or not four- and five-hour film programs are unhealthy for theatre patrons, especially children.

If the findings prove that conditions are not what they should be the City Council will be called upon to pass an ordinance restricting the length of picture programs.

Set for New Haven Golf

NEW HAVEN, July 26.—The Connecticut M.P.T.O. arrangement committee has scheduled a special exhibition by Jack Redmond as an added attraction for the second annual industry golf tournament at Racebrook Country Club, Woodbridge, on Aug. 3. Irving C. Jacobs, Jr., chairman, and Edward G. Levy, secretary, announce among early out-of-state reservations, those of George S. Dembow, Chick Lewis, Adolph Haas, M. E. Kornbluth, and C. L. Casanave.

Expect 175 at Film Outing

NEW HAVEN, July 26.—More than 175 film people connected with all branches of the industry in the state are expected to attend the annual film district outing at Ye Castle Inn, Saybrook, on Aug. 29. Pie-eating, races for men and women, a novelty fat men's race, baseball, swimming, luncheon, dinner, dancing and prizes are among the features of the day. John Pavone of Warner's is chairman and Barney Pitkin of RKO, treasurer.

Young Tops Seattle Golfers

SEATTLE, July 26.—Approximately 100 film men and exhibitors attended the second annual Northwest Film Club golf tournament here at Maplewood Golf Club. Si Young was the winner of low net for the day, and carries away the permanent Film Club trophy. The day's play was followed by a dinner and stag entertainment.

Wall Street

Recessions General on Board

	High	Low	Close	Net Change
Columbia	29½	29½	29½	—½
Columbia, pfd. ...	42	42	42	—1
Consolidated	3	3	3	—¼
Eastman	180½	180	180½	
Eastman, pfd.	156	154	156	—2
Loew's, Inc.	82½	82	82½	—¾
Paramount	23¾	22½	22½	—¾
Paramount 2 pfd. ...	20½	20½	20½	—¾
Pathe	8½	8½	8½	—¾
RKO	8½	8½	8½	+¾
20th Century-Fox. 37½	37½	37½	37½	+¾
20th Century, pfd. 46½	46½	46½	46½	
Universal, pfd.	70	70	70	
Warner Bros.	14¾	14¾	14¾	—¼
Warner, pfd.	62	62	62	+1

Fractional Fluctuations on Curb

	High	Low	Close	Net Change
Grand National ..	3¾	3	3¼	+¼
Sentry Safety ...	½	½	½	
Sonotone	1¾	1¾	1¾	+¼
Technicolor	28½	28	28½	+½
Trans-Lux	4¾	4¾	4¾	—½
Universal Picts. ...	8	8	8	

Loew Bonds Up Slightly

	High	Low	Close	Net Change
Loew's 3½s '46. ...	100	100	100	+¾
Warner Bros. 6s				
'39 wd	95½	95½	95½	—¾

(Quotations at close of July 26)



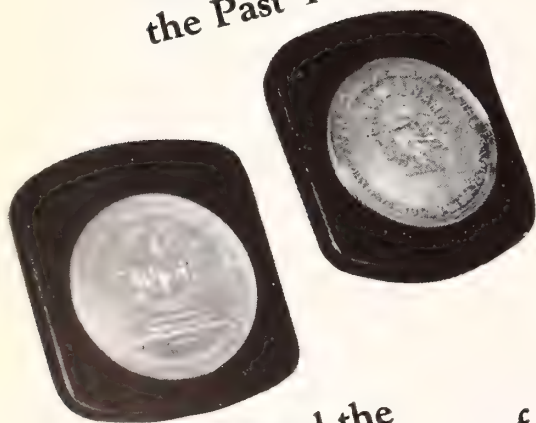
A THEATRE'S PROGRAM IS AS STRONG AS ITS WEAKEST LINK!

M-G-M Short Subjects insure complete satisfaction of your entire show because of their individual merit. They are made by the same personnel and at the same studio which produce the great M-G-M Features! They are built with sound exploitation ideas behind them to make certain of public attention. They bring added revenue to the box-office!

M-G-M's GREATEST YEAR IN SHORTS 1937-1938



M-G-M won half
the M. P. Academy
Shorts Prizes of
the Past Year!



M-G-M topped the
Annual Exhibitor Vote of
Jay Emanuel Publications
taking two-thirds of all
the subjects! M-G-M leads
in all Shorts surveys!

THE BUSINESS-BUILDING LINE-UP!

2-REEL SUBJECTS

6 M-G-M Musicals
6 Crime Doesn't Pay
Total 2-reel subjects—12

1-REEL SUBJECTS

15 Pete Smith Specialties
10 M-G-M Miniatures
10 Historical Mysteries
8 Robert Benchley
12 Our Gang (Hal Roach)
12 Fitzpatrick Traveltalks
(in Technicolor)
13 M-G-M Cartoons
1 Second Audioscopik
Total 1-reel subjects—81

Also

4 LAUREL-HARDY RE-ISSUES

Beau Hunks (4 reels)
Blotto (3 reels)
The Perfect Day (2 reels)
County Hospital (2 reels)

plus

104 Issues of the M-G-M Newsreel

"NEWS OF THE DAY"

AN INFORMAL PREVIEW OF M-G-M's SHORT SUBJECTS FOR THE NEW SEASON!

TWO-REEL PRODUCTIONS

6 CRIME DOESN'T PAY

Because of the popularity of the CRIME subjects, HIT AND RUN DRIVER, TORTURE MONEY, THE PUBLIC PAYS, and others, M-G-M will continue its successful policy of using factual CRIME material with themes that directly affect the public. The "Crime Doesn't Pay" series has proved itself the most sure-fire of all Shorts today!

6 M-G-M MUSICALS

These will be an entirely new and different type of 2-reel musical in which we will feature a young, romantic boy and girl with excellent voices supported by outstanding musical talent. These will be a cross between the ever-popular style of musical comedies and operettas of the type of MAY-TIME, ROSE MARIE and NAUGHTY MARIETTA. The kind of music used will be similar to SWEETHEARTS from "Maytime", THE BLUE DANUBE, THE INDIAN LOVE CALL from "Rose Marie", and such other popular music in this classification that is always sure-fire with the public. Showmen will be very enthusiastic about this series, as it will be far superior from standpoint of music and entertainment to anything ever previously done in short musicals.

ONE-REEL PRODUCTIONS

15 PETE SMITH SPECIALTIES

A name that goes on the marquee with the Biggest Stars! Proven entertainment! Pete Smith's new series will present the same diversified type of material as the Pete Smith Specialties being released on the current season's program. And you know how your folks love 'em.

10 MINIATURES

This series will consist of unusual human interest stories, some with Carey Wilson. One of his subjects will be on psychology, and other material he will use will be similar to his subject WHAT DO YOU THINK?, which was based on mental telepathy.

Arrangements are under way, although not completed, to make 3 or 4 subjects with international personalities such as A DAY WITH MUSSOLINI, GENERAL CHANG OF CHINA, the material to consist of the outstanding things these international personalities do during one of their usual busy days.

Included in this series will be a fashion short with Adrian; 2 or 3 novel miniature musicals; together with many other unique ideas that are being developed.

10 HISTORICAL MYSTERIES

The first one will be titled WAS LINCOLN'S ASSASSIN EVER CAUGHT? According to the records, John Wilkes Booth escaped and lived in South America for a number of years, returning to Enid, Oklahoma in 1903. Upon his deathbed he called for a priest and asked for absolution, telling the priest that he was John Wilkes Booth, Lincoln's assassin. He submitted credentials to the sheriff which indicated that he was John Wilkes Booth. To corroborate his story, the sheriff was referred to Joseph Hazelton, a former program boy at the Ford Theatre, then working in motion pictures in Hollywood. The sheriff wired Hazelton and asked him if he could come to Enid to identify Booth. As Hazelton was unable to make the trip, he asked the sheriff to wire a description of the man's right thumb, which was mangled. Upon receipt of this information, Hazelton wired the sheriff that the man was John Wilkes Booth.

Charles Whittaker, one of M-G-M's noted feature writers, is preparing striking stories of this nature and at the end of each will be—WHAT DO YOU THINK?

8 ROBERT BENCHLEY PICTURES

Great news for the millions of Robert Benchley fans who howled at "How to Sleep" and others of his laugh films. M-G-M has 8 really outstanding ideas for the new Benchley stories, the first of which will be HOW TO RAISE A BABY. Robert Benchley, by virtue of his film fame and literary reputation, is definitely established as box office.

12 "OUR GANG" COMEDIES

(Produced by Hal Roach Studios)

They won the Academy Award for the Best One-Reeler last year! And Hail! Hail! The Gang's all back for 1937-38. Your public's waiting for Spanky McFarland, Carl "Alfalfa" Switzer, William "Buckwheat" Thomas, Darla Hood, Eugene Porky Lee, Baby Patsy May and the others. Hal Roach has a raft of sparkling new ideas for them.

12 FITZPATRICK TRAVELTALKS IN TECHNICOLOR

The selection of a short subject on your program is often the factor that sells your show against competition. A Fitzpatrick Traveltalk in Technicolor with exquisite music is a breathing-spell of beauty and fascination on a well-balanced program. Big city or small town, the folks watch for the de luxe cruises to far-off places that are so enjoyable in the Fitzpatrick—M-G-M manner!

13 M-G-M CARTOONS THE CAPTAIN AND THE KIDS

Something NEW in the cartoon field but backed by forty years of proven popularity in the newspaper strips. Created by famed Rudolph Dirks, this series has been a prime favorite since 1897 . . . longer than any comic published today.

Syndicated by United Features to 70 daily newspapers with total circulation of 1,075,342, and 96 Sunday newspapers with total circulation of 3,992,121, "The Captain and The Kids" spells BOX-OFFICE!

1-THE NEW AUDIOSKOPIK

Dialogue by Pete Smith

The box-office records tell the story of how M-G-M's first and original Audioskopik built business through the nation. Never has any short subject won such audience enthusiasm! And now, with the experience gained by our first effort, you will see "The New Audioskopik" bigger and funnier than the earlier triumph. Naturally Pete Smith will again lend his talents to the accompanying laugh lines!

104 M-G-M's "NEWS OF THE DAY"

The newsreel with the greatest worldwide news coverage plus live-wire new ideas and fresh presentations. The bright new make-up has won a host of friends and Jean Paul King, narrator, came from radio fame to repeat his popularity on the screen!

4 LAUREL-HARDY RE-ISSUES

The cream of the famed comics' best. By public demand and exhibitor suggestion, because the short subject field has no comedians to compare with these feature-draw artists! "BEAU HUNKS" (4 reels) "BLOTTO" (3 reels) "THE PERFECT DAY" (2 reels) "COUNTY HOSPITAL" (2 reels). A welcome bright spot on any program and a "must" in the ads. They'll bring you extra business!



SECURITY!

While theatres are gleefully riding the heat waves with
M-G-M's Summer Releases:

(To mention just a few): "Day at the Races"... Marx Bros. • "Parnell"... Clark Gable, Myrna Loy
"Captains Courageous"... F. Bartholomew, Spencer Tracy, L. Barrymore • "Emperor's Candlesticks"...
William Powell, Luise Rainer • "Between Two Women"... Franchot Tone, Virginia Bruce, Maureen O'Sullivan
"Topper"... Constance Bennett, Cary Grant, Roland Young, Billie Burke • "Saratoga"... Clark Gable, Jean
Harlow • "Good Earth"... Paul Muni, Luise Rainer • "The Firefly"... Jeanette MacDonald, Allan Jones,
Warren William • "Broadway Melody of 1938"... Robert Taylor, Eleanor Powell and 15 more stars! Etc., etc.

it is a pleasure to report that the number of 1937-'38 New
Season Contracts for M-G-M Features and Shorts, signed and
delivered, has set a new all-time high for mid-summer, and
is heading for the greatest final total in film history!

Farnsworth, A.T. & T. in License Deal

PHILADELPHIA, July 26.—A licensing agreement between the Farnsworth Television Corp. and the American Telephone and Telegraph Co. was announced here yesterday. Under terms of the agreement, each company grants extensive rights under its patents to the other.

The agreement was signed in New York last week by Philo T. Farnsworth, of the Television Corp., and C. P. Cooper, vice-president of A. T. & T., it was disclosed.

Discussing the agreement, an official of the Farnsworth Corp. stated: "This clears the path for co-operation between the Bell System, Farnsworth, and certain Farnsworth licensees, helps to clarify a difficult patent situation, and brings one step nearer the broad use of television and other advances in communication."

Denies Interfering With Boake Carter

Absolute freedom of opinion and freedom of expression always has been accorded Boake Carter, Philco radio news commentator, according to Sayre M. Ramsdell, vice-president of Philco Radio and Television Corp. Ramsdell's flat-footed denial of any interference with Carter's editorial views and expressions in his broadcasts is in answer to a publication which had intimated that his sponsor had ordered him to cease his attacks upon the President and upon labor tactics.

"Carter is absolutely unfettered," said Ramsdell. "He always has had absolute freedom of opinion and expression. His copy never is seen by anyone. It represents his viewpoint and we make a point never to interfere."

Kennedy Starts New Series

CINCINNATI, July 26.—Paul Kennedy, radio editor *Cincinnati Post*, a Scripps-Howard daily, inaugurates a new twice-weekly program over WCKY, NBC affiliate, July 27, and will be heard on Tuesdays and Fridays at 6:30 P. M., E.S.T., thereafter. He will be given a free rein on the broadcasts, which will be devoted to discussions of radio, music and night clubs, with criticisms by Kennedy as he may see fit. Guest artists also will be presented.

Switching to Hollywood

Irene Rich, who was renewed recently for another 52 week period of broadcasting by her sponsors, the Welch Grape Juice Co., will shift her broadcasting base from New York to Hollywood, beginning with the broadcast of Aug. 13. She will remain in Hollywood for an indefinite period.

Sound Reproductions Has First Rate Card

The first rate card ever to be printed by a recording company was issued yesterday by the Sound Reproductions Corp. here.

The card lists the studio's services and charges therefor. The services and prices include: Audition recording, \$45 per hour, \$30 per half-hour and \$15 per quarter-hour; reference recordings off-the-air, \$20 per hour, \$11 per half-hour and \$6 per quarter-hour; pressings from \$1.25 to \$2.50 each; studio rental charges \$10 to \$25 per hour; wide range lateral electrical transcription, hour, \$240; half-hour, \$160, quarter-hour, \$80; two five-minute periods on processing master, \$85; 10 one-minute periods on processing master, \$95.

Television Audition Beauty Test's Award

WASHINGTON, July 26.—A television audition at the New York studios of NBC was today offered by NBC as one of the awards in the local beauty contest, the winner of which will compete in the national contest for Miss America at Atlantic City.

Girls entered in the contests this year will be judged partly on beauty and partly on talent. The local contest is being staged at the new studios of NBC, used by stations WRC and WMAL.

M-G-M Buys "Gang Busters"

M-G-M has purchased the rights to the "Gang Busters" title from Phil Lord. Although no production schedule has been set as yet, M-G-M will film a feature under that title. "Gang Busters" has been a CBS feature for the past two years. However, it left the CBS airways some months ago.

KXL in New Network

PORTLAND, Ore., July 26.—Effective July 30, KXL here, will become part of the New Interstate network, which will comprise KRSC, Seattle, and KFPY, Spokane. A permanent name will be selected from listeners' suggestions.

WECA to Join CBS Network

EVANSVILLE, Ind., July 26.—Evansville's second station, WECA, will join CBS about Sept. 5. The station was established May 1, 1936, with 100 watts, day and night, and recently was increased to 250 during the day and 100 at night.

From Beyond

The voice of Amelia Earhart will be heard on WNEW's "Make Believe Ballroom" today at 6:30 P.M. in an interview ironically titled "The Future of Aviation." Martin Block, conductor of the program, has discovered a never-before-used recording by Miss Earhart under that title.

NBC Opens Its New Short-Wave Schedule

A new short-wave schedule of programs broadcast in six languages to Europe and South and Central America was inaugurated over NBC's short-wave station W3XAL yesterday. The network's two new directional beam antennae were placed in regular operation for the first time yesterday as a feature of the new schedule. Both stations have been in experimental use since the first of the year.

The short-wave schedule will be in operation daily from 9 A. M. to 1 A. M., E.D.S.T. The program schedule has been elaborated to include pickups from the regular Blue and Red network sustaining periods, and will include also special programs designed for foreign reception. Hitherto the offerings over W3XAL were culled mainly from Blue presentations.

Program details of the enlarged schedule were worked out by Charles Carvahal, production director of W3XAL and Philips Carlin, sustaining program manager.

NBC Signs Renewal For "Varsity Show"

General Motors has signed to return the "Varsity Show" to the NBC airways in behalf of Pontiac Motor Co. beginning Oct. 1. The contract is for 13 weeks with options for more.

The series, as last season, will originate on the Campuses of leading colleges and universities throughout the country and will feature talent found in the schools.

The returning series is scheduled for presentation on the NBC Blue, Fridays from 8:00 to 8:30 P.M. Last season the program was presented over the Red network Fridays from 10:30 to 11:00 P.M. MacManus, John and Adams, Inc., Detroit, is the agency.

Union Starts Fight On Canned Air Music

The first in a four-day series of conferences called by the American Federation of Musicians to fight the spread of mechanical music in radio, thereby curtailing employment of musicians, was held behind closely-guarded doors in the office of Ascap yesterday morning and continued, after a noon recess in the offices of the A. F. of M. Yesterday's meeting was confined to representatives of recording companies.

While no public announcement of what took place at the meeting was forthcoming, an official of the A. F. of M. informed MOTION PICTURE DAILY that no events of startling import had been discussed. He said that both sides had merely outlined their respective problems, and that these problems would not come up for solution until later in the week.

Attending the meeting were representatives from Transamerican Broadcasting Co., World Broadcasting Co., Marsh Laboratories, Muzak, Inc.; Associated Music Publishers, Jesse L. Kaufman, Inc., and representatives of several other recording companies. Recording companies again will meet with the A. F. of M. today. Wednesday and Thursday are reserved for meetings with the heads of broadcasting chains and radio stations, and Friday's meeting will take up the problems of the transcription companies.

Discuss Strike on Coast

LOS ANGELES, July 26.—Officials of Local 47 here of the Musicians' Protective Ass'n are meeting here to discuss the strike planned by the American Federation of Musicians if radio's use of canned music is not curtailed.

Jack B. Tenney, vice-president of the union, said here, "Broadcasting stations are building up vast libraries of phonograph records and electrical transcriptions which can be used over and over. Every time a musician participates in the production of canned music, he is working himself out of future employment. The local musicians' union, third largest craft organization in the world, stands ready to participate in a strike if necessary to curtail the commercial use of transcriptions and records."

The local union has 5,000 members.

George Guyan Comes East

COLUMBIA, Mo., July 26.—George Guyan, program director of KFRU, left this week for two weeks in Chicago and eastern cities. Guyan plans to discuss programs and program ideas with officials in CBS, NBC and Mutual broadcasting stations.

Griffin Renews Over NBC

The Griffin Mfg. Co., currently sponsoring the "Melody Revue" over 45 stations of the NBC-Blue network, has signed a 52-week renewal for the series, beginning Aug. 16. The series is offered Mondays from 7 to 7:30 P. M., E.D.S.T.

Wind Silences WBNS

COLUMBUS, O., June 26.—A heavy wind storm here Sunday damaged the transmitter antenna of WBNS, NBC outlet here, silencing the station for two hours.

More Radio—Page 10

Summer Shows on the Air

"Sans-Gene" Sans Quality

Ina Claire, whom NBC, for the purposes of ballyhoo, has labeled "America's most brilliant comedienne," far from lived up to that extravagant claim when she was presented in Sardou's comedy of the Napoleon epoch, "Madame Sans-Gene," first vehicle in her scheduled series of four broadcasts for the network. The truth to tell, once the production got under way, one easily could have surmised that the leading lady was just another actress named Mabel.

In preparing for the broadcast, Miss Claire must have determined that, lacking a footlighted platform and

facing only the action-confining microphone, the best manner in which to portray the Burgundian washerwoman who became a Duchess and the wife of one of Napoleon's marshals was to shrill the lines in the uncouth manner one would expect from a washerwoman. Only in rare instances did she capture the subtle cleverness that Sardou wrote into the part.

As Napoleon, Osgood Perkins was no less a disappointment than Miss Claire as Sans-Gene. His listless performance was entirely incongruous to the spirit of the warrior who by the fierceness of his determination rose from corporal to Emperor of France.

BANNER

LEO SAYS:
WHN's Ida Bailey Allen has sold more than 20 million cook books to women—that is why her daily program sells to women!

WHN DIAL 1010
M-G-M-LOEW'S



◀ Radio Personals ▶

JIM SAUTER, head of Air Features, returned to New York yesterday from a weekend flying trip to Chicago, where he reports that Lucy Monroe's vaudeville stay in the Windy City is a huge success. . . . Louis K. Sidney, managing director of WHN, had as his guests on a weekend fishing trip Dr. and Mrs. Rein and Lambert Goldsmith, and he reports a haul of four tunas, the largest of which weighed 40 pounds. . . . Thad Holt, manager, and Ed Norton, assistant manager of WAPI, Birmingham, who have been visiting CBS headquarters here, returned south last night. . . . Another station visitor here, James Carpenter, of WKBB, Dubuque, will return before the weekend. . . . Lisa Sergio, NBC's guest announcer from Italy, will announce the Robin Hood Dell concerts from Philadelphia for the network, beginning July 31.

Hecker Returns to Airways on Sept. 7

Hecker H-O Co. will return to the airways Sept. 7 at which time it will begin sponsorship of a new series over a coast-to-coast Mutual hookup of 30 stations. The cereal company's last fling at radio ended more than a year ago when it suspended sponsorship of the "Bobby Benson" series which was heard over CBS.

The Mutual program will be titled "Hecker's Bureau of Information" and will feature Myra Kingsley, astrologist; Jean Paul King as announcer and "em cee," and weekly guest artists. The program will be offered Monday through Fridays from 11:45 A. M. to 12 noon, with a repeat for the west coast from 1:30 to 1:45 P. M.

The contract is for 52 weeks, through Erwin Wasey & Co.

NBC to Salute New Stations on Aug. 1

NBC's incoming southern group of 10 stations, which join the Blue network Aug. 1, will be saluted that day from 11:15 P. M. to 12:15 A. M. in a special program to be broadcast from the three principal broadcasting centers, New York, Chicago and San Francisco.

The talent includes the Southernaires, the King's Men, Grace & Scottie, Breen & DeRose, Nola Day, Jean Sablon, Vivien della Chiesa, Charles Sears, Clark Dennis, The Three Cheers, the Williams Sisters and others.

Mutual in Dallas Pickup

Mutual will broadcast a special hour pickup from the Pan American Exposition in Dallas, this Saturday from 7:30 to 8:30 P. M., E.D.S.T. Thereafter from the Exposition grounds Mutual will broadcast a half-hour period regularly each Saturday from 8 to 8:30 P. M., featuring the band of Phil Harris.

Chaisman Quits Mutual

Dave Chaisman, of the Mutual network sales staff, has resigned—effective immediately.

"U" Foreign Business Up, Says Cowdin

(Continued from page 1)

that "The Road Back" would be changed materially to obtain Germany's approval of the picture and make distribution in that country possible, as "completely groundless."

"Universal hasn't sold a picture in Germany in years," he said, "and has no distribution tie there. We have had no communications, official or otherwise, with Germany concerning the release of the picture in that country or elsewhere."

Cowdin left yesterday by plane for Pasadena to attend funeral services there today for Garretson Dulin, president of Dulin & Co., and a director of Universal, who died suddenly last Friday in Lexington, Ky. Cowdin plans to return to New York on Thursday.

Appeal Court Rules For W.E. on Patents

(Continued from page 1)

it had been permitted to use the patents without interference and had paid royalties to RCA which had been turned over to the plaintiffs. The plaintiffs replied that they had promptly returned the royalty payments as soon as they discovered that the defendants were using the patents.

Western Electric explained yesterday that the patents involved in the case are the so-called Lowenstein grid bias covering the application of a source of potential for the grid of a vacuum tube; the Mathes patent covering a specific application of the Lowenstein invention, and four patents issued to the late Dr. H. D. Arnold, director of research of the Bell Laboratories, covering various methods of employing vacuum tubes in amplifier circuits involved in wire and radio telephony and motion picture sound systems.

The lower court held, the company said, that General Talking Pictures had infringed these patents by leasing to theatre owners vacuum tube amplifiers which embodied these inventions. The amplifiers were purchased from a manufacturer licensed to sell them only for radio use and the court held, according to Western Electric, that General Talking Pictures was without authorization to lease the amplifiers for use in theatres.

Circuit '38 Deals Are Virtually Set

(Continued from page 1)

Paramount-owned or affiliated theatres are made by the operators of the individual circuits, the company's home office theatre department reported that it had been advised by its affiliates that new season deals were well advanced and represented all major and leading independent producers.

Leftons, Imperial Sign

Lou and Milton Lefton, operators of an independent exchange at Pittsburgh, have signed a five-year franchise for Imperial product.

Hays Aids College

Crawfordsville, Ind., July 26.—Will Hays, alumnus of Wabash College here, has given the institution a recording machine for voice testing, to be used to indicate to students their defects in speech, and improvement thereof. Will Hays, Jr., son of the donor, made the first recording.

Viewing Tests for Quota Film Urged

(Continued from page 1)

for quota, as an alternative to the minimum cost clause favoured by producers, and has been generally understood to favor a system under which all British films would be inspected by an expert committee.

Fuller makes it plain that the association is also prepared to consider a system whereby the viewing test should operate only in regard to any picture challenged by recognized exhibitors after its trade show. Under this plan, if a given number of traders disputed the exhibition value of any film it would automatically be referred to the viewing committee.

The C.E.A. is now collating the replies received by branches to letters to Members of Parliament, requesting support in the House of Commons for the viewing test as against the Government's suggested cost clause. It is understood a large measure of support is promised.

Federal Theatre to Be Reorganized Here

(Continued from page 1)

eral Theatre Project with the four arts projects in New York City. Paul Edwards, former WPA Administrator in Maine and Massachusetts, will head the new unit.

The change was seen in Washington today as due in part to the criticisms which have attended the activities of the theatre projects and as an effort to inject new blood into the project to meet complaints which have from time to time been brought to Washington.

Consent Election Is Rejected by Artists

(Continued from page 1)

crafts when representatives of the producers and the competing crafts met in the office of Maurice Howard, assistant regional director on the Regional Labor Board. Howard said that it will now be necessary to hold a hearing in view of the union's attitude toward the Society of M. P. Art Directors, Artists and Illustrators and Set Designers, the groups which seek jurisdiction.

The union based its objection on the grounds that it already holds a closed shop agreement with the producers.

Selig Edits Club Paper

DENVER, July 26.—Robert W. Selig, G.B. exchange manager, is editing the new *Rocky Mountain Screen Club News*, a four-page paper issued monthly. He is being assisted by Bert Turgeon and Al Smolin, and the paper is mailed to all members of the club.

Chicago Film Sales Ahead of Last Year

CHICAGO, July 26.—Film sales for the 1937-'38 product are far ahead of sales for the corresponding period last year, it is learned. The main reason for this is the fact that this year no clearance fights are in progress and sales can be made without consideration of changes in the clearance setup.

Last year and the year before Balaban & Katz attempted to change the clearance arrangement here and as a result many film deals were delayed until the matter was settled. This year no such demands have been made and the situation is much improved.

As usual the independent exhibitors await the closing of contracts by the various companies with B. & K. before making any deals themselves.

Country sales are about 75 per cent completed, the major distributors report. Major company deals with B. & K. for their theatres are practically finished. Three companies, Paramount, M-G-M and Warners, have franchise arrangements with B. & K., leaving only 20th Century-Fox, United Artists, Columbia, RKO and Universal to work out new deals. RKO and Universal release through the Palace for the first Loop run so their deals are for the neighborhood houses. U. A. this year sold to B. & K. after selling away from them the year before and it is expected they will continue to sell to the major circuit again this year.

Most independent theatre film deals are made in the fall but indications are that they will be from a month to six weeks earlier than in years past.

Fate of Chicago's Board Up This Week

(Continued from page 1)

of the board. Several others have indicated that they would approve such a move, and only one company, Warners, has definitely expressed opposition to it. It is estimated that the board would cost only \$28 per month per member. Local exchange and district managers have indicated their desire to have the board continued.

Para. Not to Fill Fortington's Spot

(Continued from page 1)

which Paramount receives a half interest in Blank's Central States circuit. The second quarter report is expected to show highly favorable earnings with domestic business continuing at good levels and foreign operations reported to be on a steadily improving basis.

F. P. Canadian Buys

TORONTO, July 26.—Famous Players Canadian Corp. has purchased the Regent, a landmark at Galt, Ont., which is to be torn down immediately for the erection of a modern theatre seating 750 and costing \$75,000. The Regent, which has not been operated since 1930, was originally built about 60 years ago.

Murray Leaves Columbia

BOSTON, July 26.—Robert Murray, salesman for Columbia, has joined Steve Broidy and Ben Wilansky of Monogram in the northern New England territory. Joseph Wolf has been promoted from the booking desk to replace Murray with Columbia.



SUPREX CARBONS

HELP MAKE YOUR THEATRE *Safe*

Recently published records show that a major factor contributing to accidents in motion picture theatres is the low visibility experienced by patrons entering the darkened interior from the brilliant light of the street. Darkened interiors are necessary when the level of screen illumination is low, but SUPREX CARBONS provide an intensity of screen illumination which permits supplementary lighting adequate for comfortable vision from the moment of entrance.



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GIVES ROXY, N.Y.
BIGGEST SUMMER
WEEK-END IN 5 YEARS!

*- after smashing opening
day record for both money
and attendance - summer
and winter! **

*** and, at press time, Monday
is topping the record-break-
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and
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Picture
Industry

MOTION PICTURE DAILY

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and
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VOL. 42. NO. 23

NEW YORK, WEDNESDAY, JULY 28, 1937

TEN CENTS

Radio's Union Will Be Like Actors' Guild

A. F. of L. Unit Not to Be Branch of Equity

The A. F. of L.'s radio performers' organization will be an autonomous union similar to the Screen Actors' Guild rather than an adjunct of Actors' Equity Ass'n as planned at first, it was decided yesterday at a meeting of the Equity council with representatives of all other professional unions in the entertainment field.

The decision brings about a complete realignment of stage unions, under which the parent organization, the Associated Actors and Artistes of America, which heretofore has been comparatively inactive, will become the

More Radio — Page 7

dominant unit in the amusement field, supervising and coordinating the activities of all other stage, screen, radio and concert organizations. Under the plan, Frank Gillmore, who has held the dual offices of president of the A. A. A. A. and of Equity, will concentrate in the future on A. A. A. A. duties. His resignation as head of Equity, a post to which he was re-elected for a three-year term in June, will be tendered as soon as a successor is agreed upon.

The first significance of the unions' move is admittedly to give the com-

(Continued on page 7)

A. F. M. Continues Recording Meetings

The American Federation of Musicians continued its conferences with recording company executives in a morning meeting yesterday. Word of what transpired was withheld, however.

The A. F. of M. will meet with the heads of the broadcasting chains and representatives of the independent stations today.

New Englanders Join Paramount "Strike"

BOSTON, July 27.—New England exhibitors operating more than 100 theatres today pledged support to the "strike" against Paramount in protest against what is alleged to be the unfairness of the company's selling policy. The exhibitors, members of the

(Continued on page 8)

Quota Terms Out Tomorrow; Wilcox Sees Crown Winner

By SHERWIN A. KANE

That the new British quota provisions will be adopted as proposed by the Government is the belief of Herbert Wilcox, London producer, expressed on his arrival in New York yesterday on the *Ile de France*.

[Cable advices from London received by MOTION PICTURE DAILY at approximately the same hour yesterday at which Wilcox was debarking here, said that the White Paper setting forth the Government's quota proposals would be made public in London late tomorrow.]

Declaring his belief that there would be no changes in the Government's proposed quota, Wilcox added that he did not "think" American companies will be using quota pictures, merely, to comply with the Act, but would engage in the production in England of "quality" pictures.

"At least," he volunteered, "I hope that RKO will make only quality pictures in England."

One of the major objectives of

(Continued on page 8, col. 2)

By BRUCE ALLAN

LONDON, July 27.—The White Paper (official publication for Parliamentary information) setting forth the Government's plans for new film legislation, in which will be incorporated new quota specifications, will be issued late on Thursday, Oliver Stanley, president of the Board of Trade, declared in the House of Commons today in reply to questions.

Robert Morrison, M.P., asked Stanley if the proposals are unalterable as the basis of the forthcoming bill, or if the Government is prepared to consider further representations concerning it.

Stanley replied, "The time is getting very short and we must press on with the drafting of the bill. The proposals contained in the White Paper must necessarily form the basis of the bill, but I will certainly consider any representations regarding points of substance made before the introduction of the bill."

Answering David Kirkwood, Independent Labor member for a Glasgow division, who questioned him with

(Continued on page 8, col. 3)

Chicago Theatres in Compromise on Fees

CHICAGO, July 27.—Local theatre owners, in a closed session today with the City Finance Committee, offered to pay a 25 per cent increase in license fees, as a compromise to the demands of city officials for a three per cent tax on gross receipts.

If the license fees are increased, it is considered highly probable that some revision will be made in licensing and a new classification given to certain theatres now thought to be paying inadequate fees. Both the committee and the theatre men plan to discuss the situation further at another meeting Friday.

Rowland, G. N. Split On Production Plans

HOLLYWOOD, July 27.—Richard A. Rowland and Grand National severed relations today when both parties were unable to get together on an assignment. Rowland originally was to produce color pictures using the Keller-Dorian process for Grand National, but the color deal fell through and no new assignments were given Rowland by way of replacement.

Phil Krasne, studio lawyer, stated today the company is still seeking a process for four pictures so promised this season, but no decision has been made as yet.

Roxy's Net Loss for Month Totals \$8,137

A net loss of \$8,137 for the period from May 28 to June 24 was shown in the report filed yesterday by Howard S. Cullman, Roxy trustee, in the U. S. District Court. The report is based upon unaudited figures and the loss is shown before deductions for interest on funded indebtedness, expenses, etc.

Disbursements for the period were \$110,661 and receipts \$103,203, showing an excess of disbursements over receipts of \$7,458. Cash on hand is \$64,213 as compared with \$71,672 on May 27. Admissions totaled \$90,121;

(Continued on page 8)

Loew Circuit Closes On Four Major Lists

The Loew's circuit has closed nationally with 20th Century-Fox, United Artists, M-G-M and Columbia, the latter wherever usable, for new season product, in addition to the deals closed for Loew's metropolitan circuit, the home office reported yesterday.

The RKO theatres have closed nationally with 20th Century-Fox, Columbia, Universal and RKO Radio, in addition to the deals closed earlier for the New York circuit. National deals are in negotiation with Warners, Paramount and United Artists.

Para. Quarter Earnings Are \$1,307,000

Do Not Include Share in Subsidiary Profits

Paramount Pictures, Inc., estimates its consolidated earnings for the second quarter, ending July 3, 1937, at \$1,307,000 after all charges including interest and Federal tax except undistributed profits, taxes, depreciation and reserve. Such earnings do not include approximately \$340,000 representing Paramount's direct and indirect net interest as a stockholder in the combined undistributed earnings for the quarter of partially-owned, non-consolidated subsidiaries.

The combined estimated earnings and share of undistributed earnings of partially-owned subsidiaries for the quarter aggregate \$1,647,000. There were outstanding, as of July 3, 1937, 148,245 shares of cumulative convertible \$100 par value six per cent first preferred stock and 571,751 shares of cumulative convertible \$10 par value six per cent second preferred stock. After deducting \$308,130 of dividends accrued for the quarter on these outstanding preferred shares the remaining \$998,870 of consolidated earnings represents 41 cents per share on the 2,407,505 shares of common stock outstanding on July 3, 1937.

Computed on the aggregate \$1,647,000 of estimated earnings and share of undistributed earnings of partially-owned subsidiaries referred to above, the earnings per common share calculated on the same basis would be 55 cents. The consolidated results

(Continued on page 8)

Rome in Baltimore Deal with Warners

BALTIMORE, July 27.—J. Louis Rome of Associated Theatres, Inc., is negotiating with Warners for the latter's lease on the Metropolitan. The negotiations may be concluded tomorrow and, if successful, would leave Warners with only the first run Stanley in Baltimore.

Metro British Film Plans Virtually Set

LONDON, July 27.—Arrangements for the beginning of M-G-M British production are virtually set. Production will be at the Denham studio. Ben Goetz, head of M-G-M British production, and Alexander Korda, who are in Paris, are expected back

(Continued on page 8)

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SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lörant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year \$6 in the Americas, and foreign \$12. Single copies: 10 cents.

Binder 25 Years at "U"

Oscar Binder, Universal's manager of branch operations, yesterday was guest of honor at a Hotel Bristol luncheon where he and more than 100 of his co-workers celebrated the 25th anniversary of his start with Universal. Eugene Walsh, comptroller, presented him a gift check and read a message of congratulations from R. H. Cochrane, president.

May Drop Cooper Action

HOLLYWOOD, July 27.—Paramount's suit against Samuel Goldwyn claiming \$5,000,000 damages over the services of Gary Cooper may be dropped.

Fuld in Academy Post

Jack S. Fuld has been appointed New York representative of the Players Directory Bulletin of the Academy of M. P. Arts and Sciences.

A TRAILER ON
EVERY PICTURE

Produced by Experienced Showmen

HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Back in Circulation"

(Warners)

HOLLYWOOD, July 27.—Blunt, bold and straight from the shoulder are the writing, acting and directional technique of this film, qualities which distinguish it and set it apart from the routine newspaper yarn. A drama-romance-comedy, its attributes are amplified by the excitement which keynotes the picture as a whole. Although sometimes implausible, the film carries a general ring of sincerity and conviction which assure suspenseful and dramatic entertainment.

The theme revives the idea made famous by "The Front Page." With Joan Blondell as a star reporter and Pat O'Brien as her editor, the practice of the paper is to get the news regardless of cost and to print it no matter whom and how it may hurt. The first sequences depict the ruthlessness of the news-gathering methods and introduce the squabbling romance of Miss Blondell and O'Brien. A melodramatic air of mystery pervades the middle reels.

Eagerly at first and then against her will, Miss Blondell writes stories which cause the conviction of Margaret Lindsey for murder. Later, convinced that Miss Lindsey is the innocent victim of inflamed public hysteria and is also shielding someone else, Miss Blondell forces her to reveal information which blasts the circumstantial evidence on which she has been convicted. The dual romance concludes with Miss Lindsey and John Littel honeymoon-bound and Miss Blondell forcing O'Brien into marriage with her.

The performances of O'Brien, Miss Blondell and Miss Lindsey are very good and effective support is contributed by Littel, Eddie Acuff, Craig Reynolds, Regis Toomey, Walter Byron and George E. Stone. Adapted from a story by Adela Rogers St. John, the screenplay by Warren Duff and the direction of Ray Enright are hysterically unorthodox in their conception of ethical news reporting procedure, but straight to the point in the dramatic episodes. The picture should appeal to devotees of vivid and vigorous entertainment.

Running time, 80 minutes. "G."

G. T. E. Acceptances
Pass the 98% Mark

Security deposits have been received on more than 98 per cent of claims against General Theatres Equipment, Inc., it has been reported by Edward C. Delafield, head of the reorganization committee.

Over 90 per cent of the voting trust certificates have been turned in for common stock.

Flash Previews

"The Sheik Steps Out"—In which Ramon Novarro, after an absence of four years, returns to the screen in an interesting story featuring some good music. Locale, America.

"Any Man's Wife"—Despite its rather misleading title, this is a sob story entirely acceptable to the general run of theatre patrons.

"Hit the Saddle"—The "Three Mesquiteers" in another bang-up western. Includes the usual wild riding and shooting—plus some amusing ventriloquism.

"Crusade Against Rackets"—Story of a small town girl in the big city and how she outwits the traditional slickers. Some night club scenes which are, like the picture, not so good.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Forty Hold "Saratoga"

A total of 40 holdover engagements, 31 of them for two-week periods, have been recorded thus far for "Saratoga," according to the M-G-M home office. The film was released on July 23.

Interior Dep't Film
Printing Bids Asked

WASHINGTON, July 27.—Proposals were invited today by the Interior Dep't., to be opened Aug. 2, for laboratory work on department pictures during the fiscal year ending June 30, next. The work to be performed will consist of the developing and printing of films made by the department, the making of titles, and the like.

Laboratories interested in the contract may obtain copies of the specifications and proposal blanks from W. B. Fry, purchasing officer of the department, in Washington.

William Sudekum Dead

NASHVILLE, July 27.—William Sudekum of the Crescent Amusement Company died at his home July 21 after a long illness. He was 52.

A native of Nashville, he had long been identified with amusement circles here, having been associated with his brother, Tony Sudekum.

Sudekum was a member of the Corinthian lodge, F. & A. M., Scottish Rite Masonry, and the Shrine. He was a member of the Lutheran church. He is survived by his widow, a daughter, one son, his father, two brothers and three sisters.

Sail on Fields Film

Sam Engel, associate producer; Sam Hellman, writer, and Monty Banks, director, sail on the *Queen Mary* today for London to launch production of "He Was Her Man," first Gracie Fields for 20th Century-Fox. Victor McLaglen, who will play the male lead, sails in two weeks.

Kentucky Tax Total
\$511,848 in a Month

FRANKFORT, Ky., July 27.—The Dep't of Revenue reports the amusement tax, which became effective June 7, produced \$511,848.48 up to July 10.

The department reported that of the total collected \$431,098.65, or 84 per cent, was collected from the tax on admissions to theatres. Night clubs paid \$22,768.50 and special clubs and parties, county fairs, athletic contests, community amateur events, itinerant shows and other amusements paid 12 per cent of the total.

Film Stock Hearing Set

WASHINGTON, July 27.—The S.E.C. today ordered a hearing, to be held in Washington Sept. 2, on the applications of the Los Angeles Stock Exchange for unlisted trading in 19 securities, including the no par common stock of Columbia Pictures, now listed on the New York Curb Exchange, and voting trust certificates for Columbia common stock, now listed on the New York Stock Exchange; the \$1 par common stock of Paramount Pictures, now listed on the New York Stock Exchange, and the no par common stock of 20th Century-Fox, now listed on the New York Stock Exchange.

Ask for Withdrawal

WASHINGTON, July 27.—Withdrawal of the registration statement of Hollywood Famous Picture, Inc., has been asked of the S. E. C., it was made known here yesterday.

Three Sued on Hit Play

Suit was filed by Virginia Gordon in the U. S. District Court yesterday against Moss Hart, George S. Kaufman and Sam H. Harris charging that the defendants' play, "You Can't Take It with You" is a plagiarism of the plaintiff's story, "Rash Moments," which she wrote in 1934 in collaboration with Frances Ross, who subsequently assigned her rights to the plaintiff. It is charged that the defendants read "Rash Moments" and allegedly plagiarized the plot, dialogue, literary expressions and atmosphere. A permanent injunction, damages and accounting of the profits are asked.

Lipp, Grimson Settle Suit

A suit for breach of employment contract brought by Leo Lipp and Sam Grimson of Windsor Prod. against Keller-Dorian Color Products was settled out of court yesterday. Keller-Dorian hired Lipp and Grimson to go to California and make a picture for Grand National. Later Keller-Dorian's contract with Grand National was voided as a result of which Keller-Dorian discharged Lipp and Grimson.

In addition to a cash settlement, Windsor Prod. was given a five-year allowance for the use of the Keller-Dorian process. Abner J. Rubien represented Lipp and Grimson.

World-Wide Pictures Ltd.

INTERNATIONAL FILM DISTRIBUTORS

52. SHAFESBURY AVENUE
LONDON, W.1

CABLE ADDRESS: UKUSAFLMS



100 men



and a girl!



!

THE GREATEST NOVELTY EVER PUT ON THE SCREEN! A NEW IDEA IN FUN WITH 6 BIG STARS

ADMI

Pop! goes the top off the heat wave—as you giggle and guffaw and shoo your blues away at the most unusual laugh riot that's ever reached this theatre! Cool off laughing with Connie and Cary and their companions in comedy!



**Constance
BENNETT**



**Cary
GRANT**

He was wild...she was cute...what a couple to paint the town.



**Alan
MOWBRAY**
A scream as the sympathetic butler.



**Eugene
PALLETTE**
He's the suspicious house detective. Whocanblamehim?



**Billie
BURKE**
Henpecking her husband was no fun—so she took up vamping.



**Roland
YOUNG**

He didn't know what fun meant until beautiful blonde Connie took him to town.

You won't believe it's possible until you see it—but it's true! This is absolutely the most amazing comedy the screen ever gave you! It's as novel as television and more fun than a circus!... Look over to the right-hand side of this ad—and get an inkling of what hilarity is in store for you!

Metro-Goldwyn-Mayer's
Romantic Comedy

Topper!

A luxurious limousine shoots straight at you at 90 miles an hour—with nobody at the wheel!



"Topper" is absolutely tops! You'll thank me for telling you!"



A Metro-Goldwyn-Mayer PICTURE

Directed by
NORMAN Z. MCLEOD

Associate Producer
MILTON H. BREN

Screen Play by
Jack JEVNE • Eric HATCH
and Eddie MORAN

Based on the Novel by
THORNE SMITH

Cute Connie Bennett shows Roland Young how to have fun—and vanishes when his secretary comes in!



That house-detective hears Connie and Roland—but there's only one person in the room!



A blonde beauty takes a shower right in front of your amazed eyes—but you can't see her!



LEFT:
One of the big national campaign ads.
4 cols. x 160 lines.

A showmanship opportunity that can be converted into a highly profitable engagement! Tell them "TOPPER" is the Tops!

TISE

RIGHT:

Copy angle.
Ad measures
4 cols. x 185
lines.



HAVE YOU HEARD ABOUT TOPPER?

AFTER months of secrecy, M-G-M revealed at a coast preview its amazing comedy "TOPPER"! The reception was sensational. Nothing like it ever before! ... Why the secrecy? Because M-G-M (often first with new ideas) now brings to the screen things you have never witnessed before in unbelievable tricks of the camera that are screamingly funny. These tricks are used to tell the story (from the best-selling novel by Thorne Smith) of a gay romantic young couple (Constance Bennett and Cary Grant) who decide to change the dull life of a banker henpecked by his wife (Roland Young and Billie Burke) and show him it's fun to be alive, fun to flirt and dance and go gay!

This picture is a sure-fire cure for the blues! It's a worry-destroyer! You'll go out of the theatre feeling like painting the town (if you've got enough strength left after your laughingspree). And while you're chuckling, you'll wonder how it was possible for the camera to do those tricks! We don't know (the producers won't tell!). But we do know that this is one of the finest all 'round entertainments we have ever put on our screen—and we're positive you'll thank us for telling you!



THEY ALL LAUGHED AT THE HOLLYWOOD PREVIEW!

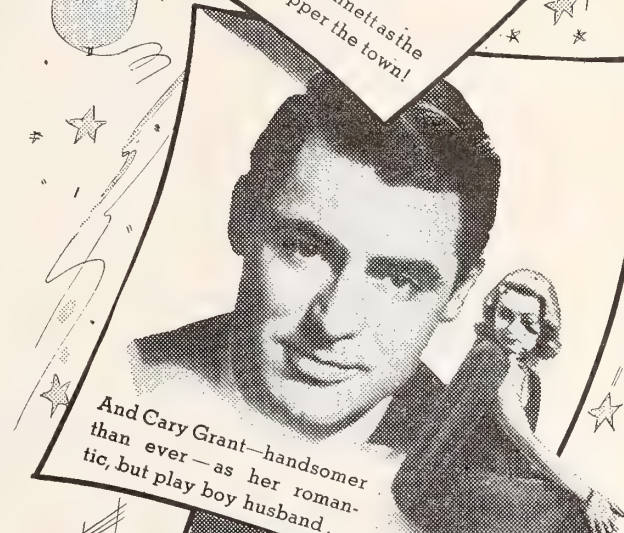
"You can bet your money on 'TOPPER.' A sure smash hit. Has all the charm of 'I Met Him in Paris' and the utter nonsense of 'My Man Godfrey.'
—Louella Parsons, Universal Service Syndicate writer and radio headliner

"'TOPPER' could scarcely be topped as the film entertainment novelty of the year. It is farce comedy of the highest order, smart in production, captivating as diversion."
—Daily Variety

"One of the cleverest novelties to arrive on the screen in a long time."
—Edwin Schallert, L. A. Times



Here's beautiful Constance Bennett as the blonde who showed Topper the town!



And Cary Grant—handsomer than ever—as her romantic, but play boy husband...



Roland Young and Billie Burke as Mr. and Mrs. Topper... She learned a few tricks of her own while he was off on his spree...

M-G-M's Romantic
Comedy Starring

Constance BENNETT CARY GRANT

with **ROLAND YOUNG** and **BILLIE BURKE** (as Mr. & Mrs.)
ALAN MOWBRAY • EUGENE PALLETTE
Directed by **NORMAN Z. McLEOD** • Associate Producer **MILTON H. BREN**
Screen Play by **JACK JEVNE, ERIC HATCH and EDDIE MORAN**
Based on the Novel by **THORNE SMITH** • A **HAL ROACH PRODUCTION**

"Road Back" Gets \$9,800, Kansas City

KANSAS CITY, July 27.—"The Road Back" led \$9,800 worth of patronage past the Tower box-office, \$2,800 over normal and the best of the week. The picture went to the Uptown for a second seven days.

"The Singing Marine" took \$8,700 at the Mainstreet, where \$8,000 is normal, and was moved to the Newman for another go. Other first runs felt the inertia of heat and poor bills.

Total first run business was \$34,600, excluding "Damaged Goods." Average is \$37,000.

Estimated takings:

Week Ending July 22:

"THE SINGING MARINE" (W.B.)
MAINSTREET—(3,100), 25c-40c, 7 days.
Gross: \$8,700. (Average, \$8,000)

"KNIGHT WITHOUT ARMOR" (U.A.)
"MARRIED BEFORE BREAKFAST" (M-G-M)

MIDLAND — (4,000), 25c-40c, 7 days.
Gross: \$8,500. (Average, \$11,500)

"EVER SINCE EVE" (W.B.)

"LAST TRAIN FROM MADRID" (Para.)
NEWMAN — (1,900), 25c-40c, 7 days.
Gross: \$4,600. (Average, \$7,000)

"THE ROAD BACK" (Univ.)

TOWER—(2,200), 25c-40c, 7 days. Stage: Betty Burgess, Sonny Lamont, Ted & Art Miller, Beatrice Hagen, Everett Sanderson, and Nanon. Gross: \$9,800. (Average, \$7,000)

"SLAVE SHIP" (20th-Fox)

UPTOWN—(2,000), 25c-40c, 6 days, 2nd week. Gross: \$3,000. (Average, 6 days, \$3,500)

Week Ending July 25:

"DAMAGED GOODS" (G.N.)
MUSIC HALL—(2,500), 35c-55c-83c, \$1.10.
Roadshow. Gross: \$9,900.

◀ Purely Personal ▶

BERT LYTELL, BILL JAFFEE, HERBERT B. J. YATES, WILLARD MCKAY, HERB CRUIKSHANK, JOHN BYRAM, RALPH ROLAN, BILL SAAL, BILL BOEHNEL and HOWARD BARNES among those at "21" yesterday.

BILL ROBINSON arrived from California yesterday to make a limited personal appearance tour. He recently finished a featured role in "One Mile from Heaven" for 20th Century-Fox and goes west in September for another at the same studio.

CARL LAEMMLE, SR., who was scheduled to arrive in New York yesterday from a European vacation, was not a passenger on the *Ile de France*, on which he had had reservations.

ERROL FLYNN, who was expected at Newark Airport yesterday, changed his mind and now is heading for Mexican and Central American waters where he will sail his ketch for three or four weeks.

GEORGE W. WEEKS, G. B. sales manager, is in Memphis on a trade showing tour of "King Solomon's Mines." Clinton M. White, assistant to Weeks, is in New England.

JOSEPH BERNHARD, Warners theatre head, is leaving today for the coast. The managers' meeting scheduled for Aug. 2 has been postponed until Aug. 9.

SONJA HENIE, who recently finished "Thin Ice" for 20th Century-Fox, sails on the *Queen Mary* today.

MAUREEN O'SULLIVAN will play the feminine lead opposite ROBERT TAYLOR in "A Yank at Oxford," first M-G-M lineup to be made in London. She, TAYLOR and JACK CONWAY, the director, arrive from the coast in about two weeks enroute to London.

PHIL REISMAN, who sails for London Thursday, expects to be gone for several months on RKO foreign business and will visit a number of countries on the continent.

F. HUGH HERBERT's magazine story, "Lucky Day," has been purchased by Universal. Herbert will do the screen adaptation of his own work.

OSCAR HOMOLKA, who plays the lead in "Ebb Tide" for Paramount, reaches here from Hollywood Thursday en route to England and a vacation.

GEORGE FREYSTADT of the press book department of Paramount Pictures, has changed his name to GEORGE FRASER.

ROUBEN MAMOULIAN arrives from Hollywood this morning and sails for a European vacation Aug. 4.

... Omaha

E. R. CUMMINGS, Tri-States district manager, has left on a fishing trip to the Jackson Hole country of Wyoming.

H. A. TAYLOR, owner of the Ritz here, plans to reopen the Music Box, a dance hall, on Sept. 2.

RALPH GOLDBERG, back from an unsuccessful eastern trip in quest of vaudeville for the Town, says he will spend \$25,000 improving the Dundee when he takes over Feb. 1.

... Seattle

J. M. RUBENFIELD of Loew's, New York, is here for a visit with MAC RUBENFIELD, his brother, associated with the local M-G-M exchange.

JOHN G. VONHERBERG of the Liberty, B. F. SHEARER, equipment magnate and JEAN SPEAR back from travels to other cities.

Raymond Massey Ill

HOLLYWOOD, July 27.—Raymond Massey was disabled yesterday while at work on Samuel Goldwyn's "Hurricane" by an attack of phlebitis, described by doctors as a blood clot in one of his legs. He was taken to the Good Samaritan Hospital and his proposed European trip was cancelled.

Set "Horizon" Campaign

Columbia intends to put on a big advertising and exploitation campaign for the general release of "Lost Horizon" in the fall. Full pages will be used in the *Saturday Evening Post*, *Liberty*, *Life*, *Cosmopolitan*, *Pictorial Review-Delineator* and newspapers.

Kendis Issues Denial

J. D. Kendis, head of Jay Dee Kay Prod., Hollywood, denies that Principal Film Exchange, Inc., has a contract for distribution of "Crusade Against Rackets" in New York and New Jersey.

"Road Back" \$12,000 Hit In Cleveland

CLEVELAND, July 27.—"The Road Back" took the Warners' Hippodrome gross \$2,000 over the top, bringing the take to \$12,000.

"The Singing Marine," playing a second week downtown at the Allen following a plus week at the Hippodrome, went to \$6,000 on the week. This was \$1,000 better than par.

"Knight Without Armor" at Loew's State held its own and went slightly over par to \$12,500. "Sing and Be Happy" at the RKO Palace with the Three Stooges doing their stuff on the stage, grosses \$16,000.

Total first run business was \$50,500. Average is \$47,000.

Estimated takings for the week ending July 23:

"SINGING MARINE" (W.B.)

ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. Gross: \$6,000. (Average, \$5,000)

"KNIGHT WITHOUT ARMOR" (U.A.)

LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$12,500. (Average, \$12,000)

"MOUNTAIN MUSIC" (Para.)

LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. Gross: \$4,000 (Average, \$5,000)

"SING AND BE HAPPY" (20th-Fox)

RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage, "The Three Stooges." Gross: \$16,000. (Average, \$15,000)

"THE ROAD BACK" (Univ.)

WARNERS' HIPPODROME — (3,500) 30c-35c-42c, 7 days. Gross: \$12,000. (Average, \$10,000)

Musician Board to Meet

The executive board of Local 80 of the American Federation of Musicians tomorrow will officially receive the report of the referendum of the union's membership on the picketing campaign to restore orchestras to New York film houses. The membership voted 2,006 to end the drive, again 417 for continuation. The campaign has been carried on for the past nine months. The board may decide on other measures to increase musician employment in film houses.

Columbia Signs Sokal

HOLLYWOOD, July 27.—Heinric Sokal has been signed as a producer for Columbia. He has been producing abroad. He has received no assignment as yet.

The COOL Way to CALIFORNIA

"American's" Flagship Skysleepers are air-conditioned before departure and continuously air-cooled by Nature. Two Overnight schedules, on lower-level ALL-YEAR route:

THE MERCURY
3 stops only
Leaves New York 5:10 pm.
Standard time
Arrives Los Angeles 7:30 am.

THE SOUTHERNER
5 stops only
Leaves New York 8:40 pm.
Standard time
Arrives Los Angeles 11:41 am.

Call your travel agent or Phone VAnderbilt 3-258
Ticket Offices—
45 Vanderbilt Ave. and 9 Rockefeller Plaza

**AMERICAN
AIRLINES INC.**

AIR EXPRESS

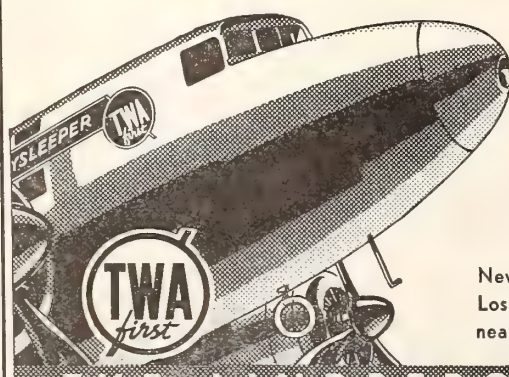
SHORTEST, FASTEST—COAST TO COAST

General Air Express Gives—

Fastest available service. Immediate free pickup with direct delivery to first plane out. Immediate delivery to consignee any hour, day or night—Saturdays, Sundays and holidays. Flight progress reports. Economical rates. Complete insurance protection.

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PHONES

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nearest Postal Telegraph Office

THE LINDBERGH LINE

Wednesday, July 28, 1937

Radio Personals

ART HAYES, CBS radio sales head, leaves today on vacation. . . Ike Loundberry, manager of WGR and WKBW in Buffalo, CBS stations in that city, is a visitor here. . . And Harold Fellows, manager of WEEI, the CBS owned and operated station in Boston, is here on station business. . . Bob Taplinger leaves for Hollywood tomorrow. . . Arthur Godfrey, the announcer, may be signed for pictures. . . John Boles will guest appear on the "Hit Parade," CBS, July 31. . .

Willie Howard has been added to the guest list for tonight's Vallee broadcast. . . Sonja Henie, Beatrice Lillie and Madeleine Carroll were among those interviewed on WMCA's "Gang Plank" program yesterday. Miss Henie is sailing on the *Queen Mary*. . . Dan Wickenden, CBS assistant trade news director has resigned in order to devote his time to writing. . . "The Lone Ranger," Mutual offering, reached its 700th broadcast this week. . . Raymond Scott's quintet, back from Hollywood, will be the featured guests on the CBS "Swing Club" Saturday. . . Florence George, NBC coloratura soprano, has been signed for pictures by Paramount. . . Adolph Menjou will be on the Kraft "Music Hall" tonight. . . Cab Calloway and Conrad Thibault will be Ben Bernie's guests Aug. 3 and 10. . . Helen Hayes opens NBC's cycle of O'Neill plays Monday. . .

"Philco Melodies" Started

The first of a new series of Philco programs, sponsored by A. K. Sutton, Inc., is on the air over WBT each Thursday evening. The new show, a quarter hour of old and new favorite songs, is called "Philco Melodies." Another new Philco feature is the Philco hillbilly jubilee on Saturday evenings.

The time of the two local shows for Philco was arranged to coincide with the time usually occupied by Boake Carter's CBS network presentation.

Revell Programs Off 3 Weeks

Nellie Revell's "Neighbor Nell" and interview programs over NBC have been removed from the network's schedule for three weeks while she vacations.

Gruen Watch Leaves WEF

The Gruen Watch Co., sponsoring time signals on WEF has cancelled its service over the station.

Curtis in Dilemma

Longview, Tex., July 27.—James R. Curtis, president of KFRO, has been elected to the presidency of the Longview Chamber of Commerce for the 1937-38 term. Ironically, the Junior Chamber publishes a monthly newspaper, and there is a possibility that Curtis will find himself obligated to solicit paid advertising for the publication!

Radio's Union Will Be Like Actors' Guild

(Continued from page 1)

plete cooperation of the organized entertainment world to the development of a strong radio unit. Initial financing for the radio organization will be contributed by Equity, Screen Actors' Guild and the American Guild of Musical Artists. When organization is complete, the radio union will be completely self-governing. Jurisdiction of the new organization will include all those appearing before the microphone with the exception of members of the American Federation of Musicians.

Gillmore estimated yesterday that approximately 700 radio performers have been signed. He declined to estimate the total potential membership of the organization.

Under the reorganization plan Equity returns its jurisdiction in the radio field to the A. A. A. A. and upon completion of preliminary organizing steps that jurisdiction is to be awarded the new autonomous radio organization by the A. A. A. A. Its board of directors will be chosen from among the radio actors and singers who are members of the sponsoring organizations and local units of the national radio union will also be set up with their own local boards of directors. The constitution of the new

Control to A.A.A.A.

organization is now in preparation and a first draft is to go before a special meeting of the Equity council on Friday.

Attending yesterday's meeting in addition to the Equity council were Kenneth Thomson and Laurence Beilenson of Screen Actors' Guild; Henry Jaffe and Leo Fischer of American Guild of Musical Artists; George Heller of Equity radio committee; Richard Gordon, Linda Carlon, Lucille Wall and Mark Smith of the Radio Actors committee, and Mrs. Dorothy Bryant of Chorus Equity.

Recording Company Re-Equipping Plant

Sound Reproductions Corp. has re-equipped its plant with especially designed apparatus for recording on both wax and acetate masters.

The main amplifier consists of eight amplifying channels and is equipped with special expansion and compression devices designed by Eugene I. Bresson, sound executive.

The company also has installed four new dubbing tables and two new combination wax and acetate cutting machines, bringing the total number of cutting machines up to five. The enlarged recording studio is now being acoustically treated, and will be ready this week.

"Ballroom" to Axton-Fisher

The Axton-Fisher Tobacco Co., through McCann-Erickson, will sponsor Martin Block's "Make Believe Ballroom" for 13 weeks, beginning Aug. 16.

Additionally on WNEW, the General Supply Co. has signed a 52-week renewal for Alan Courtney's "Joy-makers" series.

How to Picnic

Kansas City, July 27.—The Government, through WPA-NYA, will plan picnics in Kansas City, Kan. It will tell what games to play after eating hot dogs, what entertainment not to indulge in after pink lemonade.

Michelson Gets Job With Crosley Radio

WASHINGTON, July 27.—The Crosley Radio Corp. of Cincinnati, owners and operators of WLW and WSAI in that city, has engaged Charles Michelson, publicity director for the Democratic National Committee, to act as public relations counsel for the radio corporation, it was revealed here yesterday.

Michelson's radio duties will require only a part of his time, and he will continue to hold his job with the Democratic National Committee.

His duties with Crosley, he said, would be those of a consultant on "technical matters relating to radio operation." What his salary with Crosley has been set at was not announced here. His salary as publicity director for the Democratic party is more than \$20,000 a year.

In Cincinnati, Powell Crosley, Jr., president of the radio firm, said that "Michelson will advise on all phases of operation of WLW and WSAI advertising, promotion, and research."

CBS Closes for New Series on Football

CBS sales department has closed with the Liggett & Myers Tobacco Co. for a new sports series to begin in the fall, featuring Eddie Dooley, football writer on the *New York Sun*.

The series will be offered Thursdays and Saturdays from 6:30 to 6:45 P. M., beginning Sept. 16. The number of stations in the hookup has not been determined as yet, although it is believed that it will be in excess of 90 stations.

Additional business closed by the network includes a contract renewal for the Texaco Co.'s program featuring Eddie Cantor, a renewal for the Lever Bros. "Radio Theatre" program, and a renewal and increased time schedule from the Heinz Co.

The Texaco renewal is effective as of Sept. 19 and is for 52 weeks, through the Buchanan agency. The time is 8:30 to 9 P. M., Sundays.

The Lever Bros. renewal is also for a full year's duration, and goes into effect as of Sept. 27. The company's program, currently off the air, returns Sept. 13, and carries over on the old contract until the renewal date two weeks later. J. Walter Thompson is the agency.

The Heinz Co., currently sponsoring the three-times-a-week "Magazine of the Air" renews for 52 weeks as of Aug. 31, after which the program will be put on a five-time-a-week schedule.

Cowan to Broadcast

"A Consumer Looks at 'Price-Fixing'" is the title of a talk which will be given by Harrison J. Cowan, president of Cowan & Van Leer, Inc., advertising agency, over WINS 10 to 10:15 P. M., E.D.S.T. tonight. This talk will examine the subject from an ethical point of view.

Contempt Sentence Imposed on Caywood

LOS ANGELES, July 27.—Charged with contempt as a result of violation of an injunction restraining him from infringing on RCA patents used in radio set manufacture, Fred T. Caywood today pleaded guilty and was sentenced to 90 days in jail. Sentence was suspended by U. S. District Judge William James with the understanding that he would quit the business entirely.

The case was an outgrowth of a recent RCA drive here against independent manufacturers using RCA patents. Several injunctions have been granted. Caywood's case is the first for violation of the restraining order.

Start Fund to Build Memorial to Marconi

A Marconi Memorial Fund for the purpose of erecting a monument to the late inventor somewhere in New York has been undertaken by the Veteran Wireless Ass'n, of which Marconi was the number one member.

A board composed of members of the communications industry will be appointed to approve designs which will be solicited from prominent sculptors. A committee also will be appointed to make arrangements for a suitable location.

A fund has been launched with a contribution of \$100 by William J. McGonicle, president of the association, and second and third contributions have been pledged by David Sarnoff, president of RCA, and Alfred J. McCosker, chairman of the board of the Mutual Broadcasting System and president of WOR. Other contributions may be addressed to the association at 30 Rockefeller Plaza, New York.

Scheaffer Pen Gets Stokes

The Scheaffer Pen Co. will sponsor Harold Stokes' orchestra over a three station Mutual hookup beginning Aug. 27, and Fridays thereafter from 8:15 to 8:30 P. M., E.D.S.T. The program will originate in the studios of WGN, Chicago, and will be taken by WOR, New York and CKLW, Detroit-Windsor. Baggaley, Horton & Hoyt is the agency.

Schneider West Tomorrow

Albert Schneider, of the CBS artists' bureau, will leave for Hollywood tomorrow to confer with the west coast artists' bureau. He will accompany Andre Kostelanetz and Lily Pons westward. Schneider will return to New York Aug. 15.

In Milwaukee, Too

Milwaukee, July 27.—During the recent heat wave, Milton Brandt, WISN's announcer for the Early Riser's club, and Alvin Ericson, engineer handling the broadcast, had been kidding each other about how they would like a glass of milk or some bacon and eggs. The following day the boys received eight half pint bottles of milk, all from different listeners.

Para. Quarter Earnings Are \$1,307,000

(Continued from page 1)

for the second quarter of 1936 amounted to a loss of \$477,461 after applying \$800,000 of the inventory reserve provided as of Dec. 28, 1935, and Paramount's net interest as a stockholder in the combined undistributed earnings for the quarter of partially-owned companies totaled \$305,000.

These results include from June 4, 1937 the earnings of the former Olympia Theatres, Inc., the assets of which were acquired by a wholly-owned subsidiary of Paramount on that date. This was the last of Paramount's major subsidiaries involved in reorganization proceedings. Each share of first preferred is convertible into seven shares of common stock and each 10 shares of second preferred are convertible into nine shares of common.

New Englanders Join Paramount "Strike"

(Continued from page 1)

Independent Exhibitors, Inc., met with Arthur K. Howard, business manager, at the Hotel Touraine.

The resolution, which was drawn up in writing, calls for the withholding of playdates from Paramount on all features and shorts from Aug. 15 to Sept. 15 and by refusing to purchase Paramount 1937-38 product until Paramount has made adjustments considered by the exhibitors to be satisfactory.

Exhibitor objections arose from Paramount's decision to withhold "Souls at Sea," "High, Wide and Handsome," "Angels," "Artists and Models," "Spawn of the North" and "The Count of Luxembourg."

Roxy's Net Loss for Month Totals \$8,137

(Continued from page 1)

film rentals were \$12,367; special talent, \$14,267; stage, \$7,642; orchestra, \$8,740; advertising, \$13,072; house salary, \$11,558; rent, taxes and insurance, \$14,073.

M-G-M to Do Tinting In a New Laboratory

HOLLYWOOD, July 27.—M-G-M intends to call its new tinting process "Metro Color" and will equip a laboratory for handling the stock. It will be used extensively in "The Firefly."

The tinting will be in the finished prints and not the negatives.

"Mines" Opens Aug. 26

"King Solomon's Mines" will open nationally on Aug. 26 in every key spot throughout the country, Arthur A. Lee, G. B. vice-president, stated yesterday. Lee has just completed a tour of the middle west where he trade-showed the film.

English Producer Here



RKO executives meet Herbert Wilcox, producer and director of "Victoria The Great" which Radio will distribute, upon his arrival in New York yesterday aboard the Ile de France. Left to right: Ned E. Depinet, Jules Levy, Wilcox, and Phil Reisman.

Wilcox Sees Victory For Gov't Quota Bill

(Continued from page 1)

Wilcox's visit is to discuss with RKO officials his proposal for handling the company's British production requirements. Wilcox said that preliminary discussions had been held on the subject and that he "hopes to come to an agreement with RKO" during his 10-day stay here. He said that he had originally planned to produce nine average cost productions, but recently had decided instead to make five pictures with an increased budget per picture. He placed the total budget for the five at approximately \$4,000,000.

Asked whether his production plans would undergo any further change in the event he was successful in concluding his projected deal with RKO, Wilcox replied that he hoped to maintain approximately the same per picture budget in that event, but that he "might make more than five such features."

"Victoria" Print with Wilcox

Wilcox brought with him a print of "Victoria The Great," based on the life of the British queen, which has Anna Neagle in the name role and which cost \$800,000 to produce, Wilcox said. RKO Radio is distributing the picture in America and its opening here has been tentatively set for the Music Hall in September. Wilcox said there was a possibility that the picture might be roadshown here, as in England, however, and that this and the general sales policy for the film would be set during his stay. He plans to return to New York in September for the picture's opening picture.

Wilcox denied knowledge of any plans on the part of Leo Spitz or Ned E. Depinet to accompany him on his return to London to familiarize themselves with the British production situation. Depinet, Jules Levy, Joe Moskowitz and Phil Reisman were at the French Line dock to greet Wilcox on his arrival. The British producer was accompanied by Charles De Grandcourt, author of "Victoria the Great"; Merrill White, film editor; Eric Fredman, sales manager of Wilcox Prod., and Mrs. Pat Pearce, a makeup artist for Korda Prod., returning to America for a visit.

Marion Talley Gaining

HOLLYWOOD, July 27.—Marion Talley is recovering from an appendicitis operation.

British Will Publish Quota Data Thursday

(Continued from page 1)

reference to special regard in the proposed film legislation for Scottish conditions, Stanley declared that English and Scottish conditions are much the same, but that he would consider any points in the substance of the proposed measure which referred to Scotland.

Indications are that the bill will follow the draft previously made known by the Board of Trade. In some quarters it is expected that the initial quota ratio will be 15 per cent for distributors and 10 per cent for exhibitors, and that the minimum cost will be reduced to £12,500 or £10,000.

It is believed possible that the proposals will stimulate trade moves for a common policy on the part of the industry before the autumn, when the House of Commons will get the proposed film bill. The Cinematograph Exhibitors' Ass'n and the Kinematograph Renters' Society both are opposed to the cost clause in combination with a footage quota, although the two leading trade organizations differ on other points in the proposed legislation.

A. B. P. Profit Is High

LONDON, July 27.—Associated British Pictures, of which John Maxwell is the head, is expected to show a profit for the year of nearly £1,000,000. The financial statement of the company will be issued tomorrow.

Metro British Film Plans Virtually Set

(Continued from page 1)

in London shortly, when contracts are expected to be signed.

The contract with Korda, whose London Films controls the Denham studio, is for the rental of space at the studio only. Office and floor space at the plant have already been cleared for Metro production. An early start is anticipated on the first of the Metro British films, "A Yank at Oxford."

Seek Silent Films

CHICAGO, July 27.—One of the proposals to come before the National Ass'n of the Deaf here today is a resolution to ask film producers to make a certain number of silent pictures each year for showing to deaf persons.

"Road Back" Dual \$18,500 Hit in Boston

BOSTON, July 27.—"The Road Back," with "The Lady Escapes" at the RKO, Memorial, played to capacity houses daily. The Erich Maria Remarque story grossed \$18,500, \$6,000 above average.

"The Emperor's Candlesticks," co-featured with "Pick a Star," proved a good draw at the Loew's Orpheum by grossing \$16,500 where \$12,000 is average. The same program at the Loew's State drew \$3,000 above the line with a take of \$14,000 on the week.

"She Had to Eat" and "Midnight Madonna" grossed \$7,000 at the Paramount. The same program also drew an average \$4,500 at the Fenway.

Total first run business was \$85,500. Average is: \$79,500.

Estimated takings for the week ending July 21:

"SHE HAD TO EAT" (20th-Fox)
"MIDNIGHT MADONNA" (Para.)
FENWAY—(1,382), 30c-50c, 7 days. Gross: \$4,500. (Average, \$4,500)

"ROAD BACK" (Univ.)
"THE LADY ESCAPES" (20th-Fox)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. Gross: \$18,000. (Average, \$12,000)

"EMPEROR'S CANDLESTICKS" (M-G-M)
"PICK A STAR" (M-G-M)

LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. Gross: \$16,500. (Average, \$12,000)

"EMPEROR'S CANDLESTICKS" (M-G-M)
"PICK A STAR" (M-G-M)

LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. Gross: \$14,000. (Average, \$11,000)

"SINGING MARINE" (W.B.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Clyde Lucas and Orchestra Gross: \$18,000. (Average, \$22,000)

"SHE HAD TO EAT" (20th-Fox)
"MIDNIGHT MADONNA" (Para.)
PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"BORN RECKLESS" (20th-Fox)
"SWEETHEART OF THE NAVY (G.N.)
RKO BOSTON—(3,246), 25c-50c-65c, 7 days. Gross: \$7,000. (Average, \$11,000)

Wall Street

Para., Pathe Lone Board Gains

	High	Low	Close	Net Change
Columbia	29 1/4	29 1/4	29 1/4	— 1/4
Consolidated	3	3	3	...
Consolidated, pfd. 13 1/2	12 3/4	12 3/4	12 3/4	— 1 1/2
Eastman	180 1/4	180 1/4	180 1/4	— 1/2
Gen. T. Equip.	24 1/2	24	24	— 1/2
Loew's, Inc.	8 3/4	8 1/4	8 1/4	— 1/2
Paramount	22 3/4	22 3/4	22 3/4	— 1/2
Paramount 2 pfd. 20 5/8	20	20 3/4	20 3/4	+ 1/4
Pathe Film	9 1/4	8 1/2	9 1/4	+ 5/8
RKO	8 3/4	8 1/4	8 3/4	+ 1/2
20th Century-Fox. 37 1/4	36 5/8	36 5/8	36 5/8	— 5/8
20th Century, pfd. 46	46	46	46	— 1/4
Universal, pfd.	68	68	68	— 2
Warner Bros.	14 1/4	14 3/4	14 1/4	

Technicolor Up 1/4 On Curb

	High	Low	Close	Net Change
Grand National ..	3 3/4	3 1/4	3 1/4	— 1/8
Sentry Safety ...	1 1/2	1 1/2	1 1/2	...
Sonotone	1 1/4	1 1/4	1 1/4	+ 1/8
Technicolor	28 3/4	28 1/4	28 3/4	+ 1/4
Trans-Lux	4 1/4	4 1/4	4 1/4	— 1/8
Universal Crp	4 1/4	4 1/4	4 1/4	
Universal Picts. ...	7 1/2	6 3/4	6 3/4	— 1 1/4

Bonds Recede Fractionally

	High	Low	Close	Net Change
Loew's 3 1/2s '46. 100	99 7/8	99 7/8	99 7/8	— 1/8
Paramount Pict. 6s '55	100	100	100	— 1/4
Paramount '47 ..	95	94	94	— 1
Warner Bros. 6s '39 wd	95 1/4	95 1/4	95 1/4	— 3/4

(Quotations at close of July 27)

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to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 24

NEW YORK, THURSDAY, JULY 29, 1937

TEN CENTS

Big Pictures To End Duals, Says Schaefer

**Higher Admissions Will
Result, He Believes**

Big pictures will solve the dual problem and increased admissions will make the continuance of big pictures possible, in the opinion of George J. Schaefer, United Artists vice-president and general manager.

Practically all the major companies have outstanding productions ready for distribution during August, he points out. Production has been speeded up and exhibitors have in prospect more top notch pictures for immediate playing time than during any August in recent years.

In view of this change on the part of distributors, he says, a number of leading exhibitors are favorably inclined toward an increase in admission prices and are planning experiments in strategic situations. They are approaching the problem cautiously, he points out, but are optimistic over the prospects for success.

Schaefer points out that production costs are mounting with many of the new season's releases budgeted at or

(Continued on page 3)

U.A. Has 14 About Ready on New List

United Artists has 14 pictures practically ready for the first five months of the new season, according to George J. Schaefer, with two, "Stella Dallas" and "Dead End" set for August.

"Stella Dallas" will go into the Music Hall Aug. 5, and "Dead End" will go into the Rivoli and "Walter Wanger's Vogues of 1938" to the Music Hall Aug. 19. "The Prisoner of Zenda" will go to the Music Hall Sept. 2. Two others also will be released in September, "Walter Wang-

(Continued on page 3)

Grand National to Finish 12 by Aug. 1

Grand National has so speeded its production that 12 features on the company's new program will be completed by Aug. 1, Edward L. Alpersen, president, who recently returned from a studio visit, declared yesterday.

Included among the films completed

(Continued on page 3)

Radio—Page 11

Actors' Guild Star Ascends; Equity Wanes

**Autonomous Air, Screen
Unions the Reasons**

The Screen Actors' Guild is viewed here as inheriting the dominant position in theatrical unionism heretofore held by Actors' Equity Ass'n through the impending reorganization of the Associated Actors and Artistes of America.

Under the reorganization, Frank Gillmore, president of Equity, transfers his principal activities to the Four A's and, eventually, is expected to resign his Equity post. In addition, Equity surrenders its jurisdiction over radio, and an autonomous union for radio performers is to be set up under the Four A's. These and other impending changes are viewed in Broadway quarters as indicative of the decline of Equity as the dominating factor in the organized entertainment field.

The Screen Actors' Guild, it is pointed out, already is the most important union in point of membership and financial position in the theatrical world. While Equity membership has

(Continued on page 3)

Trillo, RKO Manager For Spain, Is Killed

Roberto Trillo, managing director of the RKO Spanish branch, was killed yesterday in the crash of the Dutch transport plane which fell at Hal, Belgium. Trillo, according to advices by trans-ocean telephone to Phil Reisman, RKO foreign manager, was en route from Amsterdam to Paris.

Trillo was a native of Mexico and before his appointment as Spanish manager had established and directed RKO's Central American branch with headquarters at Panama. Later he managed the company's Netherlands branch with headquarters at Amsterdam.

ABP Reports Year's Net Profit £869,644

LONDON, July 28.—Associated British Pictures which is headed by John Maxwell, today reported a gross profit for the year of £1,265,829, a net profit of £869,644.

A final dividend of 11 per cent on the ordinary shares was declared, making a total dividend for the year of 18 per cent. A total of £550,000 was credited to reserve and £96,346 was carried forward.

Perfect Casting

Hollywood, July 28.—Last week, J. Carroll Naish was accidentally shot in the hand during the filming of "Bulldog Drummond Comes Back." Shortly thereafter, Paramount required a character to play a Mexican who had been shot in the hand. Naish got the job.

Dealers Vary On Effect of Robinson Act

Divergent views have been expressed by various executives in the theatre supply field, including circuit equipment buyers, supply dealers and officials of affiliated buying corporations, relative to the effects of the Robinson-Patman Act for price regulation on the theatre supply market, *Motion Picture Herald* will say today.

On the one hand it is contended that the act has impeded the flow of potential supply business estimated at \$100,000,000, because of uncertainty in prices, which are apparently rising but are not stabilized, and on the other it is said that the act has had no effect on the market and has not been a factor in increased prices. Another viewpoint holds that the act has stabilized discount practices and has made

(Continued on page 3)

JL&S Circuit Being Rebuilt in Chicago

CHICAGO, July 28.—Jones, Linick and Schaefer, returning to their former position of importance in the Chicago theatre setup, have set plans for an expansion which includes the addition of two new de luxe houses. The circuit recently celebrated the fourth anniversary of its Loop combination house, the State-Lake, which it leases from Balaban & Katz.

The company now operates five

(Continued on page 3)

Building Is Active In North California

SAN FRANCISCO, July 28.—Northern California is seeing a lot of building and buying these days. Among recent transactions are the purchase by Dan Tocchini of Bruno Veccharelli's 400-seat house in Sebastopol; the sale by Nick Steele of his Gem and Colusa in Colusa, and his Williams in Williams to Harvey Amusement Enterprises; the forthcoming opening of Lawrence

(Continued on page 3)

20th-Fox Net For 6 Months \$3,755,483

**Gain of \$986,293 Over
Same Period in 1936**

Twentieth Century-Fox reports a consolidated net operating profit of \$3,755,483, after all charges, including Federal income tax, but not the surtax on undistributed profits, for the six months ending June 26. For the same six months last year the net was \$2,769,190. The gain for the period is \$986,293.

For the quarter ended June 26, 1937, a net profit after all charges except provision for surtax on undistributed profits was \$1,687,885 compared with a first quarter profit of \$2,067,598 and a profit of \$1,529,430 for the second quarter of 1936.

On the basis of 967,433 shares of \$1.50 dividend cumulative convertible preferred stock outstanding, a consolidated net operating profit for the first half of 1937 amounts to \$3.88 per share on the preferred stock. After allowing for the preferred dividend of 75 cents per share for the half year 37½ cents paid quarterly in March and June, there remained a profit equivalent to \$1.76 a share on the

(Continued on page 3)

Two More Exchange Wage Scales Agreed

Agreements were reached with Minneapolis and Atlanta exchange unions yesterday on wage and hour schedules, bringing the total of such agreements for exchange centers up to 21.

The negotiations were conducted at the Warner home office by managers of exchange operations for major distributors and union representatives headed by John Gatelee of the I. A. T. S. E. Another meeting will be held today to set the schedules for Portland, Ore., exchanges and possibly one other city. Negotiations still remain to be conducted with 10 cities.

"Paris" Tops Herald Champions for June

Paramount's "I Met Him in Paris" led the field of six Box-Office Champions for June, as published in *Motion Picture Herald* today.

Following, in the order in which they scored, were: "Slave Ship," 20th Century-Fox; "Captains Courageous," M-G-M; "This Is My Affair," 20th Century-Fox; "Mountain Music," Paramount, and "There Goes My Girl," RKO.

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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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Columbia in SEC Plea

WASHINGTON, July 28.—Harry Cohn, representing Columbia Pictures, today filed with the S.E.C. applications for registration on the New York Stock Exchange of 7,667 voting trust certificates of the company and the underlying common stock, and for registration on the New York Curb Exchange of 10,342 shares of Columbia Pictures common.

Homolka Goes Abroad

HOLLYWOOD, July 28.—Oscar Homolka has left for New York and London, where he will star in a final picture for G. B. and appear in a London stage production.

To Open in Two Spots

Grand National's "The Gold Racket" is to open day and date at the Central, Broadway and 47th St., and the Republic on 42nd St.

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M. J. Kandel
PRES.

Out Hollywood Way

HOLLYWOOD, July 28.—The success of "Mountain Music," in which Bob Burns and Martha Raye were costarred, has led Paramount to announce two more pictures for the pair. The first will be a musical, in a Mexican setting, "Ensenada," which ARTHUR HORNBLow, JR., will produce. The second will be an untitled original now being prepared by WILLIAM LeBARON, who will assign it to a producer soon.

CHARLES CHASE has joined Columbia's short subject department in a producer capacity under JULES WHITE.

CHASE will work with HUGH McCULLEN on 13 shorts, the remainder being produced by WHITE, who has several features lined up to produce and direct. CHASE also will star in six shorts for the company. . . . Another radio serial will be made into a film. M-G-M has purchased the film rights to "The Gangbusters." . . .

CLAUDE RAINS will probably be starred in Warners' "Panama Canal" in the role of Major General WILLIAM GORGAS, famed army surgeon. . . . SAMUEL G. ENGEL and MONTY BANKS have left for London, where they will handle the GRACIE FIELDS' first for 20th Century-Fox.

SONJA HENIE has left for a European vacation. . . . Paramount is preparing for its annual contribution to the football cycle. RALPH MURPHY will direct "Yesterday's Cheers," from a story by ALBERT SHELBY LEVINE. . . . NICHOLAS KOPEIKINE, Russian concert pianist, has been signed by SAMUEL GOLDWIN to assist GEORGE BALANCHINE in rehearsing the American Ballet for "The Goldwyn Follies." . . . HENRY MORGENTHAU, JR., secretary of the treasury, is visiting Southern California, but the main points of interest to him are the film studios.

SAMUEL GOLDWIN has ordered the "Marco Polo" crew on a 24-hour daily shooting schedule for a week. ARCHIE MAYO is directing the principals and RALPH CEDER the second unit, which is working at night. . . . GEORGE BANCROFT is out of

the cast of B. P. SCHULBERG's "Blossoms on Broadway" because of a broken toe incurred when playing squash; WILLIAM FRAWLEY replaces him . . . MILDRED TEMPLE, story editor for MERVYN LeROY, is vacationing.

Castings—MAXINE JENNINGS and BODIL ROSING in "A Love Like That," RKO. . . . JOSEPHINE HUTCHINSON, feminine lead in M-G-M's "This Is My Wife." . . . ROMO VINCENT to RKO's "Music for Madame." . . . JOHN QUALEN borrowed from 20th Century-Fox for Selznick's "Nothing Sacred." . . . BILLY LEE, child actor, in "Arizona Ames," Paramount. . . . JOHN MACK BROWN to "Wells Fargo," Paramount. . . . BARRY NORTON has been signed by Cantabria Films for "La Vida Boheme." . . . Added M-G-M placements: RUTH HUSSEY, of "Dead End" road company, and BARRY DOWNING, five years old, to "Madame X." . . . SUZANNE, 10-year-old high note singer, and HELEN JEROME EDDY to "This Is My Life." . . . TOM RUTHERFORD, who was in "The Firefly," is featured in "The Ugly Duckling."

Writers—Major has just made six writer assignments—RICHARD CONNELL to "The Badge of Policeman O'Roon," ALLAN RIVKIN to "Call Back Love," LEONARD Q. ROSS and JESSE LASKY, JR., to originals, "Free Woman" and "Two Weeks with Pay," respectively; TAMMY COTTER to "Chocolate Parade." . . . BOBBY VERNON, borrowed from Paramount for gag scenes on "Love on Toast."

Directors—AL HALL, signed to a term contract at Columbia, draws his first assignment, "There's Always a Woman." . . . AL WERKER has signed a one-picture deal with Columbia for "Paris on Broadway," which OSCAR HAMMERSTEIN, II, will produce. . . . KARL KARPE joins M-G-M as cartoon director, animator and cartoonist.

Expect SWG Control
As Outcome of Meet

HOLLYWOOD, July 28.—At a late hour tonight, the Screen Writers' Guild was meeting at a session which was expected to be concluded with an announcement by Marc Connelly, president of the Authors' League of America, granting that organization autonomy.

The step would be significant in that it would be regarded as a crucial point in the collective bargaining fight between the S.W.G. and Screen Playwrights, Inc. The latter is viewed by the S.W.G. as a company union.

Lily Pons to Chicago

CHICAGO, July 28.—Lily Pons will sing Saturday evening, July 31, when Andre Kostelanetz will be guest conductor with the Chicago Opera orchestra at the Grant Park bandshell where free public concerts are given nightly.

Immediately after her Chicago concert, Miss Pons will leave for Hollywood where she will begin work on the RKO picture, "The Girl In A Cage."

Talent Scout Suing
On Durbin Earnings

LOS ANGELES, July 28.—Rita Stanwood, ex-wife of H. B. Warner, today filed suit in Superior Court against Jack Sherrill and Frederick Falkin, agents for Deanna Durbin, seeking an accounting of commissions earned by them on the Durbin earnings. Mrs. Warner averred that she contracted with the agents to scout talent and was to receive one-fourth of the commissions collected for her discoveries. She asserts that Miss Durbin was brought to the agents' attention in this way.

The suit claims that the Durbin contract with Universal gives the girl from \$1,500 to \$2,000 weekly. Previously the actress earned \$150 weekly at M-G-M. She receives \$100 weekly from the Cantor shows.

Whitson Dismissal Denied

LOS ANGELES, July 28.—Motions for the dismissal of the perjury count and for an instructed verdict in the trial of Delmar A. Whitson, who claims to be the inventor of a method of applying a photoelectric cell to

◀ Purely
Personal ▶

HERBERT WILCOX, LEW LIP-TON, NED DEPINET, PHIL REISMAN, HERMAN ROBBINS, SAM DEMBOW, WILLARD MCKAY, HERB YATES, HERB CRUIKSHANK, IRVING HOFFMAN, BILL BOEHNEL, JOHNNY WALKER, and ROUBEN MAAMOULIAN among the diners at JACK and CHARLIE's yesterday.

MORRIS HELPRIN, ALEXANDER KORDA's publicity representative in this country, will sail today on the *Ile de France* to spend a month in England studying the new product.GLADYS SWARTHOUT and her husband, FRANK CHAPMAN, will arrive today on the *Conte di Savoia* from a European vacation. LEE SHUBERT, stage producer, is on the same ship.

JACK GOLDBAR, midwestern district manager for U.A., left for Detroit by plane yesterday after home office conferences.

BORIS MORROS arrived from the coast yesterday and leaves today for Europe on the *Ile de France*. He will visit his mother who is ill in Russia.

HAL HORNE will stay on for a few weeks and be joined later by WALTER WANGER, prior to the latter's departure for the Continent.

GREGORY DICKSON, who is trying to make Mickey Mouse famous, will reach New York Monday.

J. CHEEVER COWDIN is scheduled to arrive from Pasadena today by plane.

JESSE J. GOLDBURG is back from a sales trip to Europe.

G. B. ODLUM of Paramount has gone to the coast on business.

film sound recording, were denied today by Federal Judge Philip Sullivan. Following the refusal the defense opened its case.

Seek Mayfair Bankruptcy

LOS ANGELES, July 28.—Three creditors of Mayfair Prod. today filed suit in Federal Court here seeking to throw into involuntary bankruptcy the company which is supposed to make Skippy cartoons for United Artists as a substitute for the Disney shorts. The creditors, Lindsey & Hall, Ideal Mfg. Co. and Kay Color Co. listed overdue debts of approximately \$2,000 and asked the court to declare the company insolvent on the strength of their allegation that preference was shown to other creditors.

RKO Signs Barrymore

HOLLYWOOD, July 28.—John Barrymore has been signed by RKO to a featured part with Irene Dunne in "The Joy of Loving."

"U" Borrows Gibney

HOLLYWOOD, July 28.—Sheridan Gibney has been borrowed by Universal from 20th Century-Fox to script "She Shall Have Music," for Hope Hampton.

Dealers Vary On Effect of Robinson Act

(Continued from page 1)

useless, for economy purposes, purchasing departments as separate corporate entities of large circuits.

The only point on which all groups appeared to agree, according to the *Herald*, was that because of the confusion resulting from disagreement as to what discounts are prohibited by the law, the circuits which purchase supplies through affiliated companies have found little advantage over others buying directly from manufacturer or dealer.

It is pointed out that only a series of rulings on the individual cases can settle the present uncertainty. Meanwhile, it is said, manufacturers have revised their prices upward, relying on legal opinion as to what discounts are allowable and what might constitute violations. Estimates of the increase place it between 20 and 30 per cent, although those executives who made the estimates could not with certainty attribute the price rises solely to the Robinson-Patman Act.

Discounts a Problem

The most troublesome point at issue, it is claimed, is that on the discounts which a manufacturer or dealer may allow for quantity purchases. In the past these discounts have been of two general types, one directly on a sliding scale for a quantity purchased at one time, and the other a rebate or credit at the end of the year based on the total volume of the year's business. In some quarters it is believed that both of these discounts are allowable. Others believe the credit or rebate type is a violation.

In many cases manufacturers have considered such heavy buyers as circuits as jobbers, giving them appropriate discounts. The policy is considered questionable under the law.

Building Is Active In North California

(Continued from page 1)

Borg's, 1,400-seat house in Napa and Morgan Walsh's 1,000-seater in Woodland; Golden State's recent purchase of the Madera Theatre Corp., operating two theatres in that city, from Rotus Harvey, and its program of remodeling some half-dozen houses.

Fox West Coast is understood to be preparing to set in motion a building and alteration program which will run well over the \$250,000 mark.

20th-Fox 6-Mo. Net Reaches \$3,755,483

(Continued from page 1)

1,715,984 shares of common stock outstanding.

Twentieth Century-Fox has a 42 per cent interest in National Theatres Corp. As no dividends were declared during the period or in the comparable period of the previous year, no income from that source was included.

Gross income from sales and rentals of films and literature was \$27,565,123.27. Total gross income was \$28,156,594.41. Expenses were \$23,572,079.60.

Actors' Guild Star Ascends; Equity Wanes

(Continued from page 1)

declined or remained dormant for years, and the boundaries of the legitimate theatre continue to shrink, the guild has forged ahead rapidly in the short space of one year. Its recent success in winning studio recognition established it on a firm foundation and indications are that its strength will continue to increase.

Indications are that as a result of the guild's new position in theatrical unionism, Kenneth Thomson will not resign his post of executive secretary, as he has considered doing, but will, instead, take a three months' leave of absence in the event his current negotiations for a leading role in the John Golden production, "Susan and God," result in an agreement.

The new radio organization, likewise, is expected to rise to a dominant position, along with the guild, in theatrical unionism. Both are expected to occupy positions of greater influence in the future of the Four A's than Equity. Broadway reports yesterday were to the effect that the reorganization of the Four A's was insisted upon, if not dictated, by the guild.

"Strip Tease" Labor Charge to Be Heard

CINCINNATI, July 28.—The question as to whether "strip tease" dancing exhibitions are "unfair labor practices" will be decided by Leonard Shore and Charles Ryan, attorneys for the National Labor Relations Board, who have been assigned by Philip G. Phillips, regional director here, to commence hearings in Harlan county, Ky., on this and other charges brought by the United Mine Workers' Union against the Clover Fork Coal Co.

Union officials, in their bill of complaint, alleged that company officials staged "free indecent exhibitions" such as "strip tease" dances to entice employees from attending union meetings.

Patterson Livens Up "Artists" Pressbook

Paramount had Russell Patterson do the cover for the pressbook on "Artists and Models." It's different. Some of the feminine figures floating gaily around in the atmosphere with Patterson wielding a brush on a step-ladder in front of them might cause the Advertising Advisory Council to raise its collective eyebrows, but exhibitors probably will keep the book on the top of the file.

The coated stock has that varnished light-reflecting finish and the atmosphere of gay abandon is carried through the inside pages.

Sold to Syndicate

Luis Rojas de la Torre, producer of "Man Hunters of the Caribbean," yesterday sold to the Syndicate Exchange the rights for Greater New York and Northern New Jersey. The picture, a jungle drama of Central America, is scheduled for immediate release.

Ohio Cuts Only One

Columbus, July 28.—Another low in censors' activities was marked up for the week ending July 23, when the surgeons of the celluloid ordered but one elimination in a total of 125 reels reviewed.

J L & S Circuit Being Rebuilt in Chicago

(Continued from page 1)

houses, four in the downtown area and one on the north side. The Mayfair and the Homewood are to be added. Both are now under construction. When these open, late in the year, the circuit will include, in addition to the two new houses and the State-Lake, the McVickers, operated in partnership with B. & K., Woods, La Salle and Dearborn. Other neighborhood houses are expected to be added to the circuit. The Homewood will open about Oct. 1, and the Mayfair about Dec. 1. The circuit is operated by Aaron Jones, Sr., and his two sons, Aaron, Jr., and John J.

Three Odeon Houses Opened in England

LONDON, July 28.—Three Odeon theatres, at South Norwood, Crewe and Dudley, opened today. A world record is believed to be established by this fact; so far as is known no circuit has previously opened even two new theatres simultaneously.

The Odeon total of 230 will be increased to approximately 300 in the next few months, according to a statement from the company. It is the third largest circuit in the country, ranking below Gaumont British and Associated British, and has been built up in four years by Oscar Deutsch.

Goetz Denies Denham Contract Is Signed

LONDON, July 28.—Ben Goetz, head of M-G-M British production, today denied that a contract has been signed with Alexander Korda for lease of studio space at the Korda Denham studio from Metro English production.

Goetz declared that no final decision has been made as yet, and that various propositions are now under consideration.

Plan Party for Morris

BOSTON, July 28.—Victor J. Morris, Loew's Orpheum manager being retired after 27 years in the same position, will be given a reception and dinner Aug. 17 at the Cocoanut Grove in the film district. The affair, to be held at noon, will be in the nature of a farewell to Morris who leaves the following day to join an M-G-M producing unit.

"Souls" Opens Aug. 9

Paramount will open "Souls at Sea" at the Globe on Broadway on Aug. 9, instead of Aug. 4, as originally planned.

"Forever Yours" Booked

"Forever Yours," Grand National musical starring Beniamino Gigli, well known tenor, will reopen the New Amsterdam today.

Big Pictures To End Duals, Says Schaefer

(Continued from page 1)

over \$1,500,000. Only higher admissions and the elimination of duals will make these successful, he believes. He declares that producers should have their investments protected through cooperation of exhibitors.

"Scarcity of star talent coupled with intensive bidding for proven story material such as Broadway plays and the increased use of color have had a very serious influence in upping production costs," he says. "A recent survey conducted by one of the nation's leading newspaper chains found picture fans overwhelmingly in favor of color. When and as this medium with its tremendous additional expense becomes more widely used, the questions of duals and admission prices will become even more serious than they are today."

U. A. Has 14 About Ready on New List

(Continued from page 1)

er's *Vogues* of 1938" and "52nd Street."

There will be four in October—"I Met My Love Again," "The Divorce of Lady X," "Stand-In" and "The Adventures of Tom Sawyer."

Others on the list are: "The Adventures of Marco Polo," "Hurricane," "Nothing Sacred," and three from London Films.

Alexander Korda's "Knight Without Armor" is scheduled for general release late in November.

Six on this list will be in Technicolor.

Grand National to Finish 12 by Aug. 1

(Continued from page 1)

are "Something to Sing About," James Cagney musical, to be released Sept. 3, and "The Girl Said No," featuring Gilbert and Sullivan music. The first of three starring vehicles for Anna Sten, "Gorgeous," is ready for the cameras. Ready for release are "Small Town Boy," "Love Takes Flight," "King of the Sierras" and "Sweetheart of the Navy."

M-G-M Is Starting Child Productions

HOLLYWOOD, July 28.—M-G-M will shortly put into production the first of a series of juvenile starring pictures in which the company's child entertainers will be featured. The first will be called "Baby Broadway Melody of 1938." Florence Ryerson and Edgar Allan Wolfe are writing the story. John Considine, Jr., will produce.

"U" Signs Edgar Bergen

HOLLYWOOD, July 28.—Universal has closed a deal to put Edgar Bergen and "Charlie McCarthy" into a picture.

It is thought here that the signing of Bergen may mark the start of a number of ventriloquist act films as Joe E. Brown and Harold Lloyd are each considering this type of story.

EXHIBITOR'S VISION TEST

Hold this chart at normal reading distance—then see how far you've got to go before you see that these are the strongest picture raves this season!

GREAT

Film Daily on "THEY WON'T FORGET"

A-1 ENTERTAINMENT

N. Y. Daily News on "THEY WON'T FORGET"

IT WILL BE ONE OF THE MOST DISCUSSED FILMS OF THE YEAR

Variety Daily on "THEY WON'T FORGET"

THEY WON'T FORGET-AND NEITHER WILL YOU WHEN YOU PLAY IT

Showmen's Trade Review on "THEY WON'T FORGET"

UNFORGETTABLE SCREEN DRAMA—SPLENDID

N. Y. Herald-Tribune on "THEY WON'T FORGET"

ONE OF THOSE SMASHING, FASCINATING, UNFORGETTABLE PICTURES THAT NO ONE WHO SEES IT IS LIKELY TO EVER FORGET

N. Y. Sun on "THEY WON'T FORGET"

THE OBVIOUS DUTY OF ALL RIGHT-THINKING FANS IS TO SEE IT TWICE AND SEND FRIENDS—A POWERFUL, SIGNIFICANT AND RARE PICTURE

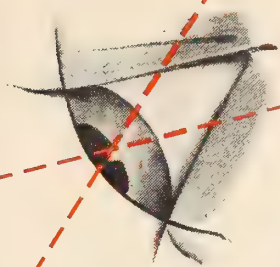
N. Y. Post on "THEY WON'T FORGET"

BRILLIANT, COURAGEOUS DRAMA! FOR ITS PERFECTION CHIEF CREDIT MUST GO TO MERVYN LEROY FOR HIS REMARKABLE, SKILLFUL DIRECTION; FOR TOUCHES AS FINE AS ANYTHING THE SCREEN HAS EVER DONE CREDIT AN EXCELLENT SCRIPT, AND ALL THE CAST

N. Y. Times on "THEY WON'T FORGET"

A PICTURE YOU CAN'T AFFORD TO MISS! A POWERFUL DRAMA. IT TAKES ITS PLACE AMONG THE REALLY GREAT PRODUCTIONS OF THE SCREEN! MADE WITH UNSWERVING HONESTY AND LAUDABLE COURAGE AND BRILLIANTLY CONTRIVED BY MERVYN LEROY, IT WILL BE TALKED ABOUT AND REMEMBERED

N. Y. Evening Journal on "THEY WON'T FORGET"



It All Goes to Show Why Far-Sighted Showmen Have Swamped

WARNER BROS.

With a Record Barrage of Booking Requests for

MERVYN LEROY'S

**"THEY WON'T
FORGET"**

NOW IN THIRD SMASHING N. Y. STRAND WEEK, WITH
CLAUDE RAINS • GLORIA DICKSON • EDWARD
NORRIS • Otto Kruger • Allyn Joslyn • Lana Turner



A FEAST FOR YOUR EYES

August 23 and 24

National Trade Showing of First Warner Releases for 1937-38

Check your Warner man for a quick reservation!



WE ANNOUNCE THE PRESENTATION OF
JEAN HARLOW'S LAST SCREEN PRODUCTION

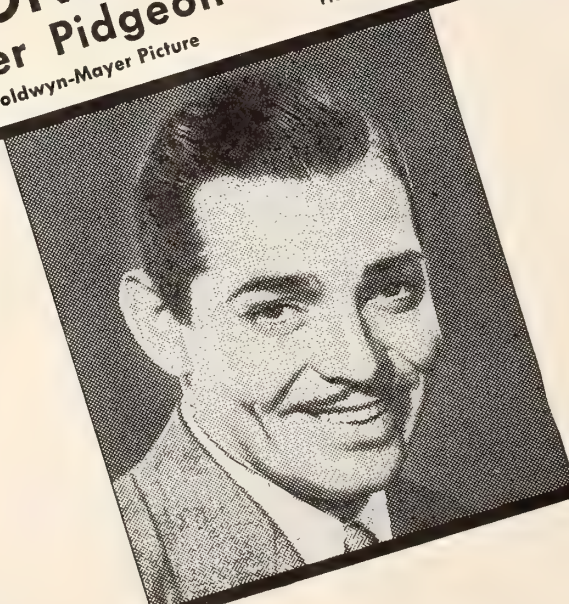
A great picture — a vivid romance — a splendid story of reckless love and fast-moving action...written by Anita Loos and Robert Hopkins, whose "San Francisco" reached new heights in screen excitement...Its scene—the most famous race tracks in the world...Its stars—Jean Harlow, as the vivacious daughter of a man who represented racing's finest traditions...and Clark Gable, as the plunger who staked his love on the flying hoofs of a thoroughbred. Metro-Goldwyn-Mayer presents

CLARK GABLE • JEAN HARLOW
in SARATOGA

LIONEL BARRYMORE • Una Merkel
Walter Pidgeon • Frank Morgan
A Metro-Goldwyn-Mayer Picture

Produced by BERNARD H. HYMAN

Directed by Jack Conway
John Emerson, Associate Producer



RIGHT:

Typical Newspaper
ad from the large-
size campaign.
Actual size is
205 x 4 cols.

THANK YOU!

BECAUSE OF THE UNUSUAL CIRCUMSTANCES surrounding the release of "Saratoga" many theatres have graciously waived their customary clearance on Jean Harlow's last picture permitting a vociferous nationwide demand to be met quickly and expeditiously.

YOUR COOPERATION has made it possible to bring "Saratoga" in record time to millions of clamoring motion picture fans. In taking this means of thanking exhibitors, M-G-M also calls attention to a unique situation which probably has no parallel in screen history.

M-G-M GREATLY INCREASED THE NUMBER OF PRINTS from its laboratories so that hundreds of theatres were able to open "Saratoga" simultaneously *with hold-overs in practically one hundred percent of these situations.*

NOW BECAUSE OF A GENERAL WAIVING of clearance, it becomes possible for these prints to be booked ahead many weeks on the same solid basis.

CURRENTLY AND FOR A LONG TIME TO COME "SARATOGA" will be playing simultaneously in hundreds of theatres, one of the greatest hits in the annals of this industry. We are appreciative indeed of your cooperation which made this possible.

General Theatres in Profit Gain in Year

LONDON, July 20.—The profit of General Theatres Corp., Ltd., controlled by Gaumont British, was £337,041 in the year ending March 31, 1937. This is an increase of £61,072 and, with the balance brought in, makes an available total of £387,876 against £301,546.

An interim dividend of nine per cent has been paid and, after provision for this, debenture interest and other expenses, the total is £129,494 against £63,334. A final dividend of six per cent, making 15 per cent for the year, is being paid on the participating preferred ordinary shares, and £50,000 is carried to general reserve, with a carry forward of £54,494 against £50,834 brought in. Last year 12 per cent was paid.

Since reconstruction, the G.T.C. capital is £449,166 in £416,666 participating preferred ordinary shares of six shillings, eight pence, and £32,500 in ordinaries of one shilling value. The whole of the ordinary capital is owned by Gaumont British, which was appointed manager for 10 years from April 5, 1935.

Reunion Creditors Meet

LONDON, July 28.—At a meeting of creditors and shareholders of Reunion Films, Ltd., presided over by the official receiver, liabilities were disclosed of £68,372 against assets of £10,766. Formed in 1934, the company had an issued capital at the date of the winding-up order of £11,071. Originally handling Continental productions, Reunion had recently distributed and invested in British films.

CEA Sets Plans for Bureau of Publicity

LONDON, July 20. — The General Council of the Cinematograph Exhibitors' Ass'n has approved in principle the establishment of a propaganda and press bureau and has authorized the Legal, Finance and Parliamentary Committee to prepare a scheme for the next meeting of the council Sept. 8, and in the meantime to invite applications for the responsible position.

The need for properly organized publicity, to counter and anticipate press attacks on the industry, and to present the exhibitors' case in regard to redundancy, new legislation and other matters was pressed in a resolution from the London branch, and generally admitted during the debate.

To Have a Film Church

PARIS, July 19.—Joinville, near here, where there are a number of film studios, is to have a church called Notre Dame du Cinema. Cardinal Verdier says it is an old custom for the church to honor various crafts.

New M-G-M Pacts

HOLLYWOOD, July 28.—M-G-M has signed the following writers: Henry F. Misselwitz, Arthur Calder-Marshall, John V. Baines and Frederick Stephani. Shepperd Strudwick, actor, also has been signed.

"Conquest" has been set as the release title of the new Garbo feature, produced as "Marie Walewska."

On the Roach lot, Charles D. Hall has been signed as art director. He was formerly with Charlie Chaplin.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"That Certain Woman"

(Warners)

HOLLYWOOD, July 28.—In sharp contrast to her sparkling comedy role in "It's Love I'm After," Bette Davis has here an unrelieved emotional characterization demanding continuous exercise of a strictly dramatic talent. The story, frankly designed to draw tears of women and parents, is a complex presentation in modern circumstances and setting of the ingredients found sure-fire in "The Lion and the Mouse" and "Paid in Full" in the stage era.

Henry Fonda, Ian Hunter, Donald Crisp, Hugh O'Connell and Anita Louise top a strong supporting cast. Written and directed by Edmund Goulding, richly staged by Associate Producer Robert Lloyd, its box-office value is largely dependent upon the present status of the public disposition and capacity to suffer vicariously with the heroine throughout a series of heartbreaks and sacrifices preceding the final hard-won happiness.

The star is cast as a reformed widow gangster who marries a weak son of an inflexible capitalist and gives secret birth to a baby after its paternal grandfather has forced an annulment. The mother supports the child with the legitimate help of an admiring married employer and the child's father marries a girl who becomes crippled in a motor accident. The death of the beneficent employer brings headline notoriety reviving the woman's gangster past and casting doubt on the parentage of the child whose father returns with his crippled wife to offer aid. Both women attempt a sacrifice, but the reunion of the child's parents comes only years later on the death of the invalid.

This is but a skeleton outline of the intricate story which twists and turns to throw the emotional stress now this way and now that, providing ample opportunity always for Miss Davis to reveal her art, both lingually in dramatically written speeches and optically in tense silent stretches. The only laughs in the picture are minor ones provided by Dwane Day, the child. Some dialogue and incidents suggest restricting the exploitation appeal to grownups.

Running time, 94 minutes. "A."

"Love Takes Flight"

(Condor-Grand National)

HOLLYWOOD, July 28.—This unpretentious picture apparently was aimed at the lower half of dual bills, and just about makes the grade. It has nothing much to offer in cast, story, direction or production quality except in the possible timeliness of airplane pictures due to the Earhart-Noonan Pacific flight disappearance.

Bruce Cabot, Astrid Allwyn and Beatrice Roberts have the leads in uninspired roles, backed by several reliable character players. The yarn is about flying and Hollywood film making, which has as its climax a nonstop flight from Manila to Los Angeles. Cabot plays an airline pilot made into a film star and who leaves behind the plane hostess, Miss Roberts, who is in love with him. She succeeds in becoming a pilot, specializing in racing and stunts, and, giving him up for good, goes off on a trans-Pacific flight.

Brought to his senses when he realizes she is incapable of navigating over the ocean, Cabot leaves Miss Allwyn, a film star out to snare him, and stows away on board a plane to aid Miss Roberts to make the flight.

The direction is credited to Conrad Nagel, from a screenplay by Lionel and Mervin J. Houser and an original story by Ann Morrison Chapin. George A. Hirliman produced, with Ben Pivar as associate producer.

Reviewed without production code seal. Running time, 70 minutes. "G."

(Additional Reviews on Page 10)

Flash Previews

"The Mystery of the Hooded Horsemen"—Not so mysterious but sufficiently interesting to form the lesser half of a good double bill. Tex Ritter starred.

"Signora Paradiso"—From Italy comes this story of a greedy pawnshop keeper and his futile love for a young girl. Better sub-titles would have helped.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Open Reel House Sept. 1

BOSTON, July 28.—The Strand will get its newsreel theatre into operation about Sept. 1. Programs will include shorts as well as newsreels. The house will be the first of its kind in the business district of Boston.

Barker to Consolidated

Reginald Barker has joined Consolidated Film Industries as special representative of Herbert J. Yates, with headquarters in Hollywood.

Short Subjects

"Schubert's Serenade"

(Paramount)

Very much worthwhile. The musical background of Schubert's famous composition is beautifully rendered by a symphony orchestra and Lief Erickson and an unnamed girl sing lyrics provided by Leo Robin. The singers walk in a garden and as the music proceeds Technicolor scenes shift from seascapes to mountains, to desert vistas, to flower gardens and back to the singers. It is pleasant for both the eye and the ear. The photography is by Robert C. Bruce. Running time, 9 mins. "G."

"Pot Luck"

(Educational)

A routine little comedy yarn forms the peg on which to hang a handful of dancing and singing acts which are entertaining enough. The man who tries to beat the tax assessors hides his furniture in the garage, but when the baby daughter hears her father say that some gentlemen are coming to dinner, the children move the furniture back, to daddy's discomfiture.

Running time, 11 mins. "G."

"Portraits of Portugal"

(20th Century-Fox)

Up to the usual standard of excellence in production and interest of the "Magic Carpet of Movietone" series of travel subjects. Pictured are some of the beautiful castles with which Portugal is dotted, and indicative shots revealing the character and pursuits of the inhabitants as well as the architecture and physical appearance of the country.

Running time, 10 mins. "G."

"Ding Dong Doggie"

(Max Fleischer-Paramount)

This is one of the Betty Boop series, but the action centers mainly about the antics of a pup that wants to be a Dalmatian coach dog and follow fire wagons. He gets into some fancy scrapes during a fire. Good children's fare. Running time, 7 mins. "G."

Wall Street

Loew's Best Board Gain

	High	Low	Close	Net Change
Columbia	29 1/2	29	29	- 1/2
Eastman	180	180	180	—
Gen. T. Equip.	23 3/4	23 3/4	23 3/4	- 1/4
Loew's, Inc.	84 1/2	82	84	+ 1/2
Loew's, pfd.	105 3/4	105	105	- 3/4
Paramount	22 1/2	22 1/2	22 1/2	- 1/4
Paramount 1 pfd.	160	160	160	- 2
Paramount 2 pfd.	20 1/2	20 1/2	20 1/2	
Pathe Film	9 1/4	8 3/4	8 3/4	- 1/4
RKO	8 1/2	8 1/2	8 1/2	- 1/4
20th Century-Fox.	37 1/4	36 1/2	36 1/2	+ 1/4
Universal, pfd.	68	64 1/2	64 1/2	- 3 1/2
Warner Bros.	14 1/4	14 1/4	14 1/4	- 1/4

"U" Up 1/2 Pt. on Curb

	High	Low	Close	Net Change
Grand National ...	3 1/4	3	3 1/4	- 1/4
Sentry Safety ...	1 1/2	1 1/2	1 1/2	
Sonotone	2	1 3/4	1 3/4	- 1/4
Technicolor	28 1/2	27 3/4	27 3/4	- 1 1/2
Universal Picts.	7 1/4	7 1/4	7 1/4	+ 1/2

Paramount, Warner Bonds Advance

	High	Low	Close	Net Change
Loew's 3 1/2s '46.	99 1/2	99 1/2	99 1/2	
Paramount Pict.	100	99 1/2	100	
6s '55	94 1/2	94	94 1/2	+ 1/4
Paramount '47	94 1/2	94	94 1/2	+ 1/4
Warner Bros. 6s	47 1/2	47 1/2	47 1/2	+ 1
'39 wd	47 1/2	47 1/2	47 1/2	+ 1

(Quotations at close of July 28)

THIS SUSPENSE IS THRILLING!
"Bulldog Drummond" has always spelled box office!
Here he is at his best. Action, romance, thrills!

BULLDOG DRUMMOND AT BAY



From the CRIME CLUB novel by H. C. McNeile
("Sapper") with John Lodge • Dorothy Mackaill
Victor Jory • Claud Allister • Screen play by James
Parrish • Patric Kirwin • Directed by Norman Lee

R E P U B L I C

"Winkie" Hits \$17,000; Tops Philadelphia

PHILADELPHIA, July 28.—Only two houses evaded the effects of the weather. "Wee Willie Winkie" took in a good \$17,000 at the Fox and was held a second week. Duke Ellington's Orchestra, plus "The Last Train from Madrid," snared a profitable \$14,500 at the Earle.

Everything else dipped under par. "Easy Living" nearly made the grade at the Stanley with \$13,000, but couldn't stick. It was replaced by "Saratoga" which made a reported gross of \$6,000 on its first day.

Total first run business was \$62,400. Average is \$65,800.

Estimated takings for the week ending July 22:

"NIGHT MUST FALL" (M-G-M)
(2nd run)
ARCADIA—(600), 25c-40c-50c, 7 days. Gross: \$2,500. (Average, \$2,800)
"CAPTAINS COURAGEOUS" (M-G-M)
BOYD—(2,400), 40c-55c-65c, 4 days, 2nd week. Gross: \$5,500. (Average, 7 days, \$14,000)
"LAST TRAIN FROM MADRID" (Para.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Duke Ellington's Orchestra. Gross: \$14,500. (Average, \$12,000)
"WEE WILLIE WINKIE" (20th-Fox)
FOX—(3,000), 40c-55c-65c, 7 days. Gross: \$17,000. (Average, \$14,000)
"WINGS OVER HONOLULU" (Univ.)
KARLTON—(1,000), 25c-35c-40c, 7 days. Gross: \$2,000. (Average, \$4,000)
"SINGING MARINE" (W.B.)
(2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. Gross: \$2,900. (Average, \$4,000)
"EASY LIVING" (Para.)
STANLEY—(3,700), 40c-55c-65c, 7 days. Gross: \$13,000. (Average, \$14,000)
"DEVIL IS DRIVING" (Col.)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$5,000. (Average, \$7,000)

Coast Opening Set

HOLLYWOOD, July 27.—"High, Wide and Handsome" opens two-a-day at the Carthy Circle Aug. 11.

Musical for Rivoli

The Rivoli will reopen several weeks ahead of schedule Aug. 3 with "You Can't Have Everything," new 20th-Century Fox musical.

"Horizon" Sets Record

LONDON, July 20.—"Lost Horizon," in its 14th week at the Tivoli, where it opened on April 19, has the long run record for all pictures in London in 1937.

Johnson Re-Signed

HOLLYWOOD, July 28.—Nunnally Johnson, an associate producer at 20th Century-Fox, has had his contract renewed. He recently completed "Love Under Fire" co-starring Don Ameche and Loretta Young.

Mo. Fire Rates Are Cut

KANSAS CITY, July 28.—Missouri exhibitors with fireproof theatre buildings will participate in the general 20 per cent reduction in fire insurance premium rates announced late last week by R. E. O'Malley, superintendent of insurance. A fireproof theatre insured against fire for \$50,000 that has been paying 60 cents per \$100, or \$300 a year, will now be able to obtain the same coverage for 48 cents per \$100 valuation, or \$240 a year.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Sheik Steps Out"

(Republic)

HOLLYWOOD, July 28.—From title to the last bit of incidental business, this production has been designed to re-establish Ramon Novarro, out of pictures for something like four years, as a familiar marquee figure and box-office draw.

As the title indicates, the star appears as a sheik, the character most commonly associated with him in recollection. As is not indicated, this sheik, like the most famous of his celluloid predecessors, takes it upon himself to discipline and reeducate a wealthy young lady (Lola Lane) who has come to his country with strong, but erroneous, preconceptions of the place and its people. The sheik masquerades as a guide, accomplishes his purpose by a series of artifices, and proves in time for the fadeout that his nationality is such as to make it quite all right for him to marry the girl.

There is a deal of singing, including importantly the work of a male chorus, and also a race horse element in the plot which has timeliness and pertinency for the present generation of ticket buyers. Herman Scholm, associate producer; Irving Pichel, director, and Adele Buffington, writer of story and screenplay, have contrived with manifest single-mindedness of purpose to give Novarro a vehicle snugly fitted to his requirements.

Running time, 66 minutes. "G."

Looking 'Em Over

"Crusade Against Rackets"

(Jay Dee Prod.)

This is another of those pictures designed to create the impression that it has lurid sex interest. The title might give the idea that some reform purpose is behind its presentation; the method of advertising it harks back to the old sideshow days when the hicks paid dimes and quarters expecting to see something more exciting than a "strip tease." Under any other title and with more conservative exploitation technique it would be just another feature rating as half a dual bill. The Gaiety lobby is plastered with references to the white slave trade and large streamers state that it is not for customers under 16 years of age.

As it unreels the customers discover that a small town girl in a big city faces the danger of being lured by city slickers in the form of gangsters and racketeers, but that if she is smart, especially if she has a reporter boy friend, she can outwit them. Lona Andre and Wheeler Oakman have the principal roles. Elmer Clifton directed.

A couple of night club scenes with music and some not-so-good dancing and an acrobatic act that doesn't disturb the audience calm are introduced. Police cars dash through the streets and there is a hot fight between gangsters and waiters, but it's just another film.

No production code seal. Running time, 52 minutes. "A."

"Hit the Saddle"

(Republic)

A bang-up western and another in the series featuring the "Three Mesquiteers," "Hit the Saddle" should be just what the doctor ordered or every kid in town and should be found pleasing by the adults who happen to encounter it on a double bill.

The three lead players, Bob Livingston, Ray Corrigan and Max Terhune, team up in splendid fashion, with Terhune good for an occasional chuckle, especially with his imitations and skill in ventriloquism. It is a Nat Levine production, directed by Mack V. Wright from a screenplay by Oliver Drake.

There is real excitement in the movements of a herd of wild horses, led by a beautiful pinto stallion. On a state wild horse preserve, the herd is subject to the raids of a group of bandits led by a supposedly respectable business man. The three buddies go after them, while at the same time two of them attempt to take the third from the hands of a designing young woman.

The gang has a trained "killer" horse, which they paint to resemble the stallion, hoping that the animal's misdeeds will lead to the state declaring open season on the herd. The plan is frustrated, of course, but not before a handful of hard-riding pursuits, gun fights and two fights between the killer and the pinto. The absence of the usual romantic conclusion is definitely welcome.

Running time, 60 minutes. "G."

"Adventure" Chicago Hit With \$8,500

CHICAGO, July 28.—"Forbidden Adventure," a Warner-Purdon production, purported to be about monkey worshippers, did a bang-up business at the Garrick to get \$8,500 which was fine business for this 900-seat house and \$2,000 above average. It was held another week with continued heavy advertising.

Ozzie Nelson and Harriet Hilliard at the Palace helped "Talk of the Devil." The gross was \$21,000, well over average. The State-Lake, with "Manhattan Melodrama," a re-issue, was in the money to get a \$14,200 gross to beat the normal by \$1,200.

The weather was fair and very hot part of the week. Several large conventions helped business some, but the ideal weather on the weekend took thousands to resorts.

Total first run business was \$116,200. Average is \$118,000.

Estimated takings:

Week Ending July 22:

"SLAVE SHIP" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: "Carnival of Fun" revue. Gross: \$30,000. (Average, \$32,600)

"FORBIDDEN ADVENTURE"
(Warner-Purdon)
GARRICK—(900), 35c-55c-75c, 7 days. Gross: \$8,500. (Average, \$6,500)

"SHE HAD TO EAT" (20th-Fox)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Ted Mack and revue. Gross: \$11,800. (Average, \$15,000)

"TALK OF THE DEVIL" (G.B.)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Ozzie Nelson and Harriet Hilliard and band. Gross: \$21,000. (Average, \$19,000)

"MANHATTAN MELODRAMA"
(M-G-M)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Vaudeville revue. Gross: \$14,200. (Average, \$13,000)

Week Ending July 23:

"EASY LIVING" (Para.)
APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$6,400. (Average, \$6,500)

"EMPEROR'S CANDLESTICKS"
(M-G-M)
ROOSEVELT—(1,500), 35c-55c-75c, 7 days, 2nd week. Gross: \$10,300. (Average, \$11,000)
"A DAY AT THE RACES" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 3rd week. Gross: \$14,000. (Average, \$15,000)

Robinson Goes to M-G-M

HOLLYWOOD, July 28.—Edward G. Robinson has moved over to M-G-M to star in "The Last Gangster," story about the fall of gangdom by Robert Carson and William Wellman. John Lee Mahin is doing the script.

Color Film for Oberon

LONDON, July 20.—Merle Oberon's first role for London Films, since an accident forced the abandonment of "I Claudius," will be in the all-Technicolor "The Divorce of Lady X." Shooting has already started, with Tim Whelan directing.

Keeler, Star in Two

HOLLYWOOD, July 28.—As anticipated here for some time, Ruby Keeler has signed a term contract at RKO to star in two pictures a year. Her first will be "Love Below Freezing," in which Mitzi Green also will appear.

Pandro S. Berman will produce the musical comedy penned by Dana Burnet. Lew Brown and Ray Henderson will write the music.

Thursday, July 29, 1937

Radio Personals

WILLIAM BROWN, Don Lee executive, arrived here yesterday from Hollywood to attend the A. F. of M. conferences. . . . Also here on a similar mission is Frank Schreiber, publicity director of WGN. . . . Returned from vacation yesterday was J. Vance Babb, manager of NBC's press department, and Warren Gerz, a member of the publicity staff. George Fuerst, night traffic supervisor of NBC's San Francisco division, is vacationing here. . . . Doris Fisher, daughter of the composer, has been signed under the management of the CBS artists' bureau. . . . Henry McLeomore, syndicate sports editor, has been signed by CBS to assist in the broadcasting of the America's Cup races. . . .

Larry Rhine has been signed to pen the Ben Bernie scripts, through the Herman Bernie office. . . . Signed for guest appearances via the Bernie office is Clem McCarthy on the American Can Co. program Aug. 17, and Adele Girard, on the Gulf show, Aug. 29. . . .

Hollywood Town Pump

HOLLYWOOD, July 28.—Donald W. Thornburgh, vice-president in charge of West Coast activities of CBS, has devised a series of 10 intramural education lessons for the staff of KNX in which every department of the station will be explained to the entire personnel. Heads of departments will lecture on the various activities under them.

Eric Snowden, veteran Shakespearean actor, has been added to the production staff of CBS to assist Brewster Morgan, director of the Bard of Avon series. . . . Helen Lewis, film editor, will appear on Arthur Purcell's "Miniature Magazine" Thursday on KMTR. . . . Don McNamara has joined KMTR's announcer staff. . . . Joe Hernandez, noted race track announcer, will spill off the big race at Del Mar on the final day of the meet, July 31, as part of the coast-to-coast CBS show, "Hollywood Showcase." The description of the race will be broken by Lud Gluskin and his orchestra's playing in the studio here. . . . Starting today, the Richfield show, featuring Gertrude Neisen and Olsen and Johnson, will emanate from Catalina Island, where Jan Garber and his orchestra are playing. After that the show will shift back here when Ted Fio Rito and his players will furnish music. Then the troupe will tour the coast originating in various coast cities.

Starting Saturday, "Musical Reflections" on KMTR became a weekly feature originating at the Hollywood Knickerbocker Hotel. Featured on the afternoon programs are Carter Wright, tenor; Billie LaRue, accordionist, and Irene Dale, pianist. . . . Gus Arnheim has written friends here that he is signing a contract for a fall coast radio show. . . . Rudy Vallee will introduce for the first time coast-to-coast the Burton Lane-Ralph Freed tune, "Smarty," Friday.

"Advice to the Life-Lorn," which will incorporate also advice to the love-lorn, is being presented over KMTR Mondays and Thursdays.

Don Lee Takes 11, Doubling Outlets

HOLLYWOOD, July 28.—The Don Lee Broadcasting System today doubled the number of its coast outlets when it acquired 11 stations in Washington and Oregon, bringing the total of Mutual outlets on the coast to 22.

The negotiations in the deal were consummated by Lewis Allan Weiss, Don Lee general manager.

Sues on A.F.M. Edict

LOS ANGELES, July 28.—Harold L. Carpenter, acting for himself and other members, today filed suit against Musicians Mutual Protective Ass'n, Local 47 of the A.F.M., seeking to declare unconstitutional recent action of the local ordering members regularly employed not to play for more than one transcontinental radio program in any one week. The action charges that the legislation is unconforming with the by-laws of the local, the state law and the Federal Constitution.

A. F. M. Meetings Continue

A. F. of M. conferences with recording and broadcasting heads were continued throughout yesterday, with the A. F. of M. still continuing its policy of silence regarding the outcome of the discussions. The meetings will be continued throughout the week.

Dyer to England for Philco

PHILADELPHIA, July 28.—Carleton L. Dyer, formerly of New York, has assumed active control of Philco Radio & Television Corp. of Great Britain, Ltd. Howard W. McAtter, chairman of the board, of the British corporation has relinquished much of his active work because of ill health. McAtter remains as a member of the board and retains his interest in the company.

FCC Grants Permits For 4 New Stations

WASHINGTON, July 28.—Operating permits today were granted by the F.C.C. to four new stations, as follows:

KRIS, Gulf Coast Broadcasting Co., Corpus Christi, Tex., 1,330 kilocycles, 500 watts; **KOKO**, Southwest Broadcasting Co., La Junta, Col., 1,370 kilocycles, 100 watts; **KOBH**, Black Hills Broadcasting Co., Rapid City, S. D., 1,370 kilocycles, 100 watts night, 250 watts day, and **KRE**, Central California Broadcasters, Inc., Berkeley, Cal., 1,370 kilocycles, 100 watts night, 250 watts day.

Bulletins on Ships

Incoming and outgoing ocean liners have been carrying on their bulletin boards placards announcing **WOR-Mutual's** broadcast schedule of the America's Cup Races.

The excellent promotion is the result of Mutual having signed Cameron King to handle the race description. King is a member of Lloyd's Registry in America, and used his influence to obtain the shipboard promotional break for his network.

WCKY's Transmitter Is Started Quietly

CINCINNATI, July 28.—Devoid of the pomp and ceremony normally associated with such occasions, WCKY, NBC basic Blue, last night dedicated its new 10,000-watt RCA high-fidelity transmitter, representing a 100 per cent power increase, granted by the F.C.C. last March, from the previous 5,000 watts on which the station has operated since its inception in September, 1929.

L. B. Wilson, president and general manager, who originally opened the station, gave a three-minute dedicatory address at 8:27 P. M., E.S.T., immediately following which the increased power was switched on for the NBC Packard hour from Hollywood.

Only the station staff, local radio editors and correspondents were present as invited guests at the dedication, which was held in the Netherland Plaza studios. The editors were introduced on the air at 9:30 P. M. for an informal broadcast during which the details of the power boost were discussed.

With the inauguration of the increased power, WCKY began an improved news service. In addition to the leased wires of I.N.S. and U.P., the 24-hour Transradio Press service has been installed.

A new advertising rate card also has been put into effect.

To Air "Handsome" Opening

Mutual will broadcast the coast premiere of "High, Wide and Handsome," which opens at the Carthay Circle Theatre Aug. 12. The description of the scenes attending the opening will be offered from 12 midnight to 12:30 A. M., with George Fischer at the microphone.

Van Cronkite Buys Roesler's Interest

CHICAGO, July 28.—Van Cronkite Associates, Inc., announced today the purchase of George Roesler's interest in VCA's foreign language radio station representative division.

President Van Cronkite said that the deal was effective July 22, but Roesler would remain with VCA until Aug. 1.

The deal puts VCA in complete control of the national foreign language representative business, in which Roesler pioneered as a partner in the firm of Roesler & Howard, Inc., in New York. The New York office will close under terms of the agreement.

VCA will immediately launch a foreign language station national campaign among advertisers.

WMCA London Play Reviews on Sept. 13

WMCA's announced plan to review London plays over the station the night they open, will have its premiere the week of Sept. 13, Donald Flamm made known yesterday.

Later in the season, WMCA plans to extend the reviews to other capitals of Europe. Appointments will be made in Paris and in other cities under an arrangement similar to the London tie-up.

WMCA's London play reviewing representative is J. W. Marriott, writer and critic, who will cable his reviews here for airing.

N. W. Ayer Men Shifted

Owing to an increasing volume of radio business, calling for closer coordination between radio and publication advertising activities, N. W. Ayer & Son has transferred Thomas J. McDermott and Frank Coulter from New York to Philadelphia.

At the same time, Francis C. Barton, Jr., formerly in charge of time-buying in New York, will be placed in charge of the company's Albany office.

RCA Wins Patent Stays

Radio Corporation of America and General Electric were yesterday granted a permanent injunction by Federal Judge John C. Knox in the U. S. District Court against Eli and Oscar Dand, Paul R. Machemson, the Majestic Radio Corp., the Danbro Radio & Television Corp., Webster Stores, Inc., and the Avon Stores, Inc., for alleged infringement of patents covering radio receiving apparatus.

CBS Sets Football Games

The CBS department of sports has set two games for the network's schedule of football broadcasts, both of which will feature Ted Husing at the microphone. The games are Ohio State-Texas Christian, Sept. 25, and Nebraska-Minnesota, the following Saturday.

Gillette Off Air in August

The Gillette Safety Razor Co.'s CBS program featuring Milton Berle will fade from the network late in August, it was established yesterday. There is a possibility, however, that the sponsor will return with a new program at a later date. Ruthrauff & Ryan is the agency.

Lone Picket Hits Ascap

Trudging the territory before the Sixth Ave. portals of the RCA Bldg. all day yesterday was a lone picket, who bore placards which accused Ascaph of refusing him membership in the organization and of pirating his tunes.

He said his name was Ira B. Arnstein and that he was the composer of numerous tunes which, he said, still were being played over the air and in theatres, and for which he received no remuneration.

John G. Paine, Ascaph general manager, when questioned about Arnstein, said that he had no record of Arnstein ever having applied for membership. He said that Arnstein's lawyer had called him by phone several days ago, and that he (Paine) had asked them to visit the Ascaph office to determine if Arnstein was eligible for membership in the organization. That was the last he heard of Arnstein, he said, until yesterday's picketing episode.

NOW IT'S THE BIGGEST
Tuesday **IN 6 YEARS**
AT THE ROXY, N.Y. !

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**THE BIGGEST OPENING DAY
IN 6 YEARS!**

**THE BIGGEST SUMMER WEEK-
END IN 5 YEARS!**

**A MONDAY AS BIG AS THE
OPENING DAY!**

The picture you knew would do it--

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MOTION PICTURE DAILY

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Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 25

NEW YORK, FRIDAY, JULY 30, 1937

TEN CENTS

League Gives Autonomy to Writer Guild

Guild Claims Majority Of Film Writers

HOLLYWOOD, July 29.—The Screen Writers' Guild has been granted financial autonomy by the Authors' League of America, the parent body, it was disclosed to the membership at a meeting of the Screen Writers' Guild here last night.

Leaders of the guild were optimistic, expressing the belief that the organization's membership constituted a majority of the 455 writers now working the studios. They also declared their expectation that the regional labor board election would be won by the guild over the Screen Playwrights, Inc., the opposing writer group.

Dorothy Parker, chairman of the guild's membership committee, said the guild has 269 members, the playwrights 67 and that 125 are not affiliated with either group. A break-up by studios indicated that guild membership is 100 per cent at the Republic and Schulberg studios, and a majority in most of the other plants. It was indicated that in virtually all studios the guild is leading the playwrights and non-affiliates.

Marc Connelly, president of the Authors' League, explained the new
(Continued on page 11)

Actors' Guild Insists On Wage Scale Aug. 1

The Screen Actors' Guild will insist upon its basic wage scale being placed in effect in eastern studios on Aug. 1 but will grant a brief extension beyond that date for the inauguration of the guild shop, it was stated at the New York headquarters of the guild yesterday.

The new date for placing the guild
(Continued on page 11)

Bioff Ends Fight of Painters, Producers

HOLLYWOOD, July 29.—William Bioff, personal representative of George Browne, I.A.T.S.E. president, today stepped into the strained situation which developed recently between the producers and studio painters' local of the Painters Brotherhood over the former strikers' demands and announced that the I.A.T.S.E. would
(Continued on page 11)

Quotas Starting at 15%, British Government Plan

Remaining Film Boards Outside New York to Be Closed Tomorrow

All remaining Film Boards of Trade with the exception of New York are expected to close down tomorrow, it was stated at M.P.P.D.A. headquarters yesterday.

The bulk of the Film Boards closed July 1 when national headquarters of the boards in New York was discontinued. A few, including the Los Angeles, Seattle, Chicago, Philadelphia and New York boards remained open during July while distributors sought to decide their future. The temporary appropriations for these boards will be exhausted tomorrow with indications, according to the Hays office statement, that no new appropriations will be voted for the continuance of any but the New York board.

Would Rise to 30% Over 10 Years; Exhibitor Percentage Lower

Preliminary reaction to the British Government's quota proposals in New York yesterday was summed up by this:
"It's not so bad after all."

By BRUCE ALLAN

LONDON, July 29.—A quota of 15 per cent for distributors and 10 per cent for exhibitors for the first year of the new Films Act, rising to 20 per cent for distributors and 15 per cent for exhibitors in the second year, and eventually reaching 30 per cent and 25 per cent in 10 years, was proposed today in the Government's White Paper on the plan for the new Films Act.

The White Paper, titled "Proposals for Legislation on Cinematograph Films," occupies 24 paragraphs and runs to approximately 6,000 words. It proposes a reduction of the present quota of 20 per cent for both distributors and exhibitors to 15 per cent for both in the 1937-'38 season, the last year of the present Films Act which expires next year, to avoid any disturbance due to the new conditions.

It appears that there is little difference between the proposals as made in the Government's White Paper and the original new Films Act draft made public by the Board of Trade last month.

Flexibility Permitted

Provision also is made for flexible operation of the new quota at the discretion of the Board of Trade within the maximum prescribed by the proposed law.

The viewing, or quality, test, as sponsored by the Cinematograph Exhibitors' Ass'n was rejected by the Government on the ground of uncertainty. It was said that such a provision would make production financing difficult.

The cost test, which was espoused by the Kinematograph Renters' Society (distributors) was approved. The White Paper said "The cost test has the merit of certainty. Those responsible would have considerable financial incentive to produce films likely to have satisfactory box-office results."

The Government accepted the
(Continued on page 7)

Three Ask Quashing "Winkie" Is \$60,000 Of Gary Trust Suit 1st Week Roxy Draw

INDIANAPOLIS, July 29.—Motions to quash and set aside service of summons in the Gary Theatre Co., of Gary, Ind., suit against a group of producers and Balaban & Katz of Chicago, have been filed in Federal Court here on behalf of the M. P. P. D. A., Warners and Universal.

At the same time, a petition was filed asking that RKO-Radio Pictures be substituted as a party defendant instead of RKO Dist. Corp.

The suit asks a restraining order
(Continued on page 11)

Theatres Warned to End Games in Conn. RKO Holds Briskin; Odlum En Route Here

HARTFORD, July 29.—Theatres here have been given formal notice that Bank Night must be terminated immediately. The announcement was made by the Vice and Liquor Squad of the Police Dep't following a conference with Chief of Police Garrett J. Farrell.

The decision follows the unsuccessful appeal of David Magliora, Rialto,
(Continued on page 11)

Grainger Closes for "U" in Great States Beaverbrook Not in Deal on U. S. Stock

J. R. Grainger, general manager of distribution for Universal, returned yesterday from Chicago where he signed a contract for his company's product to play in the Great States Circuit. This circuit comprises 60 theatres in Illinois. Jules J. Rubens acted for the circuit and E. T. Gomersall and H. M. Herbel sat in with Grainger for Universal.

"Wee Willie Winkie" ended its first week at the Roxy with about \$60,000. This is claimed to have set weekday records, but it failed to set a mark for the week. It was held and may get a third week. The theatre is opening at 9:30 daily, except Sundays.

"Saratoga" closed the week Wednesday night at the Capitol with \$41,000. It gets another week. "They Won't Forget" took \$11,950 at the Strand for the week ending Tuesday. This was its third week. "San Quentin" will go in next Wednesday.

HOLLYWOOD, July 29.—Samuel Briskin, RKO director of production, has been signed to a new long term contract, Floyd Odlum stated upon his departure by train today for New York.

Odlum added that early termination of the RKO receivership is expected and that problems in connection with permanence of management and policies have been smoothed out.

Lord Beaverbrook, prominent British newspaper publisher whose name has been linked with Alexander Korda's in financing of the latter's portion of the option on the United Artists stock of Mary Pickford, Douglas Fairbanks and Charlie Chaplin, is not interested in such a deal, MOTION PICTURE DAILY learned authoritatively yesterday.

Radio—Pp. 10-11

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MAURICE KANN, Editor

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JAMES A. CRON, Advertising Manager



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MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

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ROME: Viale Gorizia; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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"U" Reel Man to China

Charles E. Ford, editor of Universal newsreel, yesterday sent Howard Winner, cameraman, to China, via the *President McKinley*, on which he will sail from Seattle tomorrow. He will work with George Krainukov, Universal's regular cameraman in China.

U. A. Studio Has Fire

HOLLYWOOD, July 29.—City and studio firemen fought a blaze following several explosions at the United Artists' Studios today. The loss was estimated at \$15,000. Spontaneous combustion in a powder magazine is blamed.

Seek Harold H. Bailey

NEW ORLEANS, July 29.—Police here have asked a search for Harold H. Bailey, part owner of the Gentilly Theatre, who has been missing for three days. Bailey's mother is dying in Kentucky.

Sears Goes to Coast

Gradwell L. Sears, Warner general sales manager, left for the coast Wednesday to arrange product deals with west coast circuits. He is expected back next Tuesday or Wednesday.

Purely Personal

J. CHEEVER COWDIN returned last night by plane from Pasadena where he attended the funeral of GARRETTSON DULIN, a member of the board of Universal.

LONA HAJMASSY, Viennese film star signed by M-G-M and who will arrive Monday on the *Normandie*, will immediately adopt the more euphonious name, LONA MASSY. M-G-M is planning re-christening ceremonies on the pier.

HELEN GRACE CARLISLE's novel, "Merry, Merry Maidens," has been purchased for screening by David O. Selznick, who acquired the book in galley proof form. It will be published as a novel in the fall.

LILLIAN HELLMAN, author of "These Three" and adapter of "Dead End," is due here tomorrow. She will remain for the premiere of the latter picture at the Rivoli on Aug. 17.

LEO DEVANEY, RKO Canadian manager, flew here from Toronto for the home office screening of "Victoria the Great," following which he returned, also by plane, to the Ontario city.

GEORGE WAGGNER's story, "Black Trouper," was acquired by Universal yesterday and the author retained to write the continuity. TREM CARR will produce.

GEORGE RANDOLPH CHESTER's story, "Errand of Mercy," has been purchased by M-G-M. CHESTER wrote the Wallingford stories.

RAMON NOVARRO, star of "The Sheik Steps Out," will be tendered a cocktail party by Republic at the Plaza next Monday.

NORMAN CORWIN of the 20th Century-Fox publicity department will lecture on poetry this morning at Columbia University.

GLADYS SWARTHOUT and her husband, FRANK CHAPMAN, arrived from the Continent on the *Conte di Savoia* yesterday.

J. ROBERT RUBIN, vice-president of M-G-M, is due from a European trip on the *Normandie* on Monday.

BARNEY GLAZER and his wife, SHARON LYNN, sail on the *Volendam* for Europe at midnight tonight.

MARTIN BECK left for the coast by TWA last night.

Trop Starts Soon as Sherman's Manager

J. D. Trop, New York associate of Harry Sherman, will leave by plane next Wednesday to assume his new duties as general manager of Harry Sherman Prod. The promotion of Trop is in line with Sherman's plan for expanding production to include additional features besides his Hopalong Cassidy films.

Trop will make his permanent headquarters in Hollywood but will continue his New York office handling contact on other activities. His successor here has not been named.

GEORGE W. WEEKS, G. B. general sales manager, and CLINTON M. WHITE, assistant sales manager, return today from business trips to the South and New England, respectively.

BOB WOLFF of RKO caught a 48-pound tuna off Asbury yesterday with SI FABIAN and SAM COCALIS as witnesses.

CHRIS DUNPHY, Paramount studio publicity head, is due in New York from a European vacation on Aug. 3.

SID RECHETNIK is back from his first trip to Hollywood and is full of the wonders of Southern California.

LEO SPITZ, who arrived in Chicago yesterday from Hollywood, is expected in New York on Monday.

A. H. McCausland and W. T. MERRILL plan to leave the RKO studio for New York today.

WHITFORD DRAKE, Erpi president, is expected back from the coast the first of next week.

... Indianapolis

JACK FLEX, manager of Loew's, Akron, and formerly manager of Loew's here, spent two days of his vacation visiting old friends. WARD FARRAR, present manager of Loew's, has gone east on vacation.

W. C. WEHRLEY has acquired the Udell, neighborhood house.

OSCAR KUESCHNER, formerly with Warners, was a recent visitor on Film Row.

... Pittsburgh

MRS. JOHN MALONEY, wife of the M-G-M exchange manager, is ill in the Mercy Hospital.

CHARLES F. DANVER, *Post-Gazette* columnist, is recovering in the Suburban Hospital from an attack by an unidentified assailant last week.

JOE FELDMAN and his wife are back from a three-week vacation in New England.

... Seattle

BILL PARKER, new exploiteer in this territory for M-G-M, has just arrived with his family from Chicago.

FRED MARSHALL, publicity director for RKO out of New York, here to handle a campaign on "Toast of New York."

MORRIE NIMMER, head of Evergreen State's Wenatchee theatres, leaving his town in a Palm Beach suit with the temperature at 105 degrees, and arriving for a local sales meeting in a downpour of rain.

Complaints Worrying Drive-In Promoters

BOSTON, July 29.—Complaints of neighboring property owners that open-air drive-in theatres are injuring values and causing noise nuisances are a new worry for the promoters of these spots.

Only the return of two Weymouth Selectmen who were absent last week when a vote was taken to revoke the license of the Weymouth house have saved it.

A new Providence spot opened last week and two others, at Springfield and at Lynn, are under construction.

Wins Appeal in Suit Over Para. Original

HOLLYWOOD, July 29.—The Ninth Circuit Court of Appeals, in San Francisco, has affirmed a U. S. District Court decision awarding \$7,500 to Walton Hall Smith, author, in an action against Paramount, for alleged failure to receive screen credit, it was learned here today. Smith had sued Paramount, charging that his original, "Cruise to Nowhere," was sold to the studio, and made into the film, "We're Not Dressing," completed in April, 1934.

He claimed he took a lower price because the studio had agreed to give him screen credit and publicize the fact that he wrote the original. Paramount appealed the original jury verdict awarding Smith \$7,500.

Court Approves Fee For Roxy Attorney

Federal Judge Francis G. Caffey yesterday approved the \$3,500 settlement of the \$9,981 claim of Louis Karasik, tax attorney, against Howard S. Cullman, Roxy trustee. The settlement was effected by the Pound bondholders' committee which desired to dispose of the litigation and wind up the reorganization proceedings for the Roxy.

Karasik received \$10,373 in 1935 for legal services rendered in obtaining a reduction on a realty tax for the Roxy, but his demand for \$9,981 additional was refused by Judge Caffey. An appeal to the U. S. Circuit Court of Appeals followed, but a settlement was reached before argument on the appeal was heard.

Columbia Wins Point

Service of a summons on Columbia Pictures Corp. of California was quashed yesterday in the U. S. District Court by Federal Judge John C. Knox in the suit of Valentine Davies, a playwright, against the Columbia Pictures Corp. of California, Columbia Pictures Corp., Columbia Pictures Distributing Corp. and Tom Van Dyke.

Judge Knox ruled that the California corporation had no offices in New York upon which service could be made. Davies charges plagiarism of his play, "Fly from the Ointment," which was produced in 1931 as "Three Times the Hour" in "Alibi for Murder." He asked for a permanent injunction, an accounting of the profits and damages.

Bein Loses Warner Suit

The plagiarism suit of Albert Bein against Warners for alleged infringement of his play, "The Road Out of Hell," also known as "Li'l Ol' Boy" in "Mayor of Hell" was dismissed without costs in the U. S. District Court yesterday by Federal Judge Henry W. Goddard.

Judge Goddard ruled that the picture was based on "Junior Republic," a play written by Islin Auster for which Warners paid \$2,500.

Bein, who wrote his play in 1930 based upon his experience in a reform school, charged that he and Jed Harris had engaged Edward Shodorov to revise the play for production. The play was not produced, but Shodorov was later hired by Warners to write the screen play for "Mayor of Hell." Judge Goddard stated in his opinion that the only similarity is that they are both about reform schools.

Everything!

to make it the biggest of
20th's smash musical hits!

DAZZLE!

FURORE!

FRESHNESS!

SHOWMANSHIP!

MUSIC!

STARS!

DANCING!

SPEED!

COMEDY!

GIRLS!

**"YOU CAN'T
HAVE
EVERYTHING"**

Everybody!

to give it the sparkle and splash... the laughter and lilt... the lure and loveliness... the melody and madness... that make 20th's musicals the toast of the trade!

DON AMECHE

Shows why he's the star of radio's biggest show!

ALICE FAYE

Blonde and beautiful... torchy and tuneful!

LOUISE HOVICK

The screen's striking new personality!

CHARLES WINNINGER

All a-dither about Hollywood's cutest girls!

ARTHUR TREACHER

Prim-and-proper sure-fire show stopper!

GORDON & REVEL SONGS

Even happier than their "Wake Up and Live" hits!

"Afraid to Dream"
"Danger, Love at Work" • "The Loveliness of You" • "Please Pardon Us, We're in Love" • "You Can't Have Everything"

PLUS a whole happy screenful of comics and singers, crooners and swingers, girls and guitarists, hot dance band artists... everything!



RITZ BROTHERS

Whose frantic antics the world is mad about!

TONY MARTIN

Romantic song-star of screen and air!

RUBINOFF AND HIS VIOLIN

Tunes of velvet softness with the caress of love!

PHYLLIS BROOKS

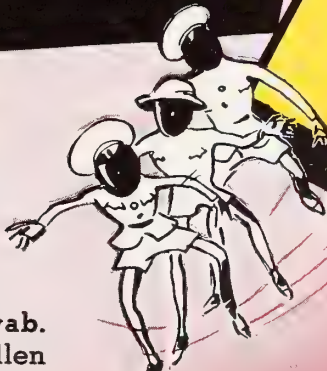
Sweet new star who is going far!

"YOU CAN'T HAVE EVERYTHING"



LOUIS PRIMA AND HIS BAND

The ace of trumpets and his kings of rhythm!



TIP, TAP & TOE

Rapid-fire steppers with lightning feet!



Darryl F. Zanuck
in Charge of Production

Directed by Norman Taurog
Associate Producer Laurence Schwab.
Screen play by Harry Tugend, Jack Yellen
and Carl Tunberg. From an original story
by Gregory Ratoff!



Everywhere!

Every crowd will acclaim it... every critic will hail it... every exhibitor will extol it... the most completely, deliriously delightful musical show that was ever made—even by 20th!

**"YOU CAN'T
HAVE
EVERYTHING"**

—has everything that
counts at the boxoffice!



THE KEYSTONE
OF YOUR FUTURE

British Quota Start at 15% Is Gov't Plan

(Continued from page 1)

minimum principle of £2 per foot and £15,000 per feature, but proposes that it be applied in a new form, basing the minimum on labor costs, which are estimated at one-half of the cost of the film. British features on which at least £1 per foot or £7,500 per film have been expended in labor costs are to be entitled to registration under the distributor quota.

A film costing £22,500 in labor costs is to rank double for quota purposes. This is actually no different from the original Board of Trade draft, which specified £45,000 as the cost for double quota. In the new plan, the £45,000 is accounted for if the labor cost is to tally for half the film's total cost.

A reciprocity proposal provides that if a distributor buys the rights to a British film for a single foreign market at a cost of £20,000, that distributor shall be exempted from the British quota in the same amount of footage. The reciprocity plan above applies only to films costing a minimum of £22,500 in labor charges.

Separate Quota for Shorts

A separate short subject quota is proposed, beginning at 10 per cent for distributors and five per cent for exhibitors and rising gradually to a high in the 10 years of the new Films Act of 20 per cent for distributors and 15 per cent for exhibitors. No cost test will be imposed on shorts at the start.

The advance booking restrictions at present in force will be retained, and a new clause has been added making blind booking by a distributor an offense. On registering any film the distributor will be required to make a statutory declaration that it has not been blind booked.

The Government rejected proposals to deal with overbuilding. Likewise rejected was the idea of a Government Films Commission, while the plan of an advisory committee was retained.

In general the new legislation, which applies to all films but newsreels and commercial advertising films, follows the earlier drafts. The idea believed behind the introduction of the labor cost basis is to make evasion more difficult. The surprise in the Government White Paper was in the inclusion of the penalty for blind booking.

Remodel London House

LONDON, July 21.—The Leicester Square, Jack Buchanan's key house of General Film Dist., has closed for renovation. It will reopen in three or four weeks.

Cuts Scales in Seattle

SEATTLE, July 29.—Effective this week, prices at John Danz's Palomar have been reduced from 25 cents to 15 cents at matinees until 5 P.M., and from 35 cents to 25 cents at night. More extensive shows are being offered at the lower rates. The first program under the new low price policy includes a first-run feature, two two-reel shorts, a newsreel, 10-piece stage band and five acts of vaudeville.

Strabolgi in Fight on CEA Quota Clause

LONDON, July 21.—A possibility that the C.E.A.'s campaign for a quality (viewing test) clause in the new films bill may have "surprising results" is held out as a warning to other sections of the industry by Lord Strabolgi, leader of the British Films Advancement Council, a committee of members of both House of Lords and House of Commons specially formed to watch the new legislation.

Quoting several instances in which the Government's officially announced plans of legislation have been modified by the action of private members, Lord Strabolgi, in an interview in the *Daily Film Renter*, urges other sections of the trade to establish contact with members of both Houses to counteract the fact that exhibitors "have establishments in every constituency."

Suggests Committee Permanence

Saying that the B.F.A.C. ought to become a permanent committee, Lord Strabolgi suggests that it would be useful in establishing reciprocity. "The new films bill is not by any means an appropriate place in which to introduce such legislation, but I do feel that after the bill has become law, the Government, or the industry itself, may conceivably initiate negotiations providing for a trading agreement between this country and America, which would insure a permanent scheme of reciprocity."

Lord Strabolgi's fears that the exhibitor association's propaganda for the quality clause has made an impression in Parliamentary circles is shared by other observers. In representations to all members, through the local organization, the C.E.A. has forcibly argued against the cost clause on the ground that it will entail a product shortage, the control of British production by American interests, and an increased danger of trustification of the industry.

Quick Embarkation

Morris Helprin was speeding out of the elevator of the Godfrey Bldg. when he caught a glimpse of sartorial splendor in the person of Hal Horne. "Wait a minute," called Hal, "I want to talk to you."

"Better make it a trans-Atlantic phone call," answered Helprin, "I'm on my way to England right now." He was among those who sailed on the *Ile de France* yesterday.

Educators Approve Mickey Mouse Films

Mickey Mouse subjects will be included in the list of films to be recommended for educational use by the group of educators who are looking over subjects of all producers with the cooperation of the Hays office.

Dr. Karl W. Bigelow, professor of education at Columbia, has found about 30 animated subjects available, and he says the majority of these are Disney subjects.

Name Columbia Manager

COLUMBIA, S. C., July 29.—New managers for the four theatres in the city owned by Palmetto Amusements, Inc., have been named by Warren Irvin, district manager.

Sam Suggs, former manager of the Carolina, will manage the new Palmetto and Clay Williamson will serve as assistant manager. Grady Beaker, will manage the Carolina, and Edwin Riley will be assistant. Grayson Poats goes to the Ritz, and Herman Rich will be the assistant.

"U" Signs Players

HOLLYWOOD, July 29.—Universal today signed Margaret Sullivan and extended contracts on Barbara Read who will appear in "Merry-Go-Round of 1938," Ella Logan who will report Aug. 15 for "A Young Man's Fancy" and Nan Grey who has been cast for "Youth Marches On."

Out Hollywood Way

HOLLYWOOD, July 29.—M-G-M is seeking to borrow GENE RAYMOND from RKO to appear opposite JEANETTE MACDONALD. MAUREEN O'SULLIVAN draws her best recent part in M-G-M's "A Yank at Oxford," playing opposite ROBERT TAYLOR. Universal Theatre Club will present "Small Miracle," NORMAN KRASNA play, at the studio theatre next month.

Paramount will start soon on a New Bulldog Drummond picture, using the cast of "Bulldog Drummond Comes Back," which was finished recently. JOHN HOWARD, JOHN BARRYMORE and LOUISE CAMPBELL are in the top spots. RICHARD HAGEMAN, composer-conductor, has been signed by Paramount's music department to do special coaching. DOROTHY LAMOUR is another summer cold sufferer. M-G-M has given SOPHIE TUCKER leave of absence to appear at

the Piping Rock Club, Saratoga, N. Y. She will return Aug. 10 to star in "Molly, Bless Her" . . . BUCK JONES has purchased "Boss of Lowly Valley," novel by FORREST BROWN, for his next and last production for "U."

Casting—FRANK FAY and AILEEN PRINGLE in "Nothing Sacred," Selznick International. . . PAUL PORCASI and JONATHAN HALE in "Madame X," M-G-M.

Writers—LILLIE HAYWARD to do the script for "Her Jungle Love," Paramount. . . DORIS ANDERSON on "Spawn of the North," PRESTON STURGES to "Free Woman," same lot. . . JOHN WEXLEY, playwright, joins BRIAN FOY's writing staff at Warners. . . CECILIA AGER, former *Variety* staff member, arrives to join Goldwyn's writing staff to prepare "You Can Be Beautiful."

GTE 3-Months' Net Placed at \$323,203

General Theatres Equipment Corp. and subsidiaries had a net profit of \$323,203 for the quarter ending June 30 after charges for depreciation, Federal income taxes, etc., but before provision for the undistributed profits tax. This was equivalent to 59 cents a share.

In the preceding quarter the net was \$291,464, equivalent to 54 cents a share.

Convicted for Lewd Film

LOS ANGELES, July 29.—With a two-year probational sentence imposed today on Fred Jackson, convicted of sending obscene films through the mail, postal inspectors have launched a spirited drive against the practice. Federal Judge Paul J. McCormick administered a severe lecture to Jackson.

Fields "Broadcast" Star

HOLLYWOOD, July 29.—W. C. Fields will be starred in "The Big Broadcast of 1938," according to William LeBaron, managing director of Paramount production. Bob Hope has been signed for the same film, and Kirsten Flagstad, operatic soprano, will make her screen debut in it.

Stapel Heads Roll Call

KANSAS CITY, July 29.—John Stapel, president of the Kansas-Missouri Theatres Ass'n., and operator of a theatre at Rockport, Mo., last week accepted appointment as head of the Red Cross Roll Call for Missouri. Stapel heads the Missouri Democratic Press Ass'n.

George Barbier Gaining

HOLLYWOOD, July 29.—George Barbier, character actor now in Goldwyn's "The Adventures of Marco Polo," is reported past the crisis in an attack of lobar pneumonia. He will be confined to his bed for another week.

Wall Street

Fractional Changes on Board

	High	Low	Close	Net Change
Eastman	180 1/4	180 1/4	180 1/4	+ 1/4
Gen. T. Equip.	23 3/4	23 3/4	23 3/4	
Loew's, Inc.	83 3/4	84 1/4	84 1/4	+ 1/2
Paramount	22 1/2	21 1/2	21 1/2	- 1/4
Paramount 2 pfd.	20	19 1/2	19 1/2	- 1/4
Pathe	9 1/2	8 7/8	9 1/4	+ 1/8
RKO	8 1/4	8	8 1/4	
20th Century-Fox	36 3/4	36 3/4	36 3/4	
20th Century, pfd.	46	46	46	
Universal, pfd.	64 1/2	64 1/2	64 1/2	
Warner Bros.	14 1/2	14 1/2	14 1/2	- 1/4

Technicolor Only Curb Gain

	High	Low	Close	Net Change
Grand National	3 1/4	3	3	- 1/4
Technicolor	28 1/4	27 3/4	28	+ 1/4
Trans-Lux	4 1/4	4 1/4	4 1/4	
Universal crp	4 1/4	4 1/4	4 1/4	

Paramount, Loew Bonds Advance

	High	Low	Close	Net Change
Loew's 3 1/2s '46	100	100	100	+ 1/4
Paramount B'way				
3s '55	67	67	67	
Paramount Pict.				
6s '55	100 3/4	100 3/4	100 3/4	- 1/4
Paramount '47	60 3/4	60 3/4	60 3/4	+ 3/4
RKO 6s '41 pp.	109 1/2	109 1/2	109 1/2	- 1 1/2
Warner Bros. 6s				
'39 wd	95	95	95	

(Quotations at close of July 29)

"Elephant" Is Big at \$5,000 In Washington

WASHINGTON, July 29.—Backed by an unusual exploitation campaign, "Elephant Boy" at the Rialto—inaugurating a first run policy—was the week's hit, grossing \$5,000, a figure estimated as about 40 per cent over the revival average of earlier weeks.

"Captains Courageous," playing a return engagement (fourth downtown week) at Loew's Columbia, took \$5,600 to top the first run average by \$2,000. Nine days of "Mountain Music" at the Metropolitan (return engagement) were good for \$6,300, over the seven-day, first run par by \$2,000.

A second week of "A Day at the Races" at Loew's Palace grossed \$9,800, or \$6,100 under the first-week par.

Total first run business, Rialto excluded, was \$63,100. Average is \$73,700.

Estimated takings, exclusive of tax:

Week Ending July 22: "EVER SINCE EVE" (F.N.)

EARLE—(2,218), 25c-77c, 7 days. Stage: Clifford & Marion; Buster Shaver, Olive & George; Tip, Tap, Toe; Duval. Gross: \$18,400. (Average, \$18,400)

"KNIGHT WITHOUT ARMOR" (U.A.)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Red Skelton (second week), m. c., Bert Frohman, Alphonse Berg, Gae Foster Girls. Gross: \$18,000. (Average, \$20,900)

"CAPTAINS COURAGEOUS" (M-G-M)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$5,600. (Average, first run, \$3,600)

"A DAY AT THE RACES" (M-G-M)
LOEW'S PALACE—(2,370), 35c-55c, 7 days, 2nd week. Gross: \$9,800. (Average, first week, \$15,900)

"THE GIRL SAID NO" (G.N.)
RKO-KEITH'S—(1,836), 25c-55c, 6-2/3 days. Gross: \$5,000. (Average, 7 days, \$10,600)

Nine Days Ending July 22:

"MOUNTAIN MUSIC" (Para.)
METROPOLITAN—(1,591), 25c-40c, 9 days. Gross: \$6,300. (Average, 7 days, first run, \$4,300)

Week Ending July 24:

"ELEPHANT BOY" (U.A.)
RIALTO—(1,064), 15c-40c, 7 days. Gross: \$5,000.

"Races" \$9,500 Top In Montreal Slump

MONTREAL, July 29.—"A Day at the Races," twin-billed at the Capitol, stood up as Attraction No. 1 with a take of \$9,500, or equal to all-year par. This brought about a holdover.

Next in box-office merit was "Riding on Air" at the Princess with a second feature, the income here being \$6,000, or \$1,000 below average. "Under the Red Robe" was good for \$7,000 at the Palace, considerably below the line.

Total first run business was \$26,500. Average is \$35,500.

Estimated takings for the week ending July 24:

"A DAY AT THE RACES" (M-G-M)
"THE 13TH CHAIR" (M-G-M)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. Gross: \$9,500. (Average, \$9,500)

"TRADER HORN" (M-G-M)
"PRIVATE LIVES" (M-G-M)
LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$4,000. (Average, \$8,000)

"UNDER THE RED ROBE" (20th-Fox)
"SHE HAD TO EAT" (20th-Fox)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. Gross: \$7,000. (Average, \$11,000)

"RIDING ON AIR" (RKO)
"ACCUSED" (U.A.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$6,000. (Average, \$7,000)

Looking 'Em Over

"Any Man's Wife"

(Republic)

This film has an unfortunate title which may serve to bring a certain type of patron into the theatre, but which gives no true impression of the character of the story the film tells.

It is, actually, a sentimental, tear-jerking picture which should prove acceptable to the general run of patrons and which is entirely unpretentious. With minor exceptions it is satisfactorily performed, the cast leaders being Wynne Gibson, Warren Hull, Sidney Blackmer and Vera Gordon. Karl Brown directed from a screenplay by Adele Buffington.

Blackmer takes their two children away from Miss Gibson, his wife, because of her attention to her wealthy playmates rather than her family. Her sister, Miss Gordon, is engaged to Hull, a surgeon, who is befriending a poor newsboy and his crippled sister, on whom he plans to operate. Seing a way to defend her husband's suit for custody of the children, Miss Gibson takes the poor children in, hoping the resultant publicity will serve to win her case.

Actually, however, she comes to love the child and, in the end, sacrifices her chance of winning in court to help pull the child through the operation. Her brother, rushing to court, brings about the dismissal of the action and a reconciliation.

Running time, 69 minutes. "G."

"The Mystery of the Hooded Horsemen"

(Finney-Grand National)

There is very little of the mysterious in this Edward Finney western, starring Tex Ritter, the singing cowboy. Actually, the film is routine western material, suitable for the lower half of a double feature program.

Singing in the western appears to have passed the stage of a fad and apparently is with us to stay. It is all right at times and in spots, but there is a tendency to overdo it. Westerns are purely and simply action films, neither more nor less, and when the urge to exercise the vocal chords gets in the way of action, it is time to curtail the songs. That comes very close to being the case with this film.

In support of Ritter are Iris Meredith, for the romance, Horace Murphy, as Ritter's pal, and Charles King as the chief menace. The picture has a quota of riding and fighting, but never steps out of the routine classification. Ritter and Murphy come upon a band of hooded riders terrorizing a community and after a valuable mine. The girl in distress is the niece of the mine owner, who is killed by the riders. Heading a group of vigilantes, Ritter cleans up the gang and gets the girl in the usual and approved western fashion.

Running time, 60 minutes. "G."

"Signora Paradiso"

(Cine-Lux Corp.)

The high spots of this Italian picture is the performance of Memo Benassi, as the money-mad pawnshop owner whose greed eventually leads to the destruction of his own chance for happiness.

Generally speaking, the picture tells its simple, dramatic story well, the cast is definitely satisfactory and the production technically efficient. But the film is without subtitle translations of the Italian dialogue, and since much of the development is dependent upon the dialogue for audience understanding, the film is only suitable for those theatres which can count upon audiences with a knowledge of the language.

Benassi, thinking only of profit, encounters a poor young girl, shows her with clothes and jewels, but is afraid to tell her his love. When by accident he assists a young man to meet her, and they fall in love, the old man is mad with rage and conspires to ruin the young man in business. The couple leave for a small town, and when Benassi follows them to try to win back the girl, he finds the two happy with their child and realizes he is beaten.

No production code seal. Running time, 75 minutes. "G."

(Additional Review on Page 11)

Ostrer Signs New Group

LONDON, July 21.—Maurice Ostrer has signed "The Crazy Gang" (Nervo and Knox, Flannagan and Allen and Naughton and Gold) to a three-year-film contract with Gainsborough Pictures. The deal discounts stories of a complete cessation of G. B. production at the end of its present joint plan with General Film Dist. Gainsborough, a G. B. subsidiary, had only four pictures to make under that deal.

Promotion Plan on Coast

SAN FRANCISCO, July 29.—Blache Film Laboratory is operating a film promotion project on the Pacific Coast in the newly-formed Community Film Producers. In about 100 small cities in California and Oregon Community Film is shooting two-reelers of individual cities which are played at the community theatres. Local merchants meet the cost of the picture, which plugs the "buy at home" idea.

Short Subjects

"The Affairs of Pierre"

(Educational)

A really amusing comedy, which features Willie Howard as the operator of a school for the rapid assimilation of French. It is Howard's comedy which makes the subject funny, and the manner in which he speaks a mixture of French, English and what have you. When he is mistaken for the man who has committed all sorts of crimes, his troubles begin, but he talks his way out. A good comedy.

Running time, 19 mins. "G."

"Night in Manhattan"

(Paramount)

Some impressive night club settings are provided for this number, and the photography is high class. LeRoy Frinz arranged the dance numbers. Some of the singing is good, too. Those who appear are: Stanley Brown, Dorothy Dayton, June Kilgour, Billy Daniels, Gwyllin Ford and Bill Roberts. Their names mean nothing for selling purposes, but they are all youngsters worth seeing. Running time, 11 mins. "G."

"Bone Bender Parade"

(20th Century-Fox)

A high peak in comedy, conscious or unconscious, is reached in this number of the "Adventures of the Newsreel Cameraman" series, which catches the murderous exponents of the gentle art of catch-as-catch-can in some of their more tranquil moments on the mat. The result is often very funny and always very rough. It is, indeed, a manly pastime, if you live through it.

Running time, 10 mins. "G."

"Lost and Foundry"

(Max Fleischer-Paramount)

Popeye goes to the rescue of Sweetpea, the infant, after the baby has wandered through the factory gates while Popeye is having lunch on a bench with Olive Oyle. Some fantastic stunts are done with machinery, with Popeye and the baby having a narrow escape every other second. It's a laugh riot. Running time, 7 mins. "G."

"You Came to My Rescue"

(Max Fleischer-Paramount)

Shep Fields and his Rippling Rhythm orchestra get top billing in this, apparently to give it a selling angle. Most of the short is various cartoon scenes depicting rescues, and they are not especially interesting. The Fields musical sequence is the highlight of the short. Running time, 8 mins. "G."

"Aviator Shorty"

(Paramount)

A chimpanzee is the star of this number. He plays around with an airplane tire, whirls himself around a fire extinguisher wheel, balances on a baggage truck, runs after a plane and gets into the cockpit after donning his jacket and helmet, and climaxes the action by eating lunch out of a lunch-box on a wing in midair. Very funny. Running time, 10 minutes. "G."

NEW TOOLS

LABORATORIES are today doing what was long thought impossible. With the aid of Eastman Fine-Grain Duplicating Films they are producing duplicates of such high fidelity that they equal the originals in quality. These special Eastman films are important new tools that will substantially aid the motion picture industry. Eastman Kodak Company, Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*
DUPLICATING FILMS

Radio Equity Adopts AAAA Labor Policy

HOLLYWOOD, July 29.—The Hollywood unit of Radio Equity today officially adopted the procedure outlined this morning by the Associated Actors and Artists of America at a board meeting attended by Aubrey Blair and Murray Kinnell of the Actors' Guild. During the meeting it was disclosed that of the radio shows emanating from here about 80 per cent are organized.

New York Radio Equity now has about 500 members obtained by an Equity drive which attracted little outside attention.

It is believed here that the next big drive after radio has been brought into line will be for night club and circus performers. This will be part of an effort to link all entertainers in the nation under the A.A.A.A.

Aiding in the present drive are the I.A.T.S.E. and the American Federation of Musicians. It is likely that the three will devise a working agreement for mutual support.

Transfer Completed For WNBR, Memphis

MEMPHIS, July 29.—Formal acquisition of WNBR by the *Memphis Press-Scimitar*, Scripps-Howard afternoon newspaper here, and the change of its call letters to WMPS were made known yesterday by Edward J. Meeman, editor.

The station will be one of 10 southern outlets which will join NBC's blue network Aug. 1.

Actually the change embodies a shift in control from *The Commercial Appeal*, Scripps-Howard morning newspaper which also operates WMC, long the NBC outlet here, to the afternoon Scripps paper.

Francis and Mallory Chamberlain, operators of the Memphis Broadcasting Co., former owners, will continue with the station.

George Engleter will be named as program director, with Joe Epperson supervising the technical expansion program.

WMPS, like WNBR, will be operated on 1,430 kilocycles and will have quarters at the Hotel DeVoy.

U. S. Leads in Radio Sets, Report Shows

WASHINGTON, July 29.—The Commerce Dept. reported today that the United States has the largest number of radio receiving sets of any country in the world.

The survey showed that of the 56,225,000 sets owned throughout the world, about 30,000,000 are in this country.

The United Kingdom ranks second with approximately 10,000,000, Germany is third with 8,200,000, followed by France with 2,626,000, Czechoslovakia, 928,000, and Canada, 867,000.

Stark Adapts Benet Story

Sheldon Stark of the Kiesewetter agency is the adaptor of the Stephan Vincent Benet story which will be offered on the CBS "Work Shop" program this Sunday.

WEOA Will Join CBS

EVANSVILLE, Ind., July 29.—WEOA here will carry CBS programs beginning in September, says Martin Leich, secretary-manager of Evansville-on-the-Air, Inc.

Permits Are Sought For 3 New Stations

WASHINGTON, July 29.—Construction permits for three new broadcasting stations are sought in applications filed today with the F.C.C.

W. A. Barnette filed plans for a new station at Greenwood, S. C., to operate daytime only on 1,370 kilocycles with 250 watts power; the Hollenbeck Heights Christian Church, Los Angeles, seeks a 100-watt station on 1,170 kilocycles, and a station at Hollywood is sought by W. H. Kindig, to use the facilities of KMPC and operate on 710 kilocycles with 500 watts power.

Applications also have been received from KTSM, El Paso, for change of frequency from 1,310 to 1,350 kilocycles and increase of power from 100 watts night, 250 watts day to 500 watts; WDAH, El Paso, for change of frequency from 1,310 to 1,200 kilocycles; KUJ, Walla Walla, Wash., for increase of day power from 100 to 250 watts; KVEC, San Luis Obispo, Cal., for authority to broadcast at night with 100 watts, and KVOX, Moorhead, Minn., for increase of day power from 100 to 250 watts.

Tison Heads Florida Ass'n

JACKSONVILLE, Fla., July 27.—W. Walter Tison of St. Petersburg was named president of the Florida Ass'n of Broadcasters at that organization's second annual convention.

Other officers named included: Harold Danforth, Orlando, vice-president; L. S. Mitchell, Tampa, secretary-treasurer; Henry G. Wells, Pensacola, and State Senator John Beacham, West Palm Beach, directors.

All Florida radio stations were represented at the meeting.

Boylan on Hollywood Staff

HOLLYWOOD, July 29.—John Boylan, former assistant production manager of WGN, Chicago, has joined NBC's Hollywood continuity staff.

NBC Confirms Pact

As exclusively foretold in *Motion Picture Daily* some weeks ago, NBC yesterday made known that it had signed an agreement with its technical employees throughout the country granting a 15 per cent increase in wage, and a 40-hour, five-day working week. The agreement is effective Aug. 1.

CBS Secures Expert To Confer on Speech

Dr. W. Cabell Greet, editor of *American Speech Quarterly* and a Columbia University authority on linguistics, has joined the staff of CBS as linguistic consultant.

Dr. Greet will begin immediately a study of the speech of the CBS announcers and others who speak regularly over that network. The study will be followed by private consultations with individual speakers on the language problems peculiar to radio.

Dr. Greet in his speech clinics will attempt to reveal to the individual announcers the pronunciation and inflection which comes most naturally to them. Naturalness and simplicity in the use of English as it is spoken in all sections of the country are the qualities which he will stress in his consultations.

To Convert Columbus Beam

COLUMBUS, July 29.—The present radio beam at the Port Columbus airport will be converted into a simultaneous voice-signal transmission, for which five 125-foot vertical steel antennas will be erected to replace the loop type now in use. The work, to be carried on under direction of the U. S. Bureau of Air Commerce, will cost approximately \$40,000, and is part of the nationwide \$5,000,000 improvement program to make the country's airways safer, according to William F. Centner, airport head.

Three Networks' Yachting Experts Off for Newport

They lacked yachting caps, and the rolling gait characteristic of sailors was absent from their stride, but they were sailors for a' that, were the crews of the three networks who shoved off yesterday for Newport, R. I., to cover the America's Cup Races beginning tomorrow. Book sailors they were, for they've been boning on the subject of yachts for many weeks past in preparation for the duties beginning tomorrow, and to hear them tell it, each could take his place at the helm of the Ranger or the Endeavour, II, and do as well as Commodore Harold Vanderbilt and T.O.M. Sopwith.

The NBC contingent included Tom Riley of press, and Bill Haussler, photographer; Bill Stern, Jack Hartley and Ken Davison, of special events; Announcers George Hicks and Dan Russell; Chief Engineer Max Jacobson; Engineers Alfred Jackson, C. H. Campbell, Dewey Sturgell, D. B. Wittemore, Andrew Thompson, George Butler, Harold Ashworth and Ed Wilbur. Additional NBC com-

mentators will join the crew in Newport tomorrow.

Mutual's engineering, commentary and special events crew included Cameron King, Dave Driscoll, Shirley Davis, George Brazee, Ed Franke and Samuel Moss. Johnny Johnstone, director of public relations and special features for WOR-Mutual, left with the crew, but he will "cover" the races in a different capacity. Johnny left on vacation, but he will be available at all times in the event of an emergency call in that he will be parked aboard a Navy vessel sailing in and around the waters of Newport.

The CBS contingent included Special Events Head Paul White, Chief Engineer Henry Grossman, Assistant Chief Engineer Bob Trago, Engineers James Kenny, Bob Sammon, Carl Schutzman, Richard Fay, Ted Miller, Sid Bergere; Charlie Pooler and John Fitzgerald of special events, and Ted Husing, announcer, and Special Commentators Henry McLemore, Edward I. Foster, Jr.; Sherman Hoyt and John Scott Hughes.

Mexico Forming New National Radio Web

By JAMES LOCKHART

MEXICO CITY, July 29.—A national network of the 102 radio stations functioning in Mexico is being arranged by the Government's Press and Publicity Dept. This action, the department explains, is not in the nature of a radio dictatorship, but is intended to benefit the stations, the Government and radio fans by eliminating overlapping of programs and assuring better coordination of service. The stations are to be encouraged to favor Mexican music and songs in their broadcasts.

The department has started the ball rolling by broadcasting concerts and news bulletins, lectures and the like on the national web from 10 to 11 P. M. Sundays. These programs can be picked up abroad.

The department estimates that Mexico has 1,800,000 regular radio fans—10 per cent of the population.

To Generate Own Current

MEXICO CITY, July 29.—No American current will be needed by radio stations XEPN and XELO at Piedras Negras, across the line from Eagle Pass, Tex. They have obtained a Federal franchise to install and operate a 700-kilowatt generating plant to make themselves independent of power from the states.

Eddy Back to Coffee Hour

Nelson Eddy, who was one of the first artists signed for the Chase and Sanborn series, will return to radio as a regular member of that program's cast Aug. 8. At the time he signed the contract Eddy was completing a busy screen and radio schedule and his starting date was set for Aug. 8 to allow for a summer vacation.

Weed & Co. Open on Coast

Weed & Co., station representatives, have opened a new west coast office in San Francisco, under the management of Roy Frothingham, formerly of NBC and past president of the San Francisco Advertising Club.

From the San Francisco office, the firm will cover the entire west coast from Seattle to San Diego.

Adams Made Vice-President

James S. Adams was elected executive vice-president of Benton & Bowles, Inc., at the annual stockholders' meeting. Adams was formerly vice-president and general manager.

Chester Bowles continues as chairman of the board and Atherton W. Hobler as president.

Broekman in New Series

David Broekman, west coast orchestra director, will begin a new series of musical programs over the Mutual network tomorrow from 8:30 to 9 P. M., E. D. S. T. It will be titled "Satin-Smooth Swing" and will have as vocalists Jo Stafford and Michael Loring.

Catholic Youth Bouts on Air

The Catholic Youth boxing bouts from Soldiers' Field, Chicago, Aug. 25, will be broadcast by Mutual exclusively, from 11 P. M. to approximately 12:30 A. M., E. D. S. T. The competition will be provided by boys of the Chicago and South American orders of the organization.

Radio Personals

JIM MEYERSON of KLZ, Denver, and **KVOR**, Colorado Springs, arrived here today for a week's stay to confer with CBS officials. . . . **Bill Bailey**, commercial manager of **WHAT**, was a visitor in the city yesterday. . . . **Patti Chapin** yesterday signed a new contract with the CBS artists' bureau. . . . **Mac Davis**, New York head of the CBS artists' bureau, has set **Clyde Barrie** and **Howard Phillips** for guest appearances on the **Hammerstein Music Hall** Aug. 13 and Sept. 24, respectively. . . . **Jack Miles** of the NBC press department, leaves on vacation today. . . . **Joseph A. Hanft**, chairman of the board, **Buchanan & Co.**, has sailed for a tour of England. **Buchanan** has the **Texaco** account. . . . **Lily Pons** and **Andre Kostelanetz** left for Chicago and Los Angeles via **TWA** today, accompanied by **Al Schneider** of CBS. . . .

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Jean Sablon has been signed to a one-year recording contract by **RCA Victor**. . . . **Molly Picon** will headline the **Fox "Professional Hour"** on **WMCA** tonight. . . . **Bill Robinson** and **Ramon Novarro** will appear on the **WHN "Movie Club"** this evening. . . . **Emery Deutsch** will be a guest on **Walter King's WINS** program Wednesday. . . . **Louise Florea**, NBC artist, will leave today to spend a two-week vacation with her parents in Kansas. . . . **Mitzi Green** will appear with **Benny Davis** on **Mutual's "Stardust Revue"** Sunday. . . . **Frances Farmer** will be featured in a scene from **"Outward Bound"** on the Sealtest **"Sunday Night Party"** Aug. 1. . . . **Charles E. Green**, president of **Consolidated**, will return to New York today from an extended trip, during which he visited **CRA** offices in Cleveland, Chicago, Dallas and Hollywood. . . . **Sammy Cohen**, film comedian, has been placed under a **CRA** contract to lead a band. . . .

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Completing a dude ranch vacation, **Ralph Kirby** is back in town and will begin production on a short for **Universal**. . . . **Ronald Dawson**, program director of **WOL**, Washington, will be the guest producer on **Don Peterson's "Junior G Men"** over **WOR** Aug. 13. . . . **George Epstein**, formerly organist for **Erno Rapee** at the **Roxy**, will take **Fern Scull's** place at the **WMCA** console while the latter is on vacation. . . . **Walter King's "Song Contest"** continues as a wide mail puller at **WINS**, last week's mail response being 2,568 letters. . . .

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Roger Doolings, of the **Earle Ferris** publicity office here, will transfer to the west coast office of the firm for the next four weeks. . . . **Red Norvo** and **Mildred Bailey** will be heard regularly over **WHN** after Aug. 1, via the **WLW** Line. . . .

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San Antonio Town Pump

SAN ANTONIO, July 29.—**Gerald (Buddy) Morgan**, **KONO** program manager, is spending his vacation fishing and swimming at **Rockport**. . . . **Tom Gentry's** orchestra is playing a guest stand at the **Olmos Night Club**.

Looking 'Em Over

"It Can't Last Forever"

(Columbia)

De luxe houses might find this weak in names on a single feature basis, but it will be adequate in those spots where a series of laughs are needed to balance a dual program or where word-of-mouth advertising spreads rapidly in neighborhoods accustomed to single features.

Ralph Bellamy, **Betty Furness**, **Robert Armstrong**, **Raymond Walburn** and **Charles Judels** supply most of the action and fun.

Bellamy and **Armstrong**, agents, discover a balmy psychic, **Walburn**, who, they think, has a fine radio voice. He calls himself "The Master Mind." As a publicity stunt they stage a fake robbery which they expect "The Master Mind" to solve in the presence of newspapermen. **Miss Furness** is the only newspaper woman who shows up in the crowd. **Walburn** gets drunk and **Bellamy** has to substitute for him as "The Master Mind."

In no time at all **Miss Furness** has made him famous under orders of her city editor. A gang gets in on the stunt through intercepting **Bellamy's** fan mail and giving stock tips on a mythical mine. Things get so hot for **Bellamy** that he tries to discredit himself by picking a 100 to 1 shot to win a fight. The punk fighter wins and **Bellamy** is in deeper. He finally decides to disappear and **Miss Furness** goes along with him.

Two or three vaudeville acts are introduced, the action moves rapidly, and the love interest is sufficient to draw the romantically inclined along with those who are satisfied to laugh.

Hamilton MacFadden's direction from a story and screenplay by **Lee Loeb** and **Harold Buchman** takes full advantage of the light material.

Running time, 68 minutes. "G."

Production Drops, 49 Films in Work

HOLLYWOOD, July 29.—Production dropped two from the summer high of 52 last week, making 49 pictures, still an unusual hot weather figure, before the cameras. Eight were started, 10 finished. Eighteen are being prepared and 72 being edited.

Those started were: **Columbia**, "River of Missing Men" (Darmour); **Grand National**, "Wallaby Jim of the Islands"; **Paramount**, "Wells Fargo," "Blossoms on Broadway" and "Love on Toast"; **RKO**, "A Damsel in Distress"; **20th Century-Fox**, "Western Gold" (Lesser); **Warners**, "One More Tomorrow."

The production activity by studios is as follows:

Columbia finished zero, shooting four, preparing one, editing three; **Goldwyn**, zero, two, zero, one; **Grand National**, one, three, one, one; **M-G-M**, one, seven, one, two; **Monogram**, one, one, two, one; **Paramount**, one, five, four, 13; **Republic**, one, zero, three, three; **RKO**, two, six, two, five; **Roach**, zero, zero, zero, zero; **Selznick International**, zero, two, zero, one; **20th Century-Fox**, zero, six, two, six; **Universal**, three, four, zero, six; **Wanger**, zero, two, zero, two; **Warners**, zero, seven, two, 28.

In the short subjects field, **Columbia** finished one, **M-G-M**, two. **Roach** started one, which is still shooting.

Theatres Warned to End Games in Conn.

(Continued from page 1)

Windsor Locks, in the **Superior Court** here, and is a warning that such practices will not be tolerated in **Hartford**, under penalty of arrest and prosecution in court. The state has had about 20 users of the regular **Bank Night** in recent months, with a much larger number employing other cash giveaways.

Three Ask Quashing Of Gary Trust Suit

(Continued from page 1)

against enforcement of clearances and charges conspiracy and violation of the Federal anti-trust laws. Among the other defendants, **Columbia**, **M-G-M**, **Paramount**, **20th-Fox** and **United Artists** have entered appearances. Service of summons on **Balan & Katz**, however, has not been reported to the Federal Court clerk's office here.

The **M. P. P. D. A.**, **Warners** and **Universal** claim they are not incorporated in **Indiana** and do not transact business as **Indiana** organizations.

Woman Broker Here

M. Swift, reputed to be the only woman film broker operating along **Wardour St.**, chief artery of **London's** **Film Row**, is in **New York** on a vacation trip which will take her west next week for a glimpse of **Hollywood**. **Miss Swift**, who has been active in the industry for 26 years, represents **Guaranteed Pictures** in **London**.

Camera Ass't Killed

Gerda Taro, assistant to **M. Capa**, "March of Time" cameraman covering the **Spanish Loyalist** front in **Spain**, was killed while photographing action around **Brunete**, the reel was advised from **Paris** yesterday. **Miss Taro** had taken over while **Capa** was in **Paris** where he had been recalled on company business.

Gets a Two-Reeler

M. J. Kandel, president of **Ideal Pictures**, has acquired **American** rights to a two-reeler, "Puppet Love," which was produced in **Paris**.

G. N. Signs Marks

HOLLYWOOD, July 29.—**Clarence Marks** has been signed by **Grand National** to adapt "All Ashore."

Autonomy Granted To Writers' Guild

(Continued from page 1)

financial setup under which the guild will collect and retain dues for the expenses of the office here. He said the league constitution provides for complete autonomy except in cases which might affect dramatists, authors or radio writers' guilds and other League bodies.

Dudley Nichols, president of the guild, said the board of directors is confident of victory in the forthcoming labor board hearing to determine if an election should be held to decide on the bargaining agency for screen writers.

Actors' Guild Insists On Wage Scale Aug. 1

(Continued from page 1)

shop in effect, which means that all players working on eastern production would have to become members of the guild, has not been decided on yet. The date will probably be designated some time next week after various eastern producers have conferred with **Kenneth Thomson**, executive secretary of the guild. **Thomson** will be here another week before returning to **Hollywood**. During that time he is also expected to make a decision on accepting a role in a new **Broadway** production, which would entail his taking an extended leave of absence from the guild.

Bioff Ends Fight of Painters, Producers

(Continued from page 1)

back the painters to the limit. This is tantamount to saying that if the painters strike to get the 10 per cent increase which they demand and added money for late shifts the **I.A.T.S.E.** would support them. However, in view of the **Bioff** statement, the studios granted the painters' demands.

Today's move came when **Herbert Sorrell**, business agent for the painters, conferred with **Bioff** and developed friendly relations between the groups which were at swords' points during the recent strike. The companies quickly signed the **Actor Guild** agreement when **Bioff** announced that the **I.A.T.S.E.** was giving its backing to the guild.

Sign Portland Agreement

An agreement was reached yesterday with exchange unions of **Portland, Ore.**, on wage and hour schedules, which brings the total of such agreements for exchange centers to 22. The negotiations were conducted at the **Warner** home office.

Porters Vote Strike

Members of **Local 54** of the **Building Service Employees' Union**, who include porters, cleaners, matrons and other theatre workers, have voted to give the executive board of the union authority to call a strike at the board's "discretion." Negotiations are being carried on for wage and hour agreements with several small circuits in **New York**, **Lou Conway**, president of the local, said yesterday. The union has jurisdiction over operations in **Greater New York**. **Conway** declared **New York** theatres are 85 per cent unionized.

**WEE WILLIE WINKIE
WRITES MORE ROXY
BOXOFFICE HISTORY!**

**WEDNESDAY TOPS
EVEN 20th's RECORD-
BREAKING WINTER
HITS**

*(including those sensational "One in
a Million" and "Wake Up and Live" runs!)*

*Now watch it run wild in
its' hold-over week --
just as its' doing!
The country over.*



THE KEYSTONE
OF YOUR FUTURE

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Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
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Radio News
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and
Impartial

VOL. 42. NO. 26

NEW YORK, SATURDAY, JULY 31, 1937

TEN CENTS

Quota Outline Under Attack From British

*Impression Prevails It
Will Be Changed*

By BRUCE ALLAN

LONDON, July 30.—No one seems to be satisfied with the quota proposals outlined in the Government's White Paper. Drastic modifications seem certain when the measure is presented to Parliament.

The proposals as they stand face an intense attack from the Cinematograph Exhibitors' Ass'n, with the backing of independents. Acute political agitation and a hard fight in the House of Commons seem certain.

The general view is that the Board of Trade has allowed studio interests to dictate a policy equally damaging to Americans and big producers here. The former are compelled to continue to produce footage instead of big pictures and the latter are prevented from making a real reciprocity deal with Americans.

Many believe that the Board of Trade simply adhered to the draft
(Continued on page 3)

"Gone With the Wind" Suit Is Dismissed by Court

Federal Judge H. W. Goddard dismissed the infringement suit of Susan Lawrence Davies against the Macmillan Co. in the U. S. District Court yesterday on the ground that "Gone With the Wind" which was published by the defendant did not infringe on the plaintiff's book, "Authentic History of the KKK-1865-1877."

Judge Goddard stated in his opinion, "I think any impartial reader after finishing both books will agree that the styles are not the same and that there has been no appropriation of the literary labors of Miss Davies by Mrs. Mitchell.

Pathe Has \$104,549 Profit for 6 Months

A profit of \$104,549 for the six months ended June 30 is reported by Pathe Film Corp. and subsidiary companies in the consolidated profit and loss statement issued yesterday. The figure is reached after deduction of sales, service and interest expense.

The Du Pont Film Mfg. Corp., 35 per cent of the stock of which is owned by Pathe, reports for the same period a net profit, after all charges, of \$725,000. Of these earnings, \$253,000 accrues to Pathe. Of this figure, \$183,000 is undistributed.

Paramount Takes Buyers' Strike to Federal Court

Briskin Pact Runs 3 Years



Congress Move For Air Probe Gains Weight

By BERTRAM F. LINZ

WASHINGTON, July 30.—The House Rules Committee today was under fire from several directions as members of the House joined Representative McFarlane of Texas in his criticism of the committee for its failure to act on the Connery resolution to investigate the broadcasting situation.

McFarlane yesterday was joined by Representative Wigglesworth of Massachusetts, who declared that the present Communications Act has failed to prevent monopoly, eliminate private ownership of radio channels or bring about a termination of trafficking in radio licenses.

"From the testimony of the F. C. C. before the Appropriations Committee, from public statements by present or former members of the F. C. C. and the Federal Radio Commission, from publications of standing in the broadcasting field and from other sources
(Continued on page 4)

Radio—Page 4

CHICAGO, July 30.—Sam J. Briskin's new contract as production head of RKO Radio is for a three-year period beginning with the expiration of his present pact, Leo Spitz, company president, who is here en route from the coast to New York, said in an interview today.

Briskin [shown above] had his new contract set earlier in the week in Hollywood following production conferences participated in by Spitz and Floyd Odum, head of Atlas Corp., which owns a half interest in the company.

Expressing his satisfaction with the present studio management Spitz said that no changes are contemplated on the production end. He said he plans to leave Chicago for New York on Sunday.

Senate, House Agree Upon New D. C. Tax

WASHINGTON, July 30.—A new tax bill for the District of Columbia, providing for a gross receipts tax on all business at two-fifths of one per cent, with a \$2,000 exemption, and in increase from \$1.50 to \$1.75 per \$100 of valuation in the real estate tax, both of which will apply to Washington theatres, was agreed to today by House and Senate conferees.

The gross receipts tax was adopted in lieu of a Senate proposal for a two per cent luxury sales tax which also would have applied to admission.

The bill is expected to come up for final action next week.

Gets Stay Until Monday In Philadelphia; May Ask for Others

PHILADELPHIA, July 30.—Resorting to the Federal Court to defend itself against the projected exhibitor "buyers' strike," Paramount today obtained a temporary restraining order from Federal Judge Oliver D. Dickinson here, halting all planned strike maneuvers and picketing pending a court hearing at 10 A. M. Monday.

It was apparent from the company's move here that a similar policy will be followed, if the restraining order is made permanent by the court, in other cities where similar exhibitor demonstrations have been planned, such as Cleveland, Chicago, Milwaukee, Minneapolis, Boston and Los Angeles.

Paramount's action names 23 individuals and 14 other defendants. The order was filed for Paramount by William A. Schnader, former state attorney general. It alleges possible violations of the anti-trust laws and characterized the exhibitors' campaign as a "a buyers' sit-down strike" in which picketing by airplane was said to be one of the demonstrations planned. The plane, it was said, would carry banners and distribute literature.

Other features of the campaign, it is alleged, included the use of large advertisements in daily newspapers setting forth the case of the independent exhibitors against the company, the use
(Continued on page 3)

Figure Para. 6-Mo. Net at \$3,319,000

Paramount Pictures, Inc., estimates its consolidated net earnings for the first half of 1937 at \$3,319,000. The figure compares with a net of \$241,000 reported for the first six months of 1936 after crediting \$1,600,000 of inventory reserves to operations during that period. No inventory reserve credit was applied during the first half of this year.

The six months' estimate does not include \$979,000 representing Paramount's share in the undistributed profits of subsidiary and affiliated companies as of July 1. Similar undistributed profits amounted to \$691,000 for the first half of last year.

Paramount's estimated earnings for the first quarter of the year were \$2,012,000, which compares with \$1,307,000 for the second quarter.

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Contest Winners Due

Four winners of trips to Paris offered by MGM in cooperation with the Paris International Exposition will arrive in New York Tuesday and will sail Wednesday on the *Normandie*. The winners were selected for the best essays on "What Paris Means to Me." They are: Helen Jean Coleman of Jamaica Plains, Mass., and John B. Moran of Marlboro, Mass., and two Virginians, Gillet Epps and Betty Ridgwell.

Sign Warner-Rome Deal

BALTIMORE, July 30.—The deal by which Associated Theatres, Inc., of this city takes over operation of Warners Metropolitan was closed today. J. Louis Rome, president of Associated, obtains a 10-year lease on the house. Warners now operates only the Stanley, a first run, in Baltimore.

Balaban Group Renamed

DOVER, Del., July 30.—Balaban Theatres, Inc., of Chicago, today filed here a change of name. The unit is now A. J. B. Theatres, Inc.

G. N. Closes 3 Deals

Grand National has closed product deals with the Sparks and Starr circuits and Wolfson-Meyer.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Dead End"

(Goldwyn-U.A.)

HOLLYWOOD, July 30.—There is gripping human interest drama in Samuel Goldwyn's picturization of the powerful stage play. "Dead End" is certain to impress all who see it; it held a preview audience spellbound. It is a masterful blending of a strong story, brilliant acting, expert direction and intelligent production.

This appears certain to be among the year's most discussed features. Exhibitors, whether in the largest centers or the small towns, need only exploit the available audience values to insure maximum attendance. Although entertainment comes first, the film also is a social document.

The film follows the theme and spirit of the play so closely that those familiar with the original probably will consider the screen version letter perfect. The story is told honestly and realistically, with no concession to artificial theatricalism.

Set in the New York slums, where swank apartment houses abut on the river tenements, the vicious adult and juvenile gangsters and those closely associated with them are the central characters. The story focuses the spotlight on the adolescent hoodlums, Billy Halop, Huntz Hall, Bobby Jordan, Leo Corcey, Gabriel Dell, Bernard Punsky and rich boy Charles Peck, all recruited from the stage cast. With them are Sylvia Sidney, Joel McCrea, Humphrey Bogart and Allen Jenkins, with impressive support by Wendy Barrie, Claire Trevor, James Burke, Marjorie Main and Minor Watson.

It is indicated that a life of crime must follow for the boys led by Halop unless his sister, Miss Sidney, can remove him from his environment. The gangster Bogart becomes the boys' idol. There is a subdued conflict in the early relations of McCrea and Bogart while the story concentrates on the juvenile depredations.

McCrea, infatuated for the moment with Miss Barrie, although in love with Miss Sidney, orders Bogart and Jenkins to quit the neighborhood. Bogart teaches the youngsters his gangster tricks and precipitates a situation in which Halop stabs Watson. While the boy is hiding, with Miss Sidney planning to help him escape, McCrea takes the law in his own hands. He kills Bogart, causes Jenkins' arrest, and Miss Sidney surrenders Halop, with McCrea promising to educate him after a term in reform school.

There are several exceptional sequences, among them Bogart's rebuff by his mother, Miss Main, and his meeting with his boyhood sweetheart, Miss Trevor, now a girl of the streets. The facilities of the screen have made possible a splendid amplification of the Sidney Kingsley play. Lillian Hellman's screenplay is a thorough job, and William Wyler's vivid direction is certain to win him much commendation. Although strong in theme, the fact that the picture depends so much on the work of the youngsters for punch and power brings it within a general audience classification. It should be a potent sermon, exerting a deterring influence on youngsters who desire to emulate the lives and customs of gangsters.

Running time, 90 minutes. "G."

"Charlie Chan on Broadway"

(20th Century-Fox)

HOLLYWOOD, July 30.—Retaining all the good features of the series, this Charlie Chan adds several attractive new angles. With more drama and less romance than is customary, but with the full allotment of humor included, "Charlie Chan on Broadway" should fully satisfy all the regular following and prove engaging to those to whom interest in the series is not a habit.

In this case, Warner Oland is hurled into a sensational and mysterious dual killing which threatens to blow the lid off Broadway, New York newspaperdom and metropolitan politics. At great personal danger and hampered by the well-intended but inept tactics of his favorite son, Keye Luke, Oland skillfully unravels a maze of conflicting clues and suspicions to trap the culprit. Topical showmanship significance is added to his crime solution methods in that he makes use of the candid camera to seal his case against the killer.

The original story by Art Arthur, Robert Ellis and Helen Logan, and screenplay by Charles Belden and Jerry Cady, are good examples of tightly knit writing. Legitimate drama and suspense predominate and theatrical hokum has been held to a minimum. Eugene Forde's direction is alert and evenly paced.

Oland and Keye Luke being fully up to standard, capable support is provided by Joan Marsh, J. Edward Bromberg, Douglas Fowley, Harold Huber, Donald Wood and Louise Henry.

Running time, 65 minutes. "G."

◀ Purely
Personal ▶

KING VIDOR, director of "Stella Dallas," will arrive in New York tomorrow to attend the premiere of the film at the Music Hall on Thursday.

GABRIEL L. HESS of the M.P.P.D.A. will return Monday from a vacation spent at his summer home at Noroton, Conn.

MAJOR FREDERICK L. HERRON will begin an annual vacation today which he will spend at his place in Connecticut.

LILY PONS left on the 20th Century Thursday for the coast to start work in an RKO picture tentatively titled "The Girl in the Cage."

... Pittsburgh

JOE HILLER and family are vacationing in Atlantic City, where Mrs. HILLER is convalescing from a recent operation.

KEN KENFIELD, former theatre manager and now on the Webster Hall staff, and MARI CONTES, cashier at the Fulton, were married the other day.

CHARLIE DANVER has resumed his *Post-Gazette* column after three weeks in the hospital.

PETE KARAKITSOS, Warner manager in Ambridge, Pa., and his bride are back from their honeymoon.

"Forever Yours" Opens

"Forever Yours," Grand National film starring Beniamino Gigli, will open today at the George M. Cohan and New Amsterdam.

Issues Guide on "Girl Said No"

Grand National has issued a 16-page illustrated study guide for "The Girl Said No," which was prepared by Educational and Recreational Guides, Inc., of Newark. The author is Professor W. Dykema of Columbia University.

John Harris Not to Run

PITTSBURGH, July 30.—Mentioned prominently in several quarters as a possible Republican candidate for the Pittsburgh mayoralty, John H. Harris, head of the Harris Amusement Co. and president of the National Variety Clubs, decided at the last minute not to enter the race.

Goldwyn Signs Pianist

HOLLYWOOD, July 30.—Samuel Goldwyn has signed Nicholas Kopeikine, Russian concert pianist, to assist George Balanchine in rehearsals of the latter's ballet numbers in "The Goldwyn Follies."

Balcon on Way East

HOLLYWOOD, July 30.—Michael Balcon leaves Saturday on the Chief for New York to sail Aug. 4 on the *Normandie* for London to guide MGM's London production office.

Ashman in New Post

Maurey Ashman has been advanced to supervisor of theatres by General Manager Stanley Kolbert of the Strausberg Circuit.

Para. Goes to Court to Halt Phila. Strike

(Continued from page 1)

of touring sound trucks and of 300 trailers to be shown in independent theatres in the eastern Pennsylvania, southern New Jersey and Delaware territory.

Paramount's complaint alleged that the defendants were guilty of a conspiracy in restraining trade and that the conspiracy was planned at an exhibitor meeting at the Carleton in Washington, June 29. It was further alleged that the "conspirators urged and coerced other trade organizations throughout the country to institute a 'buyers' strike' against Paramount for the month of August in retaliation for the non-delivery of certain pictures announced by Paramount for the 1936-'37 season."

Charge Intimidation, Coercion

In addition, the complaint charges that the defendants plan to picket theatres in the Philadelphia territory where Paramount pictures are to be played during August. It alleges "intimidation and coercion to compel exhibitors to breach their Paramount contracts and to refrain from entering into new contracts with the company." The defendants are further accused of "threatening bodily injury to any exhibitor refusing to carry out the orders of the exhibitor organizations involved."

Paramount's complaint pointed out that unless the court granted a preliminary injunction the defendants would continue to restrain "the aforesaid trade and commerce in motion pictures; the complainant would be unable to make delivery of its pictures in accordance with its contracts and exhibitors who desire to continue to exhibit Paramount pictures and who are willing to enter into new contracts will be prevented from so doing and the complainant will consequently suffer immediately from the loss of large sums of money."

Many Defendants Listed

Defendants in the action are United Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, Inc.; Lewen Pizor, Charles Segall, Abe Sablowsky, George P. Aarons, David Barrist, Luke Gring, Ben Fehtel, Norman Lewis, George Resnick, Amusement Inc. of Pennsylvania, a corporation; Great Northern Theatre Co., Inc., a corporation; Tioga Theatre Co., Inc., a corporation; Harry Fried, Rex Theatre Amusement Company, Inc., a corporation; Victoria Amusement Enterprises, Inc., a corporation; William Spiegel, Supreme Amusements Co., Inc., a corporation; Joseph "Doe," last name unknown; Samuel Commerson, Jenkinton Theatres Corp., a corporation; Ray Jay O'Rourke, "George" Nandascher, first name fictitious, also known as G. Nandascher; William H. Wolf, Stanley Peters, Refowich Theatre Co., Inc., a corporation; "Joe" Foreman Corbett, first name fictitious, also known as J. Foreman Corbett; Sansom Amusement Co., Inc., a corporation; Morris Stiefel, Avenue Theatre Co., a corporation; Penn Jersey Amusement Corp., a cor-

Northwest Allied to Picket in Para. Row

MINNEAPOLIS, July 30.—Plans for a month of picketing of all theatres showing Paramount films continued here today with the release of names of 50 more theatres which the strike committee of the Northwest Allied reported will not show that company's products until the strike is over.

The strike over the alleged breach of contracts by Paramount will begin Monday with hired pickets and sound trucks patrolling the areas surrounding theatres which continue showing Paramount films.

Al Steffes, president of Allied here, said today the list of theatres backing the plan has passed the 200 mark and that another list of 50 names would be issued Friday.

The Minnesota here, largest of the Minnesota Amusement Co.'s houses in the northwest, opens Friday with "Exclusive." Later in the month, Paramount's "Artists and Models" is billed. These are two of the films which according to Steffes were originally sold, taken back, then offered for sale at a higher price.

Closes Deal for Greece

Just before sailing for Europe on the *Ile de France*, Phil Reisman, foreign sales manager for RKO, closed a contract with Demetrius P. Skouras for distribution of the company's product in Greece, Albania and Cyprus for a three-year period. Demetrius Skouras is the son of George Skouras, one of the Skouras brothers who operate in this country. George also owns two houses in Athens.

French Films Chosen

PARIS, July 20.—The French Minister of Fine Arts has definitely decided on the French films which will represent the French industry at Venice Biennial in September. They are: "La Grande Illusion," "Les Perles de la Couronne," "Helene" and "Un Carnet de Bal."

French Editor to U. S.

PARIS, July 20.—Gaston Thierry, film editor of the two leading French newspapers, *Paris Midi* and *Paris Soir*, will arrive in New York on Aug. 1 on the *De Grasse*. He will spend two weeks in New York, then visit various major cities.

Japan Censors Films

TOKYO, July 30.—The Government has clamped down on films that might incite war sentiment.

One of the films banned, it is said, is "Unscrupulous China," and cuts have been made in "Onward Imperial Army."

Seize "Newsreel" Wong

"Newsreel" Wong, ace cameraman for News of the Day in the Far East, was seized by Japanese military authorities yesterday, according to advices to the home office, because he and his assistant, Mrs. Joy Lacks, filmed troops barricading the gate of the Japanese legation in Peiping. They were warned and released.

poration; Louis Rovner, Trenton Orpheum Corp., a corporation; Hunts Gaiety, Inc., a corporation; Hunts Centre St. Theatre Co., a corporation; Louis Linear, Inc., a corporation; Ben Shindler, Michael Lessy and Ben Amsterdam.

Detectives Object

Detectives and detectivettes want to be portrayed in a more complimentary manner on the screen. They object to being depicted as uncultural or ill-mannered.

Resolutions expressing their sentiments were passed at the closing session of the New York State Ass'n of Police Chiefs at the Astor.

A committee was appointed to confer with producers and to take up the problem with censor boards.

Plagiarism Suit of Harms, Inc., Ended

Settlement of the plagiarism action by Harms, Inc., against Leo Feist, Inc., and M-G-M was revealed yesterday when a stipulation confirming the settlement was filed in the U. S. District Court. The plaintiff charged infringement of the copyrighted song, "Fancy Our Meeting," which was composed in 1928, in the song, "Do I Remember," in the picture "Suzie." Terms of the settlement were not revealed.

To Fix "Lynton" Damages

Kenneth E. Walser yesterday was appointed special master by Federal Judge Robert T. Patterson to determine the damages in the infringement suit of Edwin Sheldon and Margaret Ayer Barnes against the Moredall Realty Corp., owners of the Capitol. The action is based upon a decision which the plaintiff had previously obtained against M-G-M for alleged infringement of "Dishonored Lady" in the picture "Letty Lynton." Judge Patterson ruled that a theatre which exhibited the picture was also guilty of infringement and instructed Special Master Walser to compute all profits obtained by the exhibition of the picture and award the amount to the plaintiffs with court costs and disbursements.

End Burke-Warner Suit

The \$250,000 plagiarism suit of Alva S. Burke against Warners was marked settled in the U. S. District Court yesterday by consent of both sides. Burke charged infringement of his song, "F.D.'s the Man" in the song, "Pop Goes Your Heart," which was sung in "Happiness Ahead." The terms of settlement were not revealed.

"Letty" for Miss Raye

HOLLYWOOD, July 30. — Martha Raye's first solo starring picture for Paramount will be "Linger Longer Letty," by Anne Nichols and Edward E. Rose, which was first presented on the New York stage in 1920.

Miss Cherrill Weds Earl

LONDON, July 30.—Virginia Cherrill today married George Francis Child Villiers, ninth Earl of Jersey, at the Chelsea Register Office.

London Party for Benny

LONDON, July 22.—Jack Benny, on a two-week vacation here, met the press at a Dorchester party, with Paramount as the hosts.

Quota Outline Under Attack From British

(Continued from page 1)

suggestions in the absence of a trade policy and would welcome alternatives before the bill is introduced, if big producers are lined up in opposition.

The Film Group of the Federation of British Industries generally favors the Government plan, but Ken Nyman of the Cinematograph Exhibitors' Ass'n says he is bitterly disappointed that the Government has adhered to the draft.

"We will oppose it with all the forces and instruments available, politically and by propaganda," he says, "and in Parliament." He regards the temporary reduction of the exhibitors' quota as a snare concealing the perils of the full act and says the labor quota provisions will aid evasions.

Press comments are varied. The *Daily Express* ran a front page scare headline reading: "New Film Bill Will Bring Hollywood Here," and went on to say that all United States majors will make films here which will go throughout the world as British.

The *Daily Herald* lead said: "Government Bait for Hollywood." It stressed the value to Americans of reciprocity concessions.

The *Times* lead was critical and was inclined to favor the quality test. Independents are strongly opposed and may line up with exhibitors for a quality test.

Produce Law Lectures

BOSTON, July 30.—The Film Foundation of America, Inc., of which Edmund L. Dorfman is president, and Bernard A. Reimer treasurer, has produced two film lectures on the law, both with introductions by Professor Felix Frankfurter of Harvard. The two lectures, both by Harvard law professors, are available in either 35 or 16mm. The films will be leased.

Wall Street

Loew's, Pfd. Up 1½

	High	Low	Close	Net Change
Columbia	29½	29½	29½	+ ½
Eastman	180	179¾	180	— ¼
Gen. T. Equip.	24	23½	24	+ ¼
Loew's, Inc.	85½	84½	84½	— ¾
Loew's, pfd.	106½	106½	106½	+1½
Paramount	22¾	22	22	+ ½
Paramount 2 pfd.	19½	19½	19½	
Pathe Film	9½	9¼	9¼	— ½
RKO	8¼	8	8	— ½
20th Century-Fox.	37½	36¾	37	+ ¼
Universal, pfd.	64	64	64	— ½
Warner	14½	14¼	14½	+ ½

Universal Only Curb Gain

	High	Low	Close	Net Change
Grand National ..	3	3	3	
Sonotone	17	14½	14½	
Technicolor	28	27½	27½	— ½
Trans-Lux	4½	4½	4½	
Universal crp.	4½	4	4	— ½
Universal Pict.	8	8	8	+ ¾

Little Trading in Bonds

	High	Low	Close	Net Change
Loew's 3½s '46 ..	100	99½	99½	— ½
Paramount B'way 3s '55	66	66	66	
Paramount Pict. 6s '55	100½	100½	100½	
Warner Bros. 6s '39 wd	95	95	95	

(Quotations at close of July 30)

RADIO

Congress Move For Air Probe Gains Weight

(Continued from page 1)

there appears to be abundant evidence of virtual monopoly," he said.

Wigglesworth declared Congress had received ample evidence of trafficking in licenses, citing the transfer of station KNX, Los Angeles, to the Columbia Broadcasting System. The replacement value of the station, he said, was about \$217,000. After the deduction of amounts receivable, cash and good will, the value of the physical property was about \$63,000. The consideration paid for the assignment was \$1,250,000 or about 20 times the value of the physical property. Another station with a replacement value of less than \$500,000 was leased for \$219,000 a year.

"The essential evidence is not complete," he declared, "but it is sufficiently complete to indicate that Congress has not succeeded in providing such regulation for radio broadcasting as is vital in the interest of the American people as a whole. Unless some action is taken, there is every indication that we may witness again the scandals in this field which we have witnessed in other fields in the past.

Reasons Cited for Probe

"A thorough and impartial investigation into the entire situation should serve among other things to establish the extent, effects and dangers of monopoly in this great field for publicity and propaganda. It should serve to determine the extent to which the elimination of private ownership and trafficking in licenses has been accomplished, and to show what further steps should be taken to limit profiteering and to protect the investor, the advertiser and the consumer. It should serve to throw light on the matter of proper program control. It should serve to determine the earnings of the industry, whether or not rates now charged are reasonable, and what contribution, if any, the industry may be fairly asked to make to the Federal treasury."

Renew "Music Hall" Program

American Home Products Corp. yesterday renewed its Hammerstein "Music Hall" series over CBS for 29 weeks, effective Aug. 6. Currently offered over 30 stations of the CBS network, the program, beginning Oct. 1, will take on an additional 14 outlets, giving it a network of 44 stations.

Panama Station Opens

Station HP5A at Panama City opened last night with various dignitaries of the Republic of Panama present. The station operates on 11,700 kilocycles and a power of 300 watts.

To Interview Bob Palmer

HOLLYWOOD, July 30.—Jerry Belcher, conductor of the NBC Blue "Our Neighbors" program, will interview Bob Palmer, RKO casting director, Sunday at Palmer's home.

FCC Denies WLW Is Having Difficulty

WASHINGTON, July 30.—Officials of the F. C. C. today denied reports that the Crosley Radio Corp. is meeting difficulties in having its experimental permit for 500,000 watts power made permanent, pointing out that regulations would not permit such action.

It was explained that the present maximum power is 50,000 watts. Authority to operate with ten times that power was granted station WLW for experimental purposes and there is now under way a study of the desirability of increasing the maximum to 50 kilowatts. Until the commission rules formally on that study, however, the station's super-power permit cannot be put on a permanent basis.

The station was recently given another extension of the temporary authority to use 500,000 watts power.

However, it is admitted in Washington, that the station has been under attack, and Representative McFarlane of Texas last week referred to it in a speech.

Commission officials pointed out that some station had to do the experimental work and that WLW, well inland, was in a good position to undertake it, both from a location and a financial viewpoint.

Cincinnati labor unions are understood to have protested to the commission recently that WLW was suppressing news of labor troubles, and it is said that similar representations have been made by the American Civil Liberties Union.

Charges of political bias, to the effect that the station showed partiality to the Republican presidential candidate, Gov. Alf Landon, in the last campaign, also have been made.

Maxon Gets Gillette Account

Maxon, Inc., has been appointed to direct the advertising for Gillette Razor Co. products. The Detroit office of Maxon will handle the business. The account formerly was handled by Maxon, which lost it to Ruthrauff & Ryan.

Boost Omaha on KOIL

OMAHA, July 30. — "Onward, Omaha" is the theme of a program being sponsored over KOIL each Monday at 4:30 P. M. by the City Improvement Council.

Sterling Joins Gardner

Ed M. Sterling, formerly with Benton & Bowles, and former president of McMullen, Sterling & Chalfont, has become account executive with the Gardner Advertising Co.

Summer Shows On the Air

CBS Symphony Orchestra

The Columbia Symphony Orchestra, one of radio's excellent musical aggregations, last night offered an eminently satisfying 45-minute period of symphony music, the first in a new limited series. Maestro Lemay conducted.

Leading off with two light compositions, "Fantasie for Strings" and Ravel's "Pavone Pour une Infante d'Enfante," the orchestra struck the midway and high-water mark with Schumann's Symphony No. 4 in D Minor. The performance concluded with Charpentier's "On Muleback," from "Impressions in Italy" and "Marche Joyeuse."

Vying with Rudy Vallee's program for listener attention, the symphony series will be the underdog in the competition, no doubt. The reflection, needless to state, is on the taste of the listener.

BANNER

Prepare Monograph On Spot Broadcasts

Details of dealer spot broadcasting and cooperative program handling will be the subject of a monograph to be issued Aug. 19 by Service Programs, Inc. The study, said to be the first of its type, will analyze the problems involved in planning, writing and arranging for dealer transcription and script programs which tie in with network broadcasts, or which are designed to do a selling job of their own. Gladys Miller will write the monograph.

"Follow the Moon" to CBS

"Follow the Moon," currently heard over NBC, will switch to CBS beginning Oct. 3. The program is under Lehn & Fink sponsorship in behalf of Pebecco Toothpaste.

Over CBS the series will be offered Monday through Friday from 5 to 5:15 P. M.

Butterworth Re-Signed

Charles Butterworth, who was a feature on the series last season, has been signed to re-join the cast of the new Packard program beginning Sept. 7, at which time the current Packard show will be replaced by a new unit starring Lanny Ross and featuring Butterworth and Ray Paige's orchestra.

Script Library to Develop Giveaways

To supply the growing demand of local and regional stations for program "giveaway" material which will make their programs more directly productive of sales, The Script Library has opened a department devoted entirely to the creation and preparation of sales promotional material.

Designed for Script Library serials, the service will be developed in connection with old programs as well as new ones. Each sales promotion plan will be an integral part of the script program for which it is planned, and will involve booklets, giveaways, cards, window displays and special continuities. The material is a separate service distinct from the Script Library, and while it may or may not be purchased for use by the stations buying scripts, it will be available in the event a sponsor would like to have it.

Federation of Radio Actors Is New Name

The American Federation of Radio Actors is the name selected yesterday for the new organization of radio performers and announcers which is scheduled to receive its A. F. of L. charter from the Associated Actors and Artistes of America in the near future.

The name of the organization was chosen at a meeting of the council of Actors' Equity Ass'n, attended by representatives of the various Four A's unions. At the same meeting, Equity surrendered to the Four A's its jurisdiction in the radio field, for which formal application will be made in the near future by the new Radio Actors' Federation, which is to be an autonomous organization. A meeting of the radio organization will be held Monday night to consider its proposed constitution.

The meeting also directed the Grand Opera Artists' Ass'n to show cause on Aug. 27 why its charter should not be revoked by the Four A's for failure to properly organize its field. If the charter is revoked it would be granted, in turn, to the American Guild of Musical Artists. The Grand Opera Artists plans a court fight to retain its charter, a spokesman said after the meeting.

Weber Predicts End For Remote Control

Speaking of the meetings now being conducted between the A. F. of M. and the representatives of radio stations and chains, recording and transcription companies, President Joseph Weber of the musicians, yesterday said: "If the negotiations fail, thousands of musicians will no longer furnish music by remote control to the radio stations, a service which up to now has cost them nothing. The federation furthermore stands ready to withdraw all musicians from recording companies and radio stations."

Campbell Quits Kenyon

Stuart Campbell has resigned as vice-president of Kenyon & Eckhardt, Inc., and will leave New York some time next month for a stay in Hollywood.

To Use LeRoy's Home

Monday's "Let's Visit" program on Mutual will originate in the home of Mervyn LeRoy in Hollywood.

Radio Personals

HENRY P. CLARK, manager of the Argentine office of McCann-Erickson, is here for a stay of a few months . . . Arthur F. Irwin, formerly secretary to the police commissioner here, has joined Monte Proser in publicity . . . Mary Small went on vacation yesterday. She will cruise to Quebec and then to Bermuda . . . Mary Margaret Banning, daughter of Margaret Culkin Banning, the novelist, joins the NBC audience mail division Monday . . .

+

Phil Spitalny's all-girl orchestra will

go into the Paramount for two weeks beginning Aug. 4. . . Jack Glenn, a March of Time director, will be interviewed on WMCA's "Grand Stand and Band Stand" Monday. . . Don Dumphy, WINS sports announcer who is now vacationing, will have six guests pinch hitting for him on his program. Dinty Doyle, radio editor of the *Journal-American*, heads the list. . . Shep Fields will have a sustaining spot over WOR during his stand at Manhattan Beach. . . Likewise set for a WOR-Mutual dance period is Ozzie Nelson who will open soon at the Astor Roof. . .

Alert.
Intelligent
and
Indispensable
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Picture
Industry

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First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 27

NEW YORK, MONDAY, AUGUST 2, 1937

TEN CENTS

Peace Is Near In AFM Row; Strike Is Out Attendance in 6 Months Over 90,000,000

Networks Will Survey, Then Talk Terms

After four days of conferences with the A. F. of M., representatives of the broadcasting chains and of individual stations have acknowledged the justice of most of Federation's demands. The acknowledgment calls off a nation-wide strike by members of the musicians' union, which had been threatened by the Federation beginning Aug. 14.

Station owners and network officials have agreed to make a survey of the situation and report back to the A. F. of M. with correctional plans by Sept. 16.

The original 14 demands presented by the A. F. of M. last Wednesday have been considerably modified due to the new accord. The principal change is in the A. F. of M.'s demand

(Continued on page 16)

Canada Day Shows Top U.S., Says Weed

Joseph J. Weed, president of Weed & Co., has returned to New York from a six-week tour of Canada, during which he made first-hand observations of the Dominion broadcasting situation.

Canada leads America in the standard of daytime programs, he reports. "Daytime programs are not treated as fill-ins or second-bests in Canada," he states. The same amount of energy and planning goes into the day hours as the evening ones. As a result there are probably more daytime listeners

(Continued on page 16)

NBC Southern Group Gets Started Today

NBC's Blue network opens full time in the south today with the formal acquisition of the 10 stations which will form the NBC Blue Southern Group. The stations will be welcomed with a dedicatory program this evening.

The stations are: WAGA, Atlanta; WDSU, New Orleans; WMPS (changed today from WMBR), Memphis; WSGN, Birmingham; WJBO, Baton Rouge; KXYZ, Houston; WROL, Knoxville; KFDM, Beaumont; KRIS, Corpus Christi, and KRGV, Weslaco.

More Radio—Pp. 16-17

See 100,000,000 Mark Reached by Year End

Average weekly theatre attendance in the United States passed the 90,000,000 mark during the first half of 1937, according to trade estimates completed yesterday. The figure will approximate, but at this time is not expected to pass, the 100,000,000 mark by the end of the year.

The gain in attendance represents an advance of approximately 10,000,000 patrons per week over the 1936 average of 83,000,000. The attendance for the year is expected to boost the total gross receipts of theatres over the billion dollar mark for the first time since 1930.

The low mark in theatre attendance was reached in 1932 with a weekly average of 60,000,000 patrons. The average was stationary in the neighborhood of 65,000,000 for the two years following, while it was estimated at 75,000,000 in 1935. The all-time high was said to have been reached in 1930 when attendance was estimated at 110,000,000 weekly. That

(Continued on page 13)

Court Delays Paying Of Fox Theatre Fund

Federal Judge Martin T. Manton on Saturday granted the petition of Hiram Steelman, trustee in bankruptcy for William Fox, delaying the payment of a three per cent dividend to creditors of Fox Theatres Corp. until Steelman files a bill of particulars with the court on claims which have been filed against the company on Fox's behalf. The court gave Steelman until Aug. 10 in which to present his bill of particulars.

Judge Manton ruled that Steelman could file claims against the company

(Continued on page 17)

Quota

By RED KANN

IT is well within the power of the British Government to do exactly as it pleases about the second ten year quota act, effective in 1938. Reasonable ear will be bent to the points of view presented by the three major arms of the industry there, but, in the final analysis, which is also the quick analysis, it is the government's point of view which will prevail. The effectiveness of any quota, or subsidy, to be plain spoken about it, is open to something beyond a reasonable doubt. In its over all aspects, certainly quota has not worked in England. It has not worked because obviously it could not work, placing a guaranteed reward, by law, on indifferent or even less meritorious effort.



However, the English cousin persists in his tenacity for which a synonym easily could be bullheadedness. There is to be another quota, win, lose or draw. And the lessons of the first nine years seem to have spent on barren results. It would appear axiomatic and extremely close to the fundamentals to realize that what makes a production industry is value caught on the celluloid. All other endeavor to generate power is a waste of time. Hollywood, of course, has ground out its own quota, and a generous one, of junk. Yet, it has also and very definitely demonstrated for years enough to mark the achievement as

(Continued on page 2)

Majors Watch Developments In Phila. Row

Selling Generally Held Up by Strike Moves

PHILADELPHIA, Aug. 1.—The outcome of the exhibitor "buyer's strike" against Paramount, which will have its first inning in Federal court here tomorrow morning when a hearing will be held on the company's application to have a restraining order against the exhibitors made permanent, is expected to have a widespread effect on new season buying and the sales terms of all exchanges, according to informed opinion here.

All Philadelphia exchanges have been watching the progress of the projected demonstration with unconcealed interest, and it is reasonable to believe that this is true also of the other large exchange centers in which similar demonstrations have been planned, such as Milwaukee, Minneapolis, Chicago, Los Angeles, Cleveland and Boston.

The psychological effect of the projected exhibitor "strike" against Paramount thus far has been a general slowing up of new season buying of any and all product throughout the territory. As a result, local exchanges have made no vigorous effort to push new season deals in the face of the buyers' apathy and selling has been confined for the most part to upstate

(Continued on page 17)

Dutch Theatres Seek Price Restrictions

By PHILIP de SCHAAP

AMSTERDAM, July 21.—A special meeting of the members of the Dutch M.P. Federation has been held for the purpose of naming a board to bring about the regulation of admission prices in Dutch theatres.

The aim of the group is to oppose extremely low admissions and to fix an economically justified minimum

(Continued on page 17)

Animal Cruelty Bill Approved in England

LONDON, July 22.—The Cinematograph Films (Animals) bill has passed its third reading in the House of Lords, and becomes law immediately after the formality of the Royal Assent.

The measure prohibits the exhibition of films portraying cruelty to animals and of subjects involving such cruelty in the course of production, even if it is not revealed on the screen.

Summer Doldrums Flatten Key Takes to \$1,286,472

Mid-summer doldrums bore down on key city grosses during the second and third weeks of July in spite of the fact that some big pictures have been flirting with records in spots.

The total for the week ending July 16-17 was \$1,258,802 for 137 houses in 24 key centers. This was \$56,681 below the previous week. For the week ending July 23-24 the total was \$1,286,472, a slight recovery, but still well below the May, June and early July figures.

Comparative grosses will be found on page 14.

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MARTIN QUIGLEY

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Legion Approves All Of 10 New Pictures

All of the 10 new pictures reviewed and classified by the National Legion of Decency in its list for the current week were approved, seven for general patronage and three for adults. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Bulldog Drummond at Bay," "Empty Holsters," "Flying Fists," "Paradise Isle," "Riders of the Dawn," "The Two of Us," "Windjammer." Class A-2, Unobjectionable for Adults—"Footloose Heiress," "Stella Dallas," "Truxa" (German).

Heffner in New Haven

NEW HAVEN, Aug. 1.—Roy Heffner, Bank Night representative, is here trying to call a general meeting of exhibitors for the purpose of discussing ways of restoring the prize giveaway. It was stopped recently following the fining of an exhibitor by Judge Carl Foster in Superior Court.

Zeppelin Erpi Manager

Baron H. von Zeppelin, a member of the German family prominent in airship development, has been named manager of Erpi's recording activities in Japan.

Purely Personal

CARL LAEMMLE, Sr., J. ROBERT RUBIN, MORTON A. SPRING and MRS. SPRING, SIMONE SIMON, LILY DAMITA, VIC OLIVER and MRS. OLIVER will arrive today on the *Normandie*.

HERBERT WILCOX plans to stay here only about a week more and then return to London. ERIC FREDMAN, his sales manager and also here, is the son of ERNEST W. FREDMAN, editor of *The Daily Film Renter*, London trade paper.

LEO SPITZ arrives from the coast and Chicago today. A. H. McCausland and W. T. MERRILL are expected back from the conferences at the RKO Radio studio today or tomorrow.

C. L. STONG, sales promotion manager for Erpi, has gone to Colorado Springs to stage a demonstration of equipment at the National Theatres convention.

STANTON GRIFFIS, chairman of the Paramount executive committee, leaves Wednesday on the *Normandie* for a vacation in Europe.

CHRIS DUNPHY, Paramount studio publicity head, is due back from a European vacation tomorrow on the *Aquitania*.

LESTER THOMPSON, Advertising Advisory Council head, is due back today from a vacation spent in San Francisco.

KENNETH THOMSON, Screen Actors Guild secretary, plans to remain in New York another week.

DAVE PALFREYMAN returned over the week end from a vacation in Maine.

NED E. DEPINET heads for Schroon Lake next weekend.

LILLIAN HELLMAN is in New York from Hollywood.

JULES LEVY may go to Hollywood shortly.

... Baltimore

J. LOUIS ROME, Associated Theatres' president, is enjoying golf this summer.

WILLIAM SCHEULE has gone from Belnord to Circle, Annapolis, Md., succeeding JIMMY GREEN, who has gone to Europe with his wife, daughter of the late HARRY SCHWALBE; GEORGE RUMMEL goes to the Belnord from the Fulton; JOE SLADE goes to the Fulton from the Gwynn; WILLIAM LIEBECK moves up from assistant at Patterson to manager of Gwynn; GUS MORTON to Grand as assistant from Red Wing; WILLIAM DEAN to Patterson as assistant from Grand; HERBERT HARTMAN to Boulevard as assistant from Ambassador exchanging with EDDIE FISHER to Ambassador from Boulevard as assistant.

DOLORES SLAINE, New Essex theatre cashier, and MICHAEL COLLIN are engaged to marry.

HENRY HORNSTEIN, Diane manager, will supervise improvements on his theatre to be closed from July 27 to 31. It will reopen with first run policy.

Quota

(Continued from page 1)

something beyond the pale of accidents or good luck that it leads the world as the master craftsman in the art, accomplishment, trick of producing quality motion pictures.

Opposed, as we are, to the hilt to forced draught methods, which a quota by statute is, it is, nevertheless, apparent even prior to the enactment of England's second Films Act that progress in rehabilitating production there will come only on an arrangement predicated on quality. England and any other country may compel producers to make quota films. It may compel exhibitors to play those films, but the measure by which the girth of its production career must be finally judged is simple as what follows:

"How good is the product?"

Local 306 Tries Two Sit-In Strikes Here

A new strategy in bringing non-union theatres into the fold was believed to have been employed by Local 306 in the projectionists' "sit-in" demonstration at two Manhattan houses last Friday night, which was settled over the weekend on a basis satisfactory to Local 306.

The sit-ins occurred at the Greenwich and Schuyler where the projectionists were not members of 306 but did have membership applications on file. At both houses the show was stopped in mid-evening, Friday, from the booth, where the projectionists protested from behind locked doors against their alleged unfavorable working conditions, while 306 pickets appeared simultaneously on the outside. The houses were closed for the night. It was said that the projectionists had sufficient provisions to remain in the booths for a week.

Under the settlement the projectionists receive an immediate wage increase and a 30-day period was agreed upon for the negotiation of other complaints. At Local 306 it was stated that the projectionists would be admitted to membership at once.

Drake Goes to Frisco

HOLLYWOOD, Aug. 1.—Whitford Drake, Erpi president, has gone to San Francisco. He leaves Sunday from there for New York, from where, after a brief stay, he will sail for Europe on a six-week vacation.

Buy "Passport Husband"

HOLLYWOOD, Aug. 1.—Twentieth Century-Fox has purchased Hilda Stone's original, "The Passport Husband." The author is the wife of John Stone, associate producer.

Sign Violin Virtuoso

HOLLYWOOD, Aug. 1.—Sandra Mazel, four-year-old violin prodigy, has been signed to a term contract by M-G-M. No assignment has been given the girl.

Hecht and MacArthur Replies Are Ordered

N. Y. Supreme Court Justice Aaron Steuer on Saturday directed Ben Hecht and Charles MacArthur to file verified bills of particulars within 15 days in the \$62,500 damage suit brought against them by Constance Bennett and ordered the defendants to appear in N. Y. Supreme Court on Sept. 20 for examinations before trial. Miss Bennett asks the return from the defendants of \$2,500 which she says she paid them in December, 1935, in connection with an agreement to do a scenario for her, and for \$60,000 damages.

Order Ends Brooklyn Case

A final order of consummation of the reorganization plan for the Flatbush & Nevins St. Corp., owner of the Fox Brooklyn, was signed on Saturday by Federal Judge William Bondy. The new company was organized to take over the assets of the bankrupt Brooklyn Fox Corp. The court appointed Si Fabian, Cornelius J. Smith and Rae Okun voting trustees for the capital stock.

Four Companies Formed

ALBANY, Aug. 1.—Four amusement companies have been formed here, as follows:

Idamin Amusement Corp., New York, for exhibition, by Samuel Lent, Jacob Greenfield, Inez Horowitz.

Tonawanda Star Theatre Corp., Tonawanda, for exhibition, by Leonce Sinay, Sara Sinay, Marvin Atlas.

Avondale Theatre Corp., North Tonawanda, for exhibition, by Leonce Sinay, Sara Sinay, Marvin Atlas.

Technifol Laboratories, Inc., New York, for special film effects, by Dorothy A. Roden, Marion H. Seixas, Edna Rankin.

The Leicester Amusement Co., Inc., Leicester, N. Y., has been dissolved.

Republic After Names

HOLLYWOOD, Aug. 1.—Republic is after name players and directors. Its next two pictures will have James Cruze and George Nichols, Jr., as directors.

"Treasure Hunt," with Richard Cromwell and Helen Mack in the leading roles, will be directed by Cruze.

Nichols will direct "Portia on Trial," Faith Baldwin novel, for which Freida Inescort has been signed to play the part Mary Pickford turned down.

Mrs. Chakeres Improves

SPRINGFIELD, O., Aug. 1.—The condition of Mrs. Phil Chakeres, wife of the Springfield exhibitor and circuit head, is greatly improved after two months of hospitalization and treatments by a Johns Hopkins specialist.

Miss Churchill Cast

HOLLYWOOD, Aug. 1.—Marguerite Churchill, Broadway stage player under contract to Columbia, has been added to the cast of "The Awful Truth," co-starring Irene Dunne and Cary Grant.

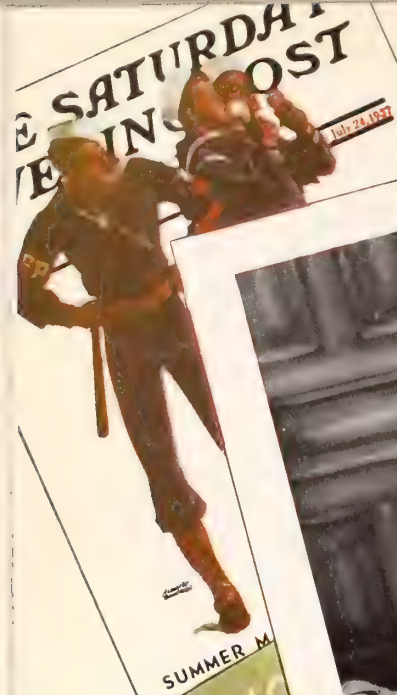
Krafft to Do "Shadow"

HOLLYWOOD, Aug. 1.—John Krafft is at Grand National to write an original screenplay for the second of "The Shadow" series.



Samuel Goldwyn
introduces
"Stella Dallas"
to
America's
millions!

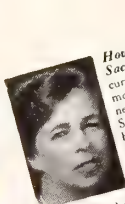




Barbara Stanwyck in her greatest role as "Stella Dallas" in Samuel Goldwyn's new production

Stella Dallas Inspires a Discussion of a Mother's Vital Problem

BY
MRS. FRANKLIN D.
ROOSEVELT



How Much Should a Mother Sacrifice? Mother love is a very curious thing. Some women are born mothers even though they may never have children of their own. Some women, though any number of children, never really understand a certain type of mother love.

I was brought up on the saying that few women are both good wives and good mothers, that most women either give all to their children, and others give too much to their children, and the household revolves around them, while the husband and his interests are more or less neglected.

I believe that when one's children are really small a mother should give them the greatest devotion and attention. As they grow older, however, she should never sacrifice except in the big things which are necessary for the children's development. She has got to be able to live her own life after her children are grown and have turned from her to lives of their own. Therefore, it is important that she should not drop her interests com-

pletely, for she must not force them in later life to make too great a sacrifice for her. In the big things, I think a mother usually does sacrifice for her children, but I think she should always do it with her eyes wide open. For instance, many a woman whose married life has been unhappy has continued to live with her husband because of the children, and if both parties are big enough so that they can make the home atmosphere gracious, the sacrifice is probably worth while. If not, I think most children would agree that the home where ill feeling and constant bickering reign is no home at all.



Barbara Stanwyck, John Boles, Anne Shirley in "Stella Dallas"

Sometimes it is a question not of whether you should make a sacrifice, but of whether you can make a big enough one to make it worth while. A mother should remember that what sacrifices she makes, she must never expect to be repaid in kind, for probably the children will tell her some day that the sacrifice was not to their liking! She had best forget that she has ever made what she does, she does because she wants to do it, and that as far as in her lies, she will give the children, while they are young, a wise discipline, and a great love. When they are old enough to get out, and stand their own experiences, she will let them go, hoping they will return to her when they need companionship and sustenance and that she has given them strength and courage enough to meet the world on their own.

Watch for Samuel Goldwyn's "Stella Dallas," coming soon to your motion picture theatre



While you're reading this ad, almost 30,000,000 magazine readers are figuratively looking over your shoulders—waiting to respond at box offices!...It's another example of guaranteed showmanship for a guaranteed smash hit!

Samuel Goldwyn presents

STELLA DALLAS

with BARBARA STANWYCK
JOHN BOLES • ANNE SHIRLEY

ALAN HALE • BARBARA O'NEIL • Written by OLIVE HIGGINS PROUTY
Dramatization by HARRY WAGSTAFF GRIBBLE and GERTRUDE PURCELL
Directed by KING VIDOR • Released thru UNITED ARTISTS

Released
Aug. 6th

STOP

Here at Last is . . .

"DEAD END"



SYLVIA SIDNEY



JOEL McCREA



HUMPHREY BOGART



CLAIRE TREVOR



ALLEN JENKINS



WENDY BARRIE

Samuel Goldwyn's

most exciting picture of the most
exciting city in the world with the
most compelling cast that ever
enacted an inspired drama!

Released
AUGUST 27th

DEAD END

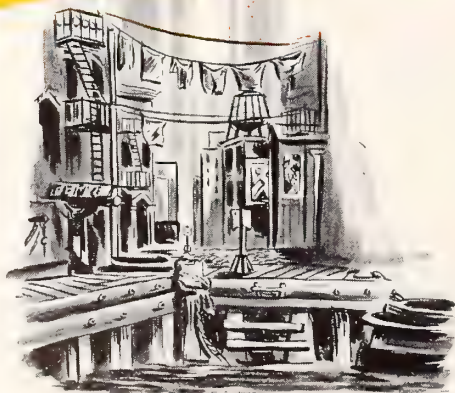
starring

SYLVIA SIDNEY

and JOEL McCREA

with HUMPHREY BOGART

WENDY BARRIE • CLAIRE TREVOR • ALLEN JENKINS



Based on the play by Sidney Kingsley • As produced by Norman
Geddes • Screenplay by Lillian Hellman • Directed by WILLIAM WYLE

RELEASED THRU UNITED ARTISTS



... AND THOSE AMAZING BOY ACTORS FROM THE NEW YORK STAGE PLAY H

I NEVER DID THIS BEFORE

by Ben Hecht

I've always had the notion that the theatre could hit harder than the screen, bounce higher, say more and dig deeper.

After an hour and a half look at Mr. Goldwyn's production of "Dead End", I entered Mr. Goldwyn's office with head hung and ready to join the true faith, and murmur that I may have been wrong.

It is perhaps unfair to the stage to use the picture "Dead End" as a spokesman for the cinema-side. Because this opus as put on the screen by Mr. Goldwyn's troupe of geniuses is as good a movie (the word 'movie' is anathema to Mr. G.) as Hollywood has ever produced.

It is a more unflinching, undecorated and brilliant attack on the emotions than any stage play, including its own Broadway origin, I've seen in years.

Odd though it is to find one's self writing a blurb for a Goldwyn picture, it's my own fault, not Mr. G.'s. Among the things I did when I broke down and begged Mr. G.'s pardon for not having adored the art of the cinema before, was ask his permission to square myself with the Muses by coming out once flat-footed with a Hosannah for a movie.

Mr. G. graciously granted me this permission and here is my Hosannah—seventy trumpets strong and all pealing "Dead End" is a knockout.

These Great Names

BRING NEW
GREATEST
STORY EV

*Selznick International
presents*

R O N A L D
C O L M A N

IN

THE
PRISONER



GLORY TO THE
ADVENTURE
ER TOLD!...



OF *Zenda*

WITH
MADELEINE CARROLL
DOUGLAS FAIRBANKS, Jr.
MARY ASTOR • C. AUBREY SMITH
DAVID NIVEN • RAYMOND MASSEY

Based on Edward Rose's dramatization of Anthony Hope's novel

Produced by

DAVID O. SELZNICK • JOHN CROMWELL

Directed by

Released **SEPT. 3rd**

Released thru **UNITED ARTISTS**

WARNER BAXTER

SEPT. 17TH

RELEASED

"Walter Wanger's"

OGILVIE



HELEN VINSON
JEROME COWAN

Directed by IRVING CUMMING

and JOAN BENNETT *in*



in Technicolor

Hats off to the show of the century! Walter Wanger creates the biggest flash news event in entertainment since the curtain went up on Ziegfeld's first famous "Follies". New standards in gorgeous beauty... set by The Most Photographed Girls in the world! A new idea in musical stories... written by the authors of "Boy Meets Girl". New rhythms in love songs... wait 'til you hear "That Old Feeling" and "Lovely One". New color glamour from the new and perfect Technicolor. And above all... new box-office highs when you play it!

MISCHA AUER • ALAN MOWBRAY

and those WALTER WANGER MODELS *"the most photographed girls in the world"*

Screenplay by SAMUEL & BELLA SPEWACK Released thru UNITED ARTISTS

These U. A. Releases Speak For Themselves

Aug. 6 **"STELLA DALLAS"**

Produced by Samuel Goldwyn. **BARBARA STANWYCK, JOHN BOLES, ANNE SHIRLEY.** Directed by King Vidor.

Aug. 27 **"DEAD END"**

Produced by Samuel Goldwyn. **SYLVIA SIDNEY, JOEL McCREA, HUMPHREY BOGART, WENDY BARRIE,** Claire Trevor, Allen Jenkins and "the Dead End kids from the original New York stage cast." Based on the play by Sidney Kingsley as produced by Norman Bel Geddes. Directed by William Wyler.

Sept. 3 **"THE PRISONER OF ZENDA"**

Produced by David O. Selznick. **RONALD COLMAN, MADELEINE CARROLL, DOUGLAS FAIRBANKS, Jr., MARY ASTOR,** C. Aubrey Smith, David Niven, Raymond Massey. Directed by John Cromwell.

Sept. 17 **"Walter Wanger's
VOGUES of 1938"**
(In Technicolor)

Produced by Walter Wanger. **WARNER BAXTER, JOAN BENNETT,** Helen Vinson, Mischa Auer and the **WALTER WANGER MODELS.** Directed by Irving Cummings.

Sept. 24 **"52nd STREET"**

Produced by Walter Wanger. **IAN HUNTER, LEO CARRILLO, PAT PATTERSON, ELLA LOGAN, SID SILVERS, ZASU PITTS, JACK WHITE,** Marla Shelton, Dorothy Peterson, Collette Lyons, Al Shean and **KENNY BAKER.** Directed by Harold Young.

Oct. 8 **"I MET MY LOVE AGAIN"**

Produced by Walter Wanger. **JOAN BENNETT, HENRY FONDA,** Alan Buxter, Alan Marshall, Louise Platt. Directed by Joshua Logan and Arthur Ripley.

Oct. 15 **"THE DIVORCE OF LADY X"**
(In Technicolor)

Produced by Alexander Korda. **MERLE OBERON, LAURENCE OLIVIER.** Directed by Tim Whelan.

Oct. 22 **"STAND-IN"**

Produced by Walter Wanger. Clarence Budington Kelland's Sat. Eve. Post Story. **LESLIE HOWARD, JOAN BLONDELL, HUMPHREY BOGART.** Directed by Tay Garnett.

Oct. 29 **"THE ADVENTURES OF
TOM SAWYER"**
(In Technicolor)

Produced by David O. Selznick. Mark Twain's immortal classic. **TOMMY KELLY, JACKIE MORAN, WALTER BRENNAN, BEULAH BONDI.** Directed by Norman Taurog.

Nov. 5 **"MUTINY IN THE MOUNTAINS"**
(In Technicolor)

Produced by Alexander Korda. **SABU,** sensational child star of "Elephant Boy", **VIVIEN LEIGH, PAUL LUKAS, RAYMOND MASSEY.** Directed by Zoltan Korda.

Nov. 10 * **"THE HURRICANE"**
By the authors of "Mutiny On The Bounty"

Produced by Samuel Goldwyn. **DOROTHY LAMOUR, JON HALL, MARY ASTOR, C. AUBREY SMITH, RAYMOND MASSEY.** Directed by John Ford.

Nov. 12 **"THE ADVENTURES OF
MARCO POLO"**

Produced by Samuel Goldwyn. **GARY COOPER, SIGRID GURIE, ERNEST TRUEX, BASIL RATHBONE, DAVID NIVEN.** Directed by Archie Mayo.

Nov. 19 **"NOTHING SACRED"**
(In Technicolor)

Produced by David O. Selznick. **CAROLE LOMBARD, FREDRIC MARCH, CHARLES WINNINGER, WALTER CONNOLLY.** Directed by William Wellman.

Dec. 25 **"THE GOLDWYN
FOLLIES"**
(In Technicolor)

Produced by Samuel Goldwyn. **ZORINA, ADOLPHE MENJOU, RITZ BROS., HELEN JEPSON, PHIL BAKER, EDGAR BERGEN** and "CHARLIE McARTHUR", **BOBBY CLARK, CHARLES KULLMAN, GEORGE BALANCHINE'S AMERICAN BALLET** and **THE GORGEOUS GOLDWYN GIRLS.** Directed by Geo. Marshall.

Watch for Your Copy of "The Book of the Year"

Attendance in 6 Months Over 90,000,000

(Continued from page 1)

figure, however, while widely accepted by the public, was discounted within the industry.

A gain of approximately 500 theatres either new or reopened, is estimated for 1937 over 1936. The addition of theatres, however, is held to have but little effect on the gain in attendance. The improved business status of the nation is credited with any significant gain registered, as a result of which not only new patrons are gained for the theatre but regular patronage is enabled to attend with greater frequency.

Film rentals, on the basis of the new estimated attendance and gross figures, are expected to approximate between \$350,000,000 and \$400,000,000 for the current year.

Cooper Forms Company

HOLLYWOOD, Aug. 1.—Splitting away from his partner, George Randol, colored writer-director, Ralph Cooper, colored actor, has launched his own company, Million Dollar Prod., and this week starts the first of a series of features aimed at Negro patronized houses. As Randol-Cooper Prod., they produced together "Dark Manhattan."

Harry Fraser will direct the first "Bargain with Bullets." The cast will include Cooper, Frances Robinson, Teresa Harris, Clarence Brooks, Edward Thompson, Etta McDaniel and Les Hite and his band.

Shift San Antonio Men

SAN ANTONIO, Aug. 1.—Paramount Branch Manager L. W. McClintock has shifted several men. George Gaughan goes to the Oklahoma City staff as salesman; Tom Bridges has been promoted from booking manager to salesman to succeed Gaughan; Bill Kroeger has been promoted from assistant booker to booking manager; William Rau has been transferred from ad sales manager to assistant booker; Dickie Betts has been forwarded from head shipper to advertising sales manager; Leo Moody has been promoted from assistant shipper to head shipper, and Tom Donahue has moved up from the accounting department to assistant ad sales manager and assistant shipper.

Shift Fabian Managers

ALBANY, Aug. 1.—A management shakeup among theatres of the Fabian circuit in the Albany district puts Harry Black, manager of the Palace here, in charge of Proctor's in Troy. From Hermanus Bleeker Hall, Alex Sayles is being transferred to the Palace in place of Black and will have general supervision of the house as well as serving as advertising manager. He will be assisted by George Lofink as house manager.

Wilson Leaves London

LONDON, July 22.—Sir Victor Wilson, K.B.E., president of the M. P. Distributors of Australia, has left for Paris, on his return journey after a tour of British studios.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Blonde Trouble"

(Paramount)

HOLLYWOOD, Aug. 1.—Although manufactured at a cost coming to be commonly interpreted as earmarking a picture for "also ran" ranking on a double bill, this edition of the Ring Lardner-George S. Kaufman hit of yesteryear, "June Moon," has something more than an even money chance of fooling the price-tag experts if permitted to break with the field. A Glendale audience which had just seen "Captains Courageous" and came to this picture unapprised of title, antecedents or budgetary intimations, laughed happily in all of the proper places, which are many, and went out talking about the picture and singing the key tune.

There is abundant explanation of this. The Lardner-Kaufman idea, refurbished and remodeled but not lost by Lillie Hayward in writing the present screenplay, is as good as it ever was, if not, under the beneficent influence of radio-wrought interest in song writers, better. The performance of the bush league lyricist by Johnny Downs is as fine a piece of light comedy as has come out of any camera at any price in quite some while. The lines and business are bright and their handling by Lynn Overman, Benny Baker, William Demarest, El Brendel, John Patterson and Eleanor Whitney, who is billed on top but has little to do, is adroit, fresh and effective. Director George Archainbaud keeps the action brisk and interest taut throughout, managing, even, to accommodate a couple of more or less interpolated vaudeville acts without stopping the story.

It will be remembered that the rural hero of the comedy is an amateur song writer who comes to the city with much confidence and some money, is taken in tow by the sophisticates of Tin Pan Alley on the latter count and, ultimately and to his own and everybody's surprise, turns out a hit tune that solves all of his accrued problems and leads to the happy ending. The tune is "It Was All in Fun," written by Burton Lane and Ralph Freed, and is likely to come in for quite an airing on the networks.

Running time sixty-seven minutes. "G."

Overseas Previews

"Action for Slander"

(London Films-United Artists)

LONDON, July 22.—Good story values, excellent suspense and some very effective acting, all slightly reduced in appeal by a suggestion of anti-climax in a finale which might have been outstanding mark "Action for Slander." Comedy relief in this scene, admirable in itself, is also slightly out of character. As a whole, good audience material, with the discount that the dialogue is very English and the social atmosphere still more so.

Major George Daviot, at a country house party, is accused of cheating at poker by a drunken fellow-guest. The accusation is supported by Capt. Bradford, fellow-officer of the major, who suspects Daviot, justifiably, of an intrigue with his wife. Daviot is persuaded against taking legal action by other members of the party, who are afraid of newspaper publicity. Through a whispering campaign he becomes a social pariah and is on the point of suicide when his wife, who has left him on account of the intrigue with Mrs. Bradford, returns and persuades him to take action for the sake of her reputation. In court, Daviot's counsel stages a repetition of the card game and proves that it was physically impossible for him to cheat in the way alleged.

Tim Whelan's direction is very skillful. His comedy relief is excellent, although Morton Selten's humorous picture of the testy judge, a gem of characterization, reduces the effectiveness of the court scene, which is not convincing anyway. Clive Brook, Ann Todd, Margaretta Scott, Anthony Holles, Ronald Squire, Francis Sullivan and Arthur Margetson are the principals, all well cast.

It has exploitation value in the situation of a man hounded to desperation by gossip and convicted by circumstantial evidence of something of which he is guiltless.

Running time, 80 minutes. "A."

ALLAN

Shifts Publicity Setup

SPRINGFIELD, O., Aug. 1.—Kroger Babb, publicist for the Chakares-Warner Theatres here, has shifted his de-

partment. Louise Brooks has been named secretary and assistant to Babb, and Angela Powers, Mary Washburn and Garnet Judy are handling publicity and advertising.

Short Subjects

"The Eagle's Revenge"

(William Steiner)

Some fine mountain scenery is introduced in this number and in some of the short scenes suspense is built up strongly. Two forest rangers viewing the surrounding countryside through glasses see various things—a woman in bathing, a puma chasing her, mountain goats and other animal life. The story builds as one of them steals young eagles out of a nest and in revenge an eagle steals a child. This is obviously faked, but the picture is interesting nevertheless. Running time, 18 mins.

"Montague the Magnificent"

(Educational)

A comedy with the old story of the department store employe as the "goat" who is "fired" by the boss for every complaint that comes in, but with the additions to its advantage of Bert Lahr as the man who gets "fired" and the twist of the man's desire for a screen career. He is hooked by a fake screen contest, goes to a studio and proceeds to wreck a picture in production. The comedy has its moments.

Running time, 18 mins. "G."

"Popular Science"

(Paramount)

A few things Ripley has missed are shown. One machine in the sunlight supplies hot water for the house and another that looks pretty much like it keeps the icebox cold. All the owner has to do is hope for clear skies. Another man pours liquid air on mercury and freezes it. He pours some more on aluminum powder and there's an explosion. Then he drinks some and blows steam out of his mouth and nose. Cinecolor adds to the interest. Running time, 11 mins. "G."

"Live Alone" Writer Set

HOLLYWOOD, Aug. 1.—F. Hugh Herbert is scripting Faith Baldwin's treatment of "Live Alone and Like It," the Marjorie Hillis best seller which Universal will produce.

Wall Street

Fractional Gains on Board

	High	Low	Close	Net Change
Columbia	29 1/4	29 1/4	29 1/4	— 1/4
Consolidated, pfd. 13 1/4	13 1/4	13	13 1/4	+ 3/4
Eastman Kodak... 180	180	180	180	
General Theatre				
Equipment	24	24	24	
Loew's, Inc. 84 1/2	84 1/2	84 1/4	84 1/4	— 1/4
Paramount	22 1/2	22	22 1/2	+ 1/2
Paramount 2 pfd. 20 1/4	20 1/4	20	20 1/4	+ 1/2
Pathe Film	9 1/2	9 1/2	9 1/2	— 1/4
RKO	8 1/4	8 1/4	8 1/4	+ 1/4
20th Century-Fox. 36 1/4	36 1/4	36 1/4	36 1/4	— 1/4
Warner Bros. 14 1/4	14 1/4	14 1/4	14 1/4	+ 1/2

G. N. Up Slightly on Curb

	High	Low	Close	Net Change
Grand National...	3 1/8	3 1/8	3 1/8	+ 1/8

Para. Bonds in Small Advance

	High	Low	Close	Net Change
Loew's 3 1/2s '46...	99 1/2	99 1/2	99 1/2	
Paramount '47.....	93	93	93	+ 1/2
Warner Bros. 6s				
'39 wd.....	95	95	95	

(Quotations at close of July 31.)

"Winkie" and Harlow Sock Twin Cities

MINNEAPOLIS, Aug. 1.—"Wee Willie Winkie," with a Major Bowes stage unit at the Minneapolis Orpheum, and "Saratoga," at the Minnesota overcame the usual "circus week" doldrums in the Twin Cities and brought the largest grosses for many weeks.

"Wee Willie" drew \$14,000 against the usual \$6,000 while "Saratoga" made \$19,200 in nine days at the Minnesota where \$10,000 is normal for a week. Large grosses were made at tremendous matinees and the Orpheum was aided by a price boost. The week was exceptional despite a two-day stand of Barnum & Bailey and the institution of night baseball in the Twin Cities.

In St. Paul, "Captains Courageous" played to an \$8,500 gross at the Paramount where \$5,500 is normal even though that city also saw the circus for a day and night baseball got underway for the first time.

Total first run business in Minneapolis was \$41,600. Average is \$27,000. Total first run business in St. Paul was \$15,600. Average is \$15,000.

Estimated takings:

Minneapolis:

Week Ending July 29:

"SARATOGA" (M-G-M)
MINNESOTA—(4,000), 25c-55c, 9 days.
Gross: \$19,200. (Average, 7 days, \$10,000)
"WEE WILLIE WINKIE" (20th-Fox)
ORPHEUM—(2,900), 25c-55c, 7 days.
Stage: Major Bowes unit. Gross: \$14,000.
(Average, \$6,000)

"EASY LIVING" (Para.)
CENTURY—(1,600), 25c-40c, 7 days, 2nd week.
Gross: \$3,500. (Average, \$3,500)

Week Ending July 28:

"MEET THE MISSUS" (RKO)
"LAST TRAIN FROM MADRID" (Para.)
STATE—(2,400), 25c-40c, 7 days. Gross: \$2,900. (Average, \$5,500)

Week Ending July 30:

"TALES FROM THE VIENNA WOODS" (Foreign)
WORLD—(400), 25c-35c, 7 days. Gross: \$2,000. (Average, \$2,000)

St. Paul:

Week Ending July 29:

"CAPTAINS COURAGEOUS" (M-G-M)
PARAMOUNT—(2,300), 25c-40c, 7 days.
Gross: \$8,500. (Average, \$5,500)
"SINGING MARINE" (W. B.)
ORPHEUM—(2,000), 25c-40c, 7 days.
Gross: \$3,000. (Average, \$4,000)

Week Ending July 28:

"CASE OF THE STUTTERING BISHOP" (F. N.)
"IT CAN'T LAST FOREVER" (Col.)
RIVIERA—(1,000), 25c-40c, 7 days. Gross: \$2,300. (Average, \$3,500)
"ON AGAIN OFF AGAIN" (RKO)
"WHITE BONDAGE" (W. B.)
TOWER—(1,000), 25c-35c, 7 days. Gross: \$1,800. (Average, \$2,000)

Study Teaching Films

LONDON, July 22.—A summer course for teachers in the use of educational films has opened at the Institute of Education, with Kenneth Lindsay, Parliamentary Secretary to the Board of Education, performing the inaugural ceremony. During two weeks there will be lectures and demonstrations on the application of films to teaching.

Change "Hotel" Title

HOLLYWOOD, Aug. 1.—Warner Brothers has changed the title of "Hollywood Hotel" to "Hollywood Band Wagon," but indications are that it is only a temporary title.

M-G-M also has changed the name of "Black Lightning" to "Bad Guy."

Summer Doldrums Flatten Key Takes to \$1,286,472

Comparative grosses for the latest available periods:

Week Ending July 23-24		Week Ending July 16-17	
No. Theatres	Gross	No. Theatres	Gross
Boston	7	7	\$67,500
Buffalo	5	5	36,700
Chicago	8	8	117,500
Cincinnati	7	7	42,900
Cleveland	5	5	43,750
Denver	6	6	33,500
Detroit	6	6	74,300
Houston	4	4	27,100
Indianapolis	4	4	23,200
Kansas City	6	5	36,300
Los Angeles	10	10	83,952
Milwaukee	6	5	31,000
Minneapolis	5	5	27,300
Montreal	4	4	25,000
New Haven	4	4	14,500
New York	7	9	223,900
Oklahoma City	4	3	11,500
Omaha	3	3	18,700
Philadelphia	8	7	65,300
Pittsburgh	5	5	46,300
San Francisco	8	8	85,700
St. Paul	4	4	13,500
Seattle	7	7	35,800
Washington	7	6	73,600
140	\$1,286,472	137	\$1,258,802

Key cities grosses from September to the week ending July 23-24:

No. Theatres	Gross
Sept. 4-5	163 \$1,747,748
Sept. 11-12	173 2,090,144
Sept. 18-19	176 1,806,350
Sept. 25-26	177 1,744,332
Oct. 2-3	177 1,705,308
Oct. 9-10	175 1,625,287
Oct. 16-17	174 1,780,168
Oct. 23-24	175 1,690,044
Oct. 30-31	177 1,625,216
Nov. 6-7	178 1,629,560
Nov. 13-14	180 1,711,209
Nov. 20-21	180 1,654,312
Nov. 27-28	176 1,568,247
Dec. 4-5	176 1,946,078
Dec. 11-12	172 1,613,087
Dec. 18-19	176 1,568,151
Dec. 25-26	173 1,316,371
Jan. 1-2	178 2,037,040
Jan. 8-9	175 2,262,950
Jan. 15-16	174 1,674,774
Jan. 22-23	170 1,793,041
Jan. 29-30	151 1,554,610
Feb. 5-6	154 1,598,645
Feb. 12-13	166 1,621,731
Feb. 19-20	169 1,621,495
Feb. 26-27	168 1,849,622
Mar. 5-6	169 1,596,679
Mar. 12-13	168 1,673,999
Mar. 19-20	171 1,626,240
Mar. 26-27	174 1,513,717
April 2-3	175 2,008,743
April 9-10	178 1,815,850
April 16-17	180 1,716,387
April 23-24	176 1,718,379
April 30-May 1	175 1,714,841
May 7-8	167 1,505,702
May 14-15	168 1,590,530
May 21-22	163 1,527,579
May 28-30	169 1,471,862
June 4-5	171 1,466,911
June 11-12	141 1,295,708
June 18-19	139 1,250,325
June 25-26	138 1,360,751
July 2-3	137 1,319,381
July 9-10	139 1,315,153
July 16-17	137 1,258,802
July 23-24	140 1,286,472

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"Saratoga" Is Detroit Top; Gets \$15,000

DETROIT, Aug. 1.—"Saratoga" turned in the best showing of the week by piling up \$15,000 at the United Artists. This topped normal by \$5,000.

Two other spots made good showings. "Between Two Women," with a stage show, reached \$23,500, up by \$3,500, at the Michigan, and "Under The Red Robe," also with a show, was \$3,000 over the line on a take of \$23,000 at the Fox.

Total first run business was \$79,700. Average is \$70,000.

Estimated takings for the week ending July 29:

"ELEPHANT BOY" (U. A.)
"WESTBOUND LIMITED" (Univ.)
ADAMS—(1,770), 10c-40c, 7 days. Gross: \$5,200. (Average, \$5,000)
"UNDER THE RED ROBE" (20th-Fox)
FOX—(5,100), 15c-75c, 7 days. Stage: 3 Stooges, Eddie Lughton, Novak & Fay, Jess Libonati Trio, the Kitaros. Gross: \$23,000. (Average, \$20,000)
"BETWEEN TWO WOMEN" (M-G-M)
MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Mae Questelle, Harry Foster Welch, Rio Bros., 7 Variety Gambols, Jean Devereaux & Co. Gross: \$23,500. (Average, \$20,000)
"LAST TRAIN FROM MADRID" (Para.)
"EVER SINCE EVE" (F. N.)
STATE—(3,000), 10c-40c, 7 days. Gross: \$4,500. (Average, \$5,000)
"SARATOGA" (M-G-M)
UNITED ARTISTS—(2,070), 15c-65c, 7 days. Gross: \$15,000. (Average, \$10,000)
"CAPTAINS COURAGEOUS" (M-G-M)
MADISON—(2,000), 15c-65c, 3d week. Gross: \$9,500. (Average, \$10,000)

"Saratoga" Denver Smash with \$14,000

DENVER, Aug. 1.—"Saratoga" packed the Orpheum all week and more than doubled average on a take of \$14,000. It was held for another three days, the only available time because of a stage show booking.

"Wee Willie Winkie" also was a smash at the Denver with a take of \$12,500. It was moved to the Aladdin. After getting \$4,000 at the Aladdin "Knight Without Armor" was moved to the Broadway.

Total first run business was \$26,900. Average is \$27,000.

Estimated takings for the week ending July 28:

"KNIGHT WITHOUT ARMOR" (U. A.)
ALADDIN—(1,500), 25c-40c-50c, 7 days. 2nd week. Gross: \$4,000. (Average, \$3,000)
"DAVID HARUM" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 7 days. Gross: \$2,500. (Average, \$2,000)
"EASY LIVING" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days, 2nd week. Gross: \$4,000. (Average, \$5,000)
"WEE WILLIE WINKIE" (20th-Fox)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$12,500. (Average, \$7,500)
"SARATOGA" (M-G-M)
"MARRIED BEFORE BREAKFAST" (M-G-M)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$14,000. (Average, \$6,000)
"MELODY FOR TWO" (W. B.)
"DRAEGERMEN COURAGE" (F. N.)
PARAMOUNT—(2,000), 25c-40c, 7 days. Gross: \$2,500. (Average, \$3,500)

Cresson Smith, Jr., Quits

PITTSBURGH, Aug. 1.—Cresson Smith, Jr., manager of Warners' Ritz here, and son of the RKO sales executive, has resigned his post, to take effect in two weeks. His successor has not yet been named. The younger Smith is considering two or three other offers in different fields.

"Saratoga" Up In Pittsburgh With \$22,500

PITTSBURGH, Aug. 1.—Business last week continued to improve. "Saratoga" led the field by a wide margin, giving the Penn around \$22,500, its best figure since "San Francisco" a year ago. It was held for another week at the Warner. Another big money picture was "Wee Willie Winkie" at the Alvin; which was good for \$9,650 and a second week, too.

"Slave Ship" finished fairly strong at the Fulton, drawing around \$4,200 in its third and last week, while the Major Bowes amateurs, playing their tenth engagement in two years, proved they're still draws at the Stanley where, with "Easy Living," the gross was \$19,000.

Total first run business was \$59,250. Average is \$44,000.

Estimated takings for the week ending July 29:

"WEE WILLIE WINKIE" (20th-Fox) ALVIN—(2,000), 25c-40c, 7 days. Gross: \$9,650. (Average, \$5,500)
"SLAVE SHIP" (20th-Fox) FULTON—(1,750), 25c-40c, 7 days, 3rd week. Gross: \$4,200. (Average, \$4,500)
"SARATOGA" (M-G-M) PENN—(3,300), 25c-50c, 7 days. Gross: \$22,500. (Average, \$11,000)
"EASY LIVING" (Para.) STANLEY—(3,600), 25c-60c, 7 days. Stage: Major Bowes' amateur unit. Gross: \$19,000. (Average, \$18,000)
"KING OF THE GAMBLERS" (Para.) "YOU CAN'T BEAT LOVE" (RKO) WARNER—(2,000), 25c-40c, 8 days. Gross: \$3,900. (Average, 7 days, \$5,000)

"Winkie" a \$7,200 Indianapolis Draw

INDIANAPOLIS, Aug. 1.—"Wee Willie Winkie" was a high-powered hit at the Apollo, where \$3,200 over normal was taken for a gross of \$7,200. It was held. The weather was mild and competition negligible. All first runs did good business.

"The Emperor's Candlesticks" lit up Loew's box-office with \$8,500, \$1,500 to the good, and "Easy Living" at the Circle, dualled with "The Last Train from Madrid," turned in nice business for its second week.

"Ever Since Eve," with the "Stardust Revue" on the stage, gave the Lyric \$9,400 for \$1,400 into the black.

Total first run business was \$28,600. Average is \$23,500.

Estimated takings for the week ending July 23:

"WEE WILLIE WINKIE" (20th-Fox) APOLLO—(1,100), 25c-40c, 7 days. Gross: \$7,200. (Average, \$4,000)
"EASY LIVING" (Para.) "THE LAST TRAIN FROM MADRID" (Para.) CIRCLE—(2,800), 25c-40c, 7 days, 2d week. Gross: \$3,500. (Average, \$4,500)
"EMPEROR'S CANDLESTICKS" (M-G-M) "PICK A STAR" (M-G-M) LOEW'S—(2,800), 25c-40c, 7 days. Gross: \$8,500. (Average, \$7,000)
"EVER SINCE EVE" (W.B.) LYRIC—(2,000), 25c-40c, 7 days. Stage: "Stardust Revue," with Bert Walton, Benny Ross, Maxine Stone and Lowe, Hite & Stanley. Gross: \$9,400. (Average, \$8,000)

"Tomorrow" Is Started

HOLLYWOOD, Aug. 1.—Shooting on "One More Tomorrow," which stars June Travis, has been started at Warners by Frank McDonald.

"Saratoga" Is Seattle's Best With \$12,600

SEATTLE, Aug. 1. — "Saratoga" topped all the recent records at the Fifth Avenue on a gross of \$12,600, which was \$5,600 over normal, and was held.

All other houses were below normal. "The Emperor's Candlesticks," on a dual with "Big Business," held up to \$3,900 in its second week at the Music Box.

Total first run business was \$36,900. Average is \$36,500.

Estimated takings for the week ending July 30:

"SECRET VALLEY" (20th-Fox) "MAN IN BLUE" (Univ.) BLUE MOUSE—(950), 15c-25c-35c, 7 days. Gross: \$3,400. (Average, \$4,000)
"SARATOGA" (M-G-M) FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$12,600. (Average, \$7,000)
"THE DEVIL IS DRIVING" (Col.) "VENUS MAKES TROUBLE" (Col.) LIBERTY—(1,800), 15c-25c-40c-55c, 7 days. Gross: \$3,300. (Average, \$5,000)
"THE EMPEROR'S CANDLESTICKS" (M-G-M) "BIG BUSINESS" (20th-Fox) MUSIC BOX—(950), 30c-40c-55c, 7 days; 2nd week, extended run from Fifth Avenue. Gross: \$3,900. (Average, \$4,000)
"EVER SINCE EVE" (W. B.) "ON AGAIN OFF AGAIN" (RKO) ORPHEUM—(2,450), 30c-40c-55c, 7 days. Gross: \$5,100. (Average, \$6,000)
"TWO WHO DARED" (G. B.) PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Terry Howard & Co. Gross: \$3,700. (Average, \$4,500)
"BETWEEN TWO WOMEN" (M-G-M) "TALK OF THE DEVIL" (G. B.) PARAMOUNT—(3,050), 30c-40c-55c, 7 days. Gross: \$4,900. (Average, \$6,000)

"Living" Grosses \$9,200 at Houston

HOUSTON, Aug. 1.—"Easy Living" at the Metropolitan was the only money-maker this week, taking \$9,200, or \$2,200 above par. "The Road Back" fell \$200 under average at the Majestic with a take of \$6,800. "Knight Without Armor" took a licking with a draw of \$5,000 at Loew's State where the average is \$7,000.

"Riding on Air" and "Behind the Headlines" brought the Kirby take to \$4,500. The weekly average is \$5,000.

Total first run business was \$25,500. Average is \$26,000.

Estimated takings for the week ending July 22:

"RIDING ON AIR" (RKO) KIRBY—(1,450), 15c-35c, 4 days. Gross: \$2,600. (Average, 7 days, \$5,000)
"BEHIND THE HEADLINES" (RKO) KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,900. (Average, 7 days, \$5,000)
"KNIGHT WITHOUT ARMOR" (U.A.) LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$5,000. (Average, \$7,000)
"THE ROAD BACK" (Univ.) MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$6,800. (Average, \$7,000)
"EASY LIVING" (Para.) METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$9,200. (Average, \$7,000)

Seattle Outing Aug. 19

SEATTLE, Aug. 1.—The Northwest Film Club's annual picnic has been set for Aug. 19. Shadow Lake, near this city and also adjacent to Tacoma, has been selected as the site of the affair. Committees will be appointed by L. J. McGinley, president, to handle the details.

In Ethiopia, Too

Hollywood, Aug. 1.—Adolph Zukor has just found out that they celebrated his silver jubilee in Addis Ababa, the Ethiopian capital. It takes time to hear from Addis Ababa.

The letter contained snapshots showing the walls of the theatre covered with the Silver Jubilee posters. The feature picture was "A Bedtime Story," Maurice Chevalier picture produced in 1933.

"Earth" a \$15,600 Smash Buffalo Hit

BUFFALO, Aug. 1.—A definite drop in temperature raised box-office receipts and three houses went over par. "The Good Earth," showing for the first time at popular prices, more than doubled par at the Great Lakes. It drew \$15,800, over the line by \$8,700, and was held.

The Century's dual, "Pick a Star" and "The Thirteenth Chair," was good for \$7,200, topping average by \$1,600. "The Devil Is Driving" and "Frame-Up," at the Lafayette, pulled \$6,500, to beat par by \$700.

Total first run business was \$45,000. Average is \$37,300. Estimated takings for the week ending July 24:

"EASY LIVING" (Para.) BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$11,100. (Average, \$11,700)
"RUGGLES OF RED GAP" (Para.) (Reissue) "THE MAN WHO FOUND HIMSELF" (Radio) HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$4,400. (Average, \$7,100)
"THE GOOD EARTH" (M-G-M) GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$15,800. (Average, \$7,100)
"PICK A STAR" (M-G-M) "THE THIRTEENTH CHAIR" (M-G-M) CENTURY—(3,000), 25c, 7 days. Gross: \$7,200. (Average, \$5,600)
"THE DEVIL IS DRIVING" (Col.) "FRAME-UP" (Col.) LAFAYETTE—(3,300), 25c, 7 days. Gross: \$6,500. (Average, \$5,800)

"Captains" Omaha Smash at \$10,700

OMAHA, Aug. 1.—"Captains Courageous," on a dual at the Omaha with Walt Disney's Academy Award Revue, set the pace here last week with a \$10,700 gross, \$5,200 better than par.

"Slim" and "Make Way for Tomorrow" had a strong week at the Orpheum, too, grossing \$8,200 to exceed average by \$1,000. "Super Sleuth" and "Venus Makes Trouble" at the Brandeis slipped over for some profit, getting \$4,100. Average is \$4,000.

Total first run business was \$23,000. Average is \$16,700.

Estimated takings:

Week Ending July 21:
"SUPER SLEUTH" (RKO) "VENUS MAKES TROUBLE" (Col.) BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,100. (Average, \$4,000)
"CAPTAINS COURAGEOUS" (M-G-M) "DISNEY'S ACADEMY AWARD REVUE" (U.A.) OMAHA—(2,200), 25c-40c, 7 days. Gross: \$10,700. (Average, \$5,500)

Week Ending July 22:
"SLIM" (W.B.) "MAKE WAY FOR TOMORROW" (Para.) ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$8,200. (Average, \$7,200)

"Road Back," "Saratoga" 2 Coast Wows

LOS ANGELES, Aug. 1. — Two smash hits bumped into the middle of the summer lull in one week, "Saratoga" and "The Road Back," with each playing in two spots simultaneously.

"Saratoga," on a dual with "Born Reckless," took \$19,291, over the line by \$6,791, at the Chinese and reached \$24,483, up by \$10,483, at Loew's State. "The Road Back" went \$2,500 over par on a take of \$10,500 at the Hillstreet and was \$1,800 on the profit side with a gross of \$9,800 at Pantages. None of the other first runs could get to first base.

Total first run business was \$88,964. Average is \$107,950.

Estimated takings for the week ending July 28:

"WEE WILLIE WINKIE" (20th-Fox) CARTHAY CIRCLE—(1,518), 50c-\$1.50, 4 days. Gross: \$3,400. (Average, \$17,000)
"SARATOGA" (M-G-M) "BORN RECKLESS" (20th-Fox) CHINESE—(2,500), 30c-55c, 7 days. Gross: \$19,291. (Average, \$12,500)
"UNDER THE RED ROBE" (20th-Fox) 4 STAR—(900), 30c-55c, 6 days. Gross: \$2,400. (Average, \$3,250)
"THE LAST NIGHT" (Amkino) GRAND INTERNAT'L—(700), 35c-40c, 7 days, 2nd week. Gross: \$1,700. (Average, \$1,200)
"THE ROAD BACK" (Univ.) "LOVE IN BUNGALOW" (Univ.) HILLSTREET—(2,700), 30c-65c, 7 days. Gross: \$10,500. (Average, \$8,000)
"SARATOGA" (M-G-M) "BORN RECKLESS" (20th-Fox) LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$24,483. (Average, \$14,000)
"THE ROAD BACK" (Univ.) "LOVE IN BUNGALOW" (Univ.) PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$9,800. (Average, \$8,000)
"EXCLUSIVE" (Para.) PARAMOUNT—(3,595), 30c-55c, 3 days. Stage: Eddie Peabody and his KFWB Rancho show. Gross: \$9,090. (Average, \$18,000)
"EVER SINCE EVE" (F. N.) "CASE OF THE STUTTERING BISHOP" (F. N.) WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days, 2nd week. Gross: \$4,300. (Average, \$14,000)
"EVER SINCE EVE" (F. N.) "CASE OF THE STUTTERING BISHOP" (F. N.) WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days, 2nd week. Gross: \$4,000. (Average, \$12,000)

"Angel" at \$2,300 In Oklahoma Slump

OKLAHOMA CITY, Aug. 1.—"Angel's Holiday," on a dual with "Circus Girl" at the Liberty, managed to get \$2,300 in four days at the Liberty, but elsewhere business was poor.

"Super Sleuth" took \$3,800 at the Tower.

Total first run was \$14,000. Average is \$11,500.

Estimated takings for the week ending July 24:

"NEW FACES OF 1937" (RKO) CRITERION—(1,700), 10c-25c-40c, 7 days. Gross: \$4,000. (Average, \$5,000)
"CIRCUS GIRL" (Republic) "ANGEL'S HOLIDAY" (20th-Fox) LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$2,300. (Average, \$2,500)
"CAREER WOMAN" (20th-Fox) "SONG OF THE CITY" (M-G-M) LIBERTY—(1,500), 10c-25c, 3 days. Gross: \$500.
"ANOTHER DAWN" (W.B.) MIDWEST—(1,500), 10c-35c-55c, 7 days. Gross: \$3,400. (Average, \$4,000)
"SUPER SLEUTH" (Radio) TOWER—(1,100), 10c-20c-25c-35c, 7 days. Gross: \$3,800.

Peace Is Near In AFM Row; Strike Is Out

(Continued from page 1)

that "recordings made in accordance with the rules of A. F. of M. can only be used at radio stations if the same number of musicians is employed at the stations which made the records."

The revised ruling now states: "Records can only be used at radio stations if same employ a number of musicians satisfactory to the A. F. of M." The number of musicians to be employed, of course, will depend on the power and size of the individual stations. This will be determined by the broadcasters themselves, and their decisions will be presented for discussion and revisions at the parleys resuming for them Sept. 16.

Record Trade Forbidden

Another important change in the original 14-point broadcasters plan has been made in regard to Point 3. The original demand read: "Radio stations are not to be licensed for the making of records of any kind." The revised rule now reads:

"Radio stations may make records or electrical transcriptions for audition purposes or for their own record but such records or electrical transcriptions must not be commercially used. Furthermore, radio stations designing to manufacture records or electrical transcriptions must agree to the same rules and regulations as to recording companies or companies manufacturing electrical transcriptions and be licensed by the Federation. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program to be



JESSICA DRAGONETTE

Palmolive

BEAUTY BOX THEATRE
of the air

Every Wednesday Night, Nine-Thirty,
E. D. S. T.

W A B C — COLUMBIA NETWORK

—Wednesday • August 4th—

Victor Herbert's "My Dream Girl"

CBS 6-Month Morning Sales Jump 136% Above Last Year

CBS morning time sales the first six months of 1937 were greater than the morning sales for the similar period last year by 136 per cent, a breakdown reveals. Afternoon sales for the first six months of this year showed a gain of 56 per cent over the 1936 six-month mark, while evening time sales were up 20 per cent.

Further analysis shows an increase in the number of clients at all times of the day, and increases in average expenditure per client; and a study by industries shows that automotive accounts gained 57 per cent; tobacco, 61 per cent; foods and drink, 59 per cent, and soaps and housekeepers' supplies, 98 per cent. Of the \$1,828,466 spent by CBS morning advertisers, \$1,560,260 is classified under food and household supply accounts. This more than triples the amount spent for morning advertisers by those two industries in the first six months of 1936. The breakdowns follow:

	First Half 1936	First Half 1937	% Increase
Morning Time Sales.....	\$775,852	\$1,828,466	136
Afternoon Time Sales.....	\$1,452,551	\$2,262,540	56
Total Daytime Sales.....	\$2,228,403	\$4,091,006	84
Evening Time Sales.....	\$8,957,372	\$10,712,259	20
Grand Total	\$11,185,775	\$14,803,265	32

	No. of Clients First Half 1936	No. of Clients First Half 1937	Average Spent First Half 1936	Average Spent First Half 1937
Morning	8	10	\$96,982	\$182,847
Afternoon	16	24	\$90,784	\$94,273
Total Daytime.....	20	31	\$114,202	\$131,968
Evening	47	49	\$190,582	\$218,618

put on the air on the same day but the American Federation of Musicians must immediately be advised that such has been done and the record of such transcription must be sent to the American Federation of Musicians to be destroyed."

Meanwhile, the A. F. of M. will take up its problem with the transcription and recording firms in a new series of meetings to start this morning. These representatives will be given the following set of ultimatums when they arrive at the meeting this morning:

1. Explain the evil of circumventing of employment opportunities of musicians by reason of the uncontrolled use of recording for profit.
2. There is no objection against recordings for home use or in their use for any purpose outside of the United States and Canada.
3. Members of the Federation will not in future make records which are to be used for profit unless musicians are employed in the place or establishment where so used. This includes radio, hotels, restaurants, cafes or any other place whatsoever where the use of records has the result of destroying employment opportunities of members.

Loop-hole on Record Use

4. The Federation is ready and willing to permit their use in such places or for such purposes as radio if it comes to some agreement with the employers using such records as the number of musicians to be employed.
5. The dubbing or re-recording of records will not be agreed to by the Federation.
6. Members of the Federation will only make records under contracts containing these stipulations.
7. The Federation insists that it must be advised of all records made and for what purpose they are to be used with the understanding that records should not be placed at the disposal of an employer where it has the tendency to destroy employment opportunities or the developing of such.
8. Records henceforth made by each corporation must have a registered number to be filed with the Federation. Before such record is used anywhere for any purpose whatsoever, a clearance permission must be secured

from the American Federation of Musicians.

9. Requests by employers that musicians should assign all their rights for the use of the master records to recording companies will be considered by the Federation as an attempt to circumscribe the employment opportunities of other members of the Federation and the Federation will not agree to such assignments.

10. Members of the Federation will not render services at any place where records of any kind are used whether they are new or library records unless some agreement exists with the employer using the records that musicians be also employed in addition thereto.

Recording by Wire Out

11. The making of any records by running a line through radio corporation studios or any other place for any other than legitimate purposes, that is, purposes in contradiction with these rules is not agreed to by the Federation.

12. The making of records taken from the air with or without the knowledge of the musicians is not agreed to by the Federation.

13. All recording companies to be licensed by the American Federation of Musicians, the license to contain the stipulations under which members of the Federation will make records.

14. Nothing herein must be so construed to rob an individual member of his property right that he may have or may acquire in any of his recordings.

15. In no jurisdiction of any local of the American Federation of Musicians can members play for an employer in contradiction of any of the above rules.

16. All recordings made in accordance with these rules can only be used in places and establishments or over the radio if the same number of musicians are used by the radio stations which receive same.

17. No record made can be used in the jurisdiction of a local union without the consent of such union.

18. All contracts to be valid must be approved by the International Executive Board of the American Federation of Musicians or any authority designated for that purpose by the Federation.

CBS Building Plans Halted For One Year

The growing status of Hollywood as the industry's focal broadcasting center, and the rapid technical strides now being made in the field of television have halted CBS's plans for the construction of the network's new building center at Park Ave. and 59th Street. The broadcasting citadel, plans for which were announced last year, was to have rivaled Radio City as a broadcasting show place, and was to have been completed in 1939.

CBS has not made a formal announcement as to the temporary abandonment of the construction plan, and neither has it advanced the reasons stated above as the cause for holding the construction in abeyance, but the facts have been admitted to *MOTION PICTURE DAILY* by several important CBS executives. They said a statement will be issued within the next 10 days or so. The statement, in substance, will bear out the facts presented above, it was admitted.

The building suspension period is now set for one year.

Canada Trying Out Airplane Broadcast

MONTREAL, July 30.—Continuing its policy of imitating American broadcasting chains, the Canadian Broadcasting Corp. plans network broadcasts from airplanes.

A test-flight made over Ottawa last week, during which a two-way conversation was carried on between a Waco cabin plane equipped with a 30-watt transmitter and CRCO, via short wave receiver at Britannia, proved successful at 4,000 feet. More tests are being made with the hope of establishing a special feature.

Canada Day Shows Top U.S., Says Weed

(Continued from page 1)

proportionately in Canada than in the U. S. A."

He noticed extensive equipment and rebuilding going on in many parts of the Dominion. He reports that CKY, Winnipeg, is spending \$100,000 on new apparatus and that CKCK, Regina, was building a new transmitter and studios. Most of the equipment, he says, comes from the U. S. A.

Gets Writ on Mexican Fine

MEXICO CITY, Aug. 1.—Radio Station XEJP here has obtained an injunction against the Ministry of Communications and Public Works from collecting a heavy fine imposed because one of the station's commentators made a remark concerning the Spanish civil war that offended the Mexican Government.

Mexico Has Cultural Programs

MEXICO CITY, Aug. 1.—Radio cultural broadcasts the Ministry of Public Education is staging among country schools and farmers' recreation centers, many of them in remote regions, are costing \$28,000 this year.

Radio Personals

BOB TAPLINGER took off for Hollywood Saturday via the airways. . . . Ed Supple, CBS press department, left on vacation the same day. . . . Carl Laemmle, Sr., Simone Simon and Lily Damita arriving from Europe today were among those met by the WMCA "Gang Plank" interviewers. . . . Bert Lytel will head the procession of guest talent on the "Hammerstein" program Aug. 6. . . . Molly Picon will be the headline guest on the Vallee show Thursday. . . . Mario Cozzi, NBC baritone, will head the opera season at the Hippodrome this fall. . . . Leo Froudborg, WOR conductor, is vacationing in Hunter, N. Y. . . . Edward Kern, chairman of the Associated Film Audiences, and Judge John Davies, formerly president of the National Board of Review, will discuss "What's Wrong with the Movies" on WNYC Wednesday. . . . Col. Jay C. Flippen will be Harry Von Zell's principal guest over CBS Aug. 8. . . . Block and Sully will appear on Benny Goodman's Camel program Aug. 10. . . . Smith and Dale headline on "For Men Only" tonight over WHN. . . . Pat O'Brien, James Stewart and Connie Bennett will be on the Kraft "Music Hall" Thursday. . . .

Cincinnati Town Pump

CINCINNATI, Aug. 1. — Marshall Wheeler, who conducts "Personalities on Parade" over WKRC, is handling the "Woman's Hour" broadcast over that station, while Ruth Lyons, program director, is vacationing in California. . . . The Harmon-Deahs girls' trio from Wilberforce University, Xenia, O., were guest artists on the "Ship of Song" over WKRC this week. . . . WLW and WSAI together have a baseball team, but, oddly enough, Al. Helfer is the only member of the sports staff who plays. The others prefer to play soft ball. . . . Bill Hudson, tenor, who recently returned here after a lengthy engagement in Chicago, is heard in a 15-minute program over WKRC on Wednesday afternoons. . . . Betty Trolan, local high school girl who won first prize in the recent High School Students' Foundation Hour, resulting in her being given a guest spot in the WSAI Revue, has been given the featured part on that program.

Pittsburgh Town Pump

PITTSBURGH, Aug. 1.—Ed Sprague of WCAE is summing at Conneaut Lake as manager of the Beach Club here. . . . WWSW, which aired a Shakespearean play more than a year ago, long before it became a network ad, is preparing "Hamlet" for an early fall hearing. . . . Jimmy Murray, publicity director of WCAE, is vacationing. Incidentally, he'll become a father for the second time in the fall. . . . Ken Martin's orchestra will be on at Duquesne Brewing commercial on WWSW during the football season with Al Abrams, sports writer for the Post-Gazette. . . . All of the radio stations here broadcast salutes last week to the 80th Division, A.E.F., which held its annual reunion in Pittsburgh. . . . Carl Dozer, WCAE announcer and actor, is vacationing.

Expansion Booming Radio in Montreal

MONTREAL, Aug. 1.—Expansion of the Canadian Broadcasting Corp., which has been under way for some months, is booming radio business in this city, which will soon have its fifth station in operation. The new station is an all-French unit and is scheduled to start Oct. 1.

The existing corporation station—CRCM—will be used for English programs only. The new French unit will have the call letters CBF. It is reported that the corporation plans to increase its broadcasting hours here from the current six to seven-hour nightly schedule over CRCM to from 12 to 15 hours daily on each of the two units by next January or February. Some of these extra hours will be filled by American chains in exchange features, but preparations have been under way for weeks to establish new Canadian programs.

Martha Deane on Five Days

Beginning Aug. 16 and continuing regularly thereafter, the Martha Deane participation program on WOR will be presented only five days a week, Mondays to Fridays inclusive, with major commercial messages broadcast for sponsor Mondays, Wednesdays and Fridays every other week, and with major commercial messages broadcast on Tuesdays and Thursdays on the alternate weeks.

Mexico Denies Station Plea

MEXICO CITY, Aug. 1.—Mexico is seeking to avoid radio saturation, the Ministry of Communications and Public Works, which has supervision of all radio affairs, explains in announcing that it rejected an application for a franchise filed by a Mexican to establish a large station at Ciudad Juarez, across from El Paso, Tex. Ciudad Juarez already has four radio stations.

Hollywood Town Pump

HOLLYWOOD, Aug. 1.—Brewster Morgan so liked Morris Ankrum's work Monday night in "Julius Caesar" when he took Raymond Massey's part when Massey became ill, that Morgan will feature him in "King Lear," Aug. 9, and the subsequent CBS Shakespeare dramas. . . . Andy Devine is a last minute cast addition to Monday's presentation of "Taming of the Shrew." . . . Virginia Verrill's songs and Lud Gluskin's music, now on the Friday's CBS Pacific network, were piped last Friday to Detroit for Hudson-Essex officials to decide on coast to coast airings.

Saturday on the Coast CBS web was heard an interview with boys of the Boys' Treasure Island camp on Catalina Island. GARY BRECKNER will handle the mike. . . . Don Ameche and Dorothy Lamour had the dramatic spots on the Chase & Sanborn program today, on the NBC red. A part of "You Can't Have Everything," Ameche's recent 20th Century-Fox film, was performed. . . . Aug. 15 the coffee program will present Alice Brady. . . . The Fleischmann program today had as guest Allan Jones in songs from M-G-M's "A Day at the Races" and "The Firefly." . . . Pat O'Brien has been signed for the Aug.

No Blue, No Red

NBC temporarily will discontinue chain identification on the air beginning today due to the 10 new southern stations which become affiliated with NBC today. These stations, which are members of the Blue network, will be receiving Blue and Red programs until the network lines can be realigned.

The chain identification remarks customarily are offered at the close of each program.

Germany to Sell New "People's" Receiver

BERLIN, Aug. 1.—Opening the 14th German radio exhibition here, Propaganda Minister Joseph Goebbels announced that a new "people's radio" would be placed on sale throughout the nation immediately, to sell at 59 marks.

Germany, in showing television here with the adopted standard of 441 lines and 50 pictures a second, has taken the lead away from the BBC, which is able to produce only 405 lines a second. The Fernseh Co.'s television set shows the highest capacity of all with 729 lines, with a range of 100 miles.

Dr. Goebbels said that the number of radio sets in use in Germany had increased since 1933 from 4,307,700 to 8,372,000, a gain of 98 per cent, giving Germany the lead among European countries in the number of radio sets.

McKay on KOIL Staff

OMAHA, Aug. 1.—John McKay, a west coast newspaperman for more than 20 years, has joined the staff of Central States Broadcasting Co. as a news commentator. He's doing a thrice-daily stint over KOIL under the present setup.

Majors Watch Developments In Phila. Row

(Continued from page 1)

accounts where the "strike" agitation is lighter. Few sales representatives here are hopeful of seeing the new selling season in full swing in advance of the final decision in the Paramount situation.

Federal Judge Oliver D. Dickinson is scheduled to hear the Paramount complaint in which the 23 individual and 14 other defendants are charged with conspiracy to restrain interstate trade and commerce and other violations of the anti-trust laws, at 10 A. M., Monday. If the company is successful in enjoining the exhibitor "strike" here, obviously it would follow the same procedure in other centers in which the same situation presents itself.

Meanwhile, the local Paramount exchange has continued to notify its accounts of the availability of pictures remaining on the current season's program, and it is expected here that refusals by exhibitors to pick them up will result in suits. The U.M.P.T.O. has promised to defend exhibitors against whom such actions may be brought.

Film delivery services say that they will accept deliveries from the Paramount exchange when a round trip fee is paid. Exhibitors will be notified in advance of the time of arrival of such prints, it was said. Ordinarily this is not done.

Court Delays Paying Of Fox Theatre Fund

(Continued from page 1)

only for the amount of attorneys' fees and other legal expenses incurred in defending and prosecuting the William Fox claims, and appointed Courtland Palmer special master to determine the amount of such costs. The court also directed Milton C. Weisman, trustee of Fox Theatres, to set aside a reserve for the payment of dividends to creditors of the company in the event available cash is depleted by a large allowance for Steelman.

Dutch Theatres Seek Price Restrictions

(Continued from page 1)

admission rate. It is generally admitted that some sort of price regulation is necessary for the welfare of the industry.

* * *

The Federation has not yet given its approval for the construction of a new theatre in Amsterdam by M-G-M, for which plans have already been completed. The company has not yet requested such approval from the Federation. It is considered obvious that the construction of a new house would do the existing theatres in the city no good, but it is believed that the Federation would be unlikely to refuse approval, since M-G-M might well count on the support of other American companies here in the event the Federation tried to make a boycott effective.

M-G-M has gained a strong financial position in several theatres here and in Rotterdam.

Rowson Backs British Quota Cost Clauses

By BRUCE ALLAN

LONDON, July 22.—In an important article in the *Times*, Simon Rowson, regarded as authority in all statistical matters, both by the government and the industry, analyses the Board of Trade's draft proposals of new film legislation in a manner very favorable to the cost clause and other enactments favored by Oliver Stanley, president of the Board of Trade.

Rowson pays particular attention to the criticisms which have been addressed to the minimum cost clause on the ground that it would reduce the available product. He discounts the suggestion that American companies would withhold "B" product, saying that these pictures only entail a cost of £500 a subject, in England. "Nowhere is it suggested," he says, "that even the worst of these American subjects will not bring in several times this sum in this country."

Sees Self-Sufficiency

"In the case of British distributors who import American "B" pictures he states that the British pictures made by these companies averaged a cost of £35,000 in 1936, that the quantity they made was "largely independent of foreign films" acquired and that therefore the coverage by £15,000 "minimum" British films presents no difficulties.

Applying the conditions set up by the new proposals to the situation of 1936, Rowson estimates at least 170 British films would have been produced instead of the 220 actually registered. Of the 220 he estimates 86 were "quickies" and 16 films made in British dominions with "little booking or bargaining value." The number of "effective" pictures actually available he places at 118. The new total of 170 therefore represents a gain, in his argument, and he points out that the exhibitor is given the further advantage that his quota is suggested to be 15 per cent against the distributors' 20 per cent, instead of a level figure with the latter as at present.

Criticizes Viewing Test

Rowson estimates that the cost of coverage of foreign imports, on the basis of a £15,000 minimum for British films, would be £1,400,000, or £1,500,000 if many companies took advantage of the provision for £45,000 pictures ranking double for quota. The present expenditure by American companies on British films he puts at £600,000 per year for 100 films. He allows for a reduction to 80 films in his estimate for the new conditions.

Rowson declares the viewing test asked by exhibitors in place of the cost clause to be impracticable.

The Rowson article, in view of his known weight in official quarters, is regarded as of almost equal importance to a government statement.

Pick Maynard Film Title

HOLLYWOOD, Aug. 1.—"Silent Sinclair" has been chosen as the title of the Kermit Maynard western which has started shooting at the Conn studio. J. P. McGowan will direct.

Film Men to Address Parliament Members

LONDON, July 22.—The British Films Advancement Council will invite leaders of the industry to address meetings of members of Parliament and of the House of Lords in the fall, it has been officially stated.

The Parliamentary Section of the B. F. A. C. now numbers 48 M. P.'s and peers. At the meeting at which the above decision was taken, at the Houses of Parliament, Lord Strabolgi was in the chair, supported by Sir William Wayland, Professor J. Graham Kerr and Adam Maitland.

Provisionally, dates have been fixed for the industry addresses on Nov. 2 (producers), Nov. 9 (distributors), Nov. 16 (exhibitors) and Nov. 23 (educational interests). The trade spokesmen invited will include Alexander Korda, Isidore Ostrer and Capt. Richard Norton, for the Film Group producers; D. E. Griffiths, president of the K. R. S., for distributors, and C. P. Metcalfe, president, C. E. A., for exhibitors.

Bread Lines for Martha

CHICAGO, Aug. 1.—The B. & K. Chicago did its biggest business in months over the week end with Martha Raye doing personal appearances at the house. All day holdouts with many standees appearing with sandwiches characterized the weekend business.

To Open Cincy Shubert

CINCINNATI, Aug. 1.—The RKO Shubert, normally playing stage shows and pictures, which closed several weeks ago, will reopen Aug. 6, with a run of "The Good Earth" at popular prices. The picture was shown on a roadshow basis at this house earlier in the year.

Chodorov Joins RKO

HOLLYWOOD, Aug. 1.—Edward Chodorov, writer-producer at Columbia for some time, has left his post for a term writing contract at RKO. His first assignment is brushing up the script of "Joy of Loving."

Out Hollywood Way

HOLLYWOOD, Aug. 1.—ELLIOTT MORGAN, former Oxford student, has been set as technical adviser on the script of "A Yank at Oxford," which will be made in London by M-G-M.

PETE SMITH goes in for candid camera stuff in an M-G-M short. JOE NEWMAN will direct . . .

DARRYL ZANUCK, to whom DICK BALDWIN, stage actor, was introduced recently by a friend, gave the player a quick film test, signed him to a contract and placed him in the romantic lead of "Life Begins at College" . . .

JERRY BRANNIGAN, formerly of the *World-Telegram* staff, has joined Warners' publicity department . . .

Sons of film folk are preparing for the fourth annual Father and Son golf event. The sons' committee, headed by ARTHUR LEWIS, consists of RICHARD LANDAU, DAVE WEISBART, BUD LESSER, MAURY GROSSMAN, GERALD BRANDT, BURTON LEWIS, ARTHUR LEWIS. No date has been selected . . . LILLIAN HELLMAN has left for an

Statistics

Paramount's latest publicity release quoting Cecil B. DeMille shows that somebody in the organization reads the "Pertinent Statistics" page of *Motion Picture Almanac*.

DeMille is quoted as saying the industry investment is \$2,000,650,000. That must be a typographical error. The *Almanac* says \$2,650,000,000.

DeMille is also quoted as saying production costs total \$125,000,000 yearly. Ditto, the *Almanac*.

The release goes on to say DeMille will spend \$1,000,000 on "The Buccaneer," giving employment to 10,000 persons, which is a lot of buccaneers for any film.

New Picture Decree Is Issued for Peru

WASHINGTON, Aug. 1.—Complaints by importers and theatre operators in Peru regarding alleged unjust censorship and other irregularities in film legislation has resulted in a new decree, supplementing and modifying previous decrees and also incorporating all the regulations into a single text, according to a report to the U. S. Dept. of Commerce from Assistant Trade Commissioner David M. Clark, in Lima, Peru.

The new decree supplants decrees of Dec. 27, 1935, Jan. 9, 1936, and Feb. 19, 1936. Under the first decree, all films entering Peru had to clear through the Callao Custom House, whether entering at that port or not. The present decree provides that the Callao customs house shall report monthly to the Censorship Office of the Dep't. of Justice all films entering.

A fee of four centavos a meter on all sound films is charged and two centavos a meter on silent pictures. Children under five are barred from shows at all times, under the new decree, and from five to 10 years from night performances.

Variety Club Cincinnati

CINCINNATI, Aug. 1.—Aug. 16 is the date set for the annual golf tournament, which will be held at Hillcrest Country Club. JIM GRADY, skipper of the local 20th-Century-Fox exchange who admits that he is headed for the pro class, is chairman.

NORMAN LINZ, manager of the RKO Capitol, is the newest recruit into resident membership.

KENNETH MAGERS is convalescing at the Good Samaritan hospital from a major operation which involved removal of his appendix.

JOE GOETZ, assistant division manager RKO Midwest, is vacationing in Michigan, while WILLIAM HASTINGS of the RKO Lyric, has returned from seeing the sights along the main stem in New York.

Omaha

OMAHA, Aug. 1.—Parties are being given each Tuesday night by the local Variety club for children at the Omaha *World-Herald's* Fresh Air Camp west of the city.

The club, which staged its annual mid-summer dancing party at Hotel Fontenelle here last Saturday, is planning a mid-August picnic at Linoma Beach. Making arrangements are Joe Jacobs, Sol Francis and Harry Shumow.

Mother and Son Cast

HOLLYWOOD, Aug. 1.—Ralph Forbes and his mother, Mary Forbes, have been cast for RKO's "Stage Door." Mrs. Forbes will have the part of Ralph's mother-in-law.

Binnie Barnes to "Polo"

HOLLYWOOD, Aug. 1.—Samuel Goldwyn has named Binnie Barnes for a role in "Marco Polo."

THEATRE ACCOUNTING

by WILLIAM F. MORRIS
(Certified Public Accountant)

*Tells all the facts about
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- Payroll data for Social Security Taxes.
- Profit at a glance—Daily or Weekly.
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and
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Picture
Industry

MOTION PICTURE DAILY

First in
Film and
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Accurate
and
Impartial

VOL. 42. NO. 28

NEW YORK, TUESDAY, AUGUST 3, 1937

TEN CENTS

Alliance for Technicians, Talent Seen

Unions Aiming at Films, Stage, Radio, Clubs

By VANCE KING

HOLLYWOOD, Aug. 2.—Labor insiders here see in the future of the seemingly heterogeneous film industry labor fronts the working out of a mutual assistance agreement between four international creative talent and technical organizations to cover every field of entertainment from films, stage and radio to circuses and night clubs. This, in effect, would establish a powerful form of industrial unionism throughout the entertainment world.

They express the view, in light of past events, that the I.A.T.S.E., the American Federation of Musicians, the Associated Artists and Artistes of America (Screen Actors' Guild, Actors' Equity, Chorus Equity and Radio Equity), and the Authors' League of America (Screen Writers, Authors, Dramatists and Radio Writers guilds)

(Continued on page 4)

Novarro to Do Four More for Republic

Ramon Novarro, who has just completed "The Sheik Steps Out," will make four more pictures for Republic, Herbert J. Yates stated yesterday. Novarro was tendered a cocktail party at the Plaza Hotel yesterday afternoon and will return to the coast in a month. During his visit here Novarro will make a number of personal appearances and also will broadcast.

Yates plans to leave for Hollywood about Aug. 15 for a month's visit at the studios.

M-G-M Is Building At Milan in Italy

M-G-M is now building a 1,500-seat theatre at Milan, Italy, Mort Spring, assistant to Arthur Loew, M-G-M head, stated yesterday upon his return from a four-and-a-half-month trip to Europe.

Negotiations are under way to acquire two more sites for new European theatres, Spring said. Other deals, now being discussed, will follow shortly. While abroad, he visited 15 countries.

Radio—Page 6

F.T.C. Will Investigate Para. Situation Before Formal Moves

Washington, Aug. 2.—The Federal Trade Commission will make a preliminary study of the complaint against the Paramount selling policy to determine whether there is sufficient basis for institution of formal proceedings.

Under the commission's policy, all complaints are checked before any action is taken, first to determine its jurisdiction, and secondly to assure that there is evidence of an apparent violation of law.

If the commission's examination of the situation indicates that it has a case, a formal complaint will be filed and the company will be given an opportunity to reply to the charges. In many cases, complaints are settled by negotiation of a stipulation under which the respondent agrees to discontinue the complained of charges; where stipulations cannot be reached, hearings are held for the taking of testimony, argument is heard and the commission issues either an order of dismissal or an order to cease and desist.

There are no indications as to how the commission will act on the Allied States complaint.

Any person or organization may complain to the commission of any practices which may be in violation of law, and such complaints are given the same consideration as are petitions from business concerns against competitors.

Phila. Exhibitors' Strike Moves Halted Until Aug. 11

K-A-O, B. F. Keith Have 26-Week Gain

Keith-Albee-Orpheum Corp. reports a net profit of \$687,190.04 after all charges except surtax on undistributed profits for the 26 weeks ending July 3. This compares with a net of \$24,573.46 for the same period last year, and is equivalent to \$6.60 per share on the 64,304 shares of seven per cent cumulative convertible preferred stock outstanding.

B. F. Keith Corp. and subsidiaries reports a net for 26 weeks after all charges except the undistributed earnings tax of \$513,727.35. For the same period last year the total was \$351,586.36.

For the 53 weeks ending July 3 the B. F. Keith Corp. and subsidiaries estimate a net of \$1,249,523.19 after all charges, except the surtax on undistributed profits. The figures have not been audited as yet.

SEC Expels Meehan From 3 Exchanges

WASHINGTON, Aug. 2.—The Securities and Exchange Commission today expelled M. J. Meehan, broker, from the N. Y. Stock Exchange, the N. Y. Curb Exchange and the Chicago

(Continued on page 7)

PHILADELPHIA, Aug. 2. — Militant displays and further concerted action in the exhibitor buyers' strike against Paramount were halted today at least until Aug. 11 as Federal Judge Oliver Dickinson continued in force a temporary restraining order obtained by Paramount last Friday against 37 local defendants until a further hearing on that date.

Picketing of the local Paramount exchange and of theatres playing the company's product, together with other public demonstrations against the company in opposition to its sales policies had been planned by exhibitors in this territory starting today.

There is a strong possibility that such demonstrations will be abandoned regardless of the outcome of the case. This was indicated at an exhibitor meeting at the Broadwood Hotel today, at which Benjamin M. Golder, attorney for the exhibitors, emphasized

(Continued on page 7)

Springer Stock Case Settlement Reached

An action to enjoin Matty Kutinsky from selling to Sam Cocalis a block of stock of the former Springer & Cocalis enterprises, which was filed in N. Y. Supreme Court here three weeks ago by the Springer estate, has been withdrawn, a spokesman for

(Continued on page 7)

Allied Takes Para.'s Sales To Trade Body

Federal Complaint Made On Film Deliveries

By BERTRAM F. LINZ

WASHINGTON, Aug. 2.—Withholding by Paramount of pictures which exhibitors felt themselves entitled to under their current contracts has been made the basis for a formal complaint to the Federal Trade Commission by Allied States Ass'n, it was learned today.

As a contributing factor to the situation, the association attacked the allocation of pictures to the several price categories, charging that on May 5, when Paramount had released 40 of its 65 pictures, all of the highest two categories had been filled, 15 of the 24 "C" pictures had been delivered, but only 13 of the 29 low price films had been distributed.

"In the case of Paramount," the complaint alleged, "the sole object is to get in the big money early in the season and to leave a deficiency in the lower brackets."

"This is made clear by the further practice of Paramount of withholding

(Continued on page 7)

McCulloch Leaves Paramount's Board

Charles A. McCulloch, Chicago financier, has resigned from the board of Paramount Pictures, Inc., it was learned yesterday. He was elected to the board for a three-year term as the representative of several Chicago banks which were large Paramount creditors at the time of the company's emergence from bankruptcy in June, 1935. He is also a member of the board of B. & K. Theatre Corp., Chicago.

Indications are that the vacancy created by his resignation will not be filled as a smaller board has been viewed as desirable by the company for some time. McCulloch's resignation, with that of H. A. Fortington several weeks earlier, reduces the board to 15 members.

No Admission Jumps Planned Around K. C.

KANSAS CITY, Aug. 2.—No advance in admission prices for Kansas City, Mo., theatres is expected for another year at least. This, in spite of the fact that theatre employe wages are going up.

The local Theatre Employees' Union

(Continued on page 7)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorient, Representative.

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Yorke Joins Coast
Advertising Setup

HOLLYWOOD, Aug. 2.—Gabe Yorke, former 20th Century-Fox and Paramount advertising and publicity executive, has been placed in charge of the Hollywood activities of the Advertising Advisory Council. He succeeds John McGrail, resigned.

Lester Thompson was made director of the council by Will H. Hays several months ago, succeeding the late J. J. McCarthy. Thompson will continue in that post with headquarters in New York.

Goldwyn Hurts Wrist

HOLLYWOOD, Aug. 2.—Samuel Goldwyn is recovering from a fractured left wrist which he sustained when he slipped on a rug in his home.

World-Wide Pictures Ltd.

INTERNATIONAL FILM DISTRIBUTORS

52. SHAFESBURY AVENUE
LONDON, W.1

Purely Personal

HERBERT WILCOX and ERIC FREDMAN, his sales manager, sail on the *Queen Mary* a week from tomorrow. The former, however, will return here in about three weeks.

GEORGE E. KANN, manager of Loew's Willard, is off on his annual month's vacation which, as usual, will be spent with GEORGE NEUBERT at the latter's home, at Oakdale.

ALEC MOSS is holding down all forts—publicity, advertising and exploitation—at Paramount until BOB GILLHAM returns from Hollywood Aug. 15.

J. ROBERT RUBIN, head of the M-G-M legal department, returned yesterday from a four-month trip to London, Paris, Budapest and Carlsbad.

GREGORY DICKSON, advertising and publicity generalissimo for WALT DISNEY in Hollywood, arrived on the dot from the coast yesterday to remain two weeks.

W. F. RODGERS and E. M. SAUNDERS left for Chicago yesterday. From there they will visit one or two other M-G-M exchanges.

HAROLD RINZLER, son of SAM, scored a hole in one at the Glen Oaks Country Club over the weekend. It happened at the fifth hole.

A. H. MCCAUSLAND and W. T. MERRILL returned yesterday after several weeks of conferences at the RKO Radio studio.

MARION AVERY of the Columbia scenario department returned yesterday by plane after a visit to the studios.

MIKE MARCO has arrived from the coast by plane. He plans to remain a few days.

JAMES A. FITZPATRICK will sail for London on the *Normandie* tomorrow. He will be gone until late October.LILI DAMITA, who arrived on the *Normandie* yesterday, left for the coast by plane the same evening.

TOM SPRY, U.A. district manager, and JOHN DERVIN, branch manager, are in town from Boston.

SAM PINANSKI and MARTIN MULLEN are in town from Boston.

HAL HORNE spent the weekend in Canada.

HENRY FONDA has arrived from Hollywood.

MRS. J. CHEEVER COWDIN returned from the coast over the weekend.

LOU DIAMOND arrived from the coast yesterday via American Airlines.

MRS. RUBE JACKTER and MRS. JEROME SAFRON arrived yesterday by boat from the coast. MRS. SAFRON will be here about two weeks before returning west. Meanwhile, the Columbia western division sales head is making a tour of exchanges as far as Kansas City and is due back in Los Angeles in 10 days.

OSCAR STRAUSS, who is now writing music for a BOBBY BREEN musical for SOL LESSER, is due in the fall from Hollywood to attend the Broadway opening of "The Three Waltzes," which the Shuberts will produce. The stage production has just rounded out its 150th performance in Paris.

SCOTT DUNLAP, Monogram production head, and HENRI ELMAN, Chicago franchise holder, who is vacationing in Hollywood, are due from the coast by train next Monday.

LOUIS HYMAN, sales manager for Principal Prod., is due to arrive next month, after making a visit to all RKO and 20th Century-Fox exchanges.

WILLIAM BOXER, managing director of the B. A. Importing & Exporting Co., South African agents for Alexander Film Co., is here studying film advertising technique.

OSCAR SERLIN has arrived from the coast after having resigned as a producer for Selznick International. He will produce a play on Broadway in the fall.

KING VIDOR, director of "Stella Dallas," will leave tomorrow aboard the *Normandie* for a vacation in Europe.

DAVE PALFREYMAN has extended his vacation a few days and is not expected back at his office until tomorrow.

SIMONE SIMON, who arrived on the *Normandie* yesterday leaves for the coast in a few days.

ROBERT KELLARD, juvenile character actor, has been signed to a term pact by 20th Century-Fox.

MICHAEL BALCON will arrive from the coast today and will sail tomorrow on the *Normandie* for England.

WHITFORD DRAKE, Erpi president, is expected here from San Francisco late Wednesday.

HARRY C. ARTHUR, JR., returned yesterday from a New England sight-seeing vacation tour.

ROSE GUIMOND is due from the coast for a visit next week.

HELEN CHARLESTON got in by plane from Hollywood yesterday.

GEORGE BRICKER, Warner writer, flew to the coast last night via TWA.

H. M. Warner Builds
Home on the Coast

HOLLYWOOD, Aug. 2.—Harry M. Warner is planning to spend a good deal of his time on the coast in the future. He is building a home here and does not intend to return to New York until the middle of October.

Joseph Bernhard and Gradwell L. Sears, who arrived by plane last Thursday, left this afternoon for New York.

The Warner theatre zone managers' meeting, slated for yesterday, has been postponed until next Monday because of the absence of Joseph Bernhard from the city.

Laemmle Returns

CARL LAEMMLE, Sr., returned from a two months' vacation in Europe aboard the *Normandie* yesterday and reported he was glad to be back in America. In reply to a question of whether or not he had transacted any business, the answer was:

"No. I am only interested in my son's career."

Laemmle, accompanied by Jack Ross, for years his private secretary, leaves for the coast tomorrow.

U. A. Year Book Out

Monroe Greenthal and his United Artists staff have issued a year book that looks like one of those white kid limited editions collectors lock in glass cabinets.

The covers are done in a soft material resembling kid and the lettering is in gold. All the pages have gold edges, but the printing is done in black and white. The art work is striking.

Dr. Giannini in Today

Dr. A. H. Giannini, president of United Artists, arrives from the coast this morning and tomorrow sails on his usual European trip. He is booked on the *Normandie*.

Finish RKO Golf Plans

Beginning at 9:30 A. M. tomorrow at the Fenway C. C., White Plains RKO will hold its fifth annual golf tournament which will culminate with dinner and entertainment at the club and the awarding of a larger number of prizes than were offered at any previous tourney. Evening festivities will be presided over by Milton Berle as master of ceremonies.

MGM Plant Open Aug. 16

HOLLYWOOD, Aug. 2.—M-G-M will open its new cartoon studio on Aug. 16, according to Fred C. Quimby, general manager of short subjects. Quimby is planning to take east the first release of the new series in the fall.

To Alter Summit House

I. A. Roth has let contracts for alterations for the Lyric, Summit N. J. It is planned to reopen the theatre Aug. 20 under the supervision of Walter Hoffman. Joe Hornstein will handle the rejuvenation.

Robert Presnell Quits

HOLLYWOOD, Aug. 2.—Robert Presnell has resigned as an associate producer for Universal. He had been with the company since January, 1936, and had made 10 pictures.

Thomas Leaves Columbia

HOLLYWOOD, Aug. 2.—Bill Thomas resigned as Columbia studio publicity director Saturday for a new connection not disclosed. He was succeeded by Fred Stanley.

Provide Rogers Fund

WASHINGTON, Aug. 2.—The House, by unanimous vote, today passed a bill authorizing an appropriation of \$500,000 for a Will Rogers memorial at Claremore, Okla.

**JUST WHEN YOU
THOUGHT THE PARTY
WAS OVER!**

**BROADWAY
MELODY
OF 1938**

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the
best
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of all!**



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The Land!

Comedy—
"A DAY AT THE RACES"
Road Show—
"CAPTAINS COURAGEOUS"
Mystery—
"EMPEROR'S CANDLESTICKS"
Historical Drama—
"PARNELL"
Romance—
"SARATOGA"
Novelty—
"TOPPER"
Drama—
"BETWEEN TWO WOMEN"
Road Show Epic—
"THE GOOD EARTH"
Etc., etc.

CHEF'S NOTE:

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very filling to your theatre.
They are therefore very fat-
tening to your bank account!

**BROADWAY
MELODY OF 1938**

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ROBERT TAYLOR & ELEANOR POWELL

with GEORGE MURPHY • BINNIE BARNES • BUDDY EBSEN
SOPHIE TUCKER • JUDY GARLAND • CHARLES IGOR GORIN
RAYMOND WALBURN • ROBERT BENCHLEY • WILLIE HOWARD
CHARLEY GRAPEWIN • ROBERT WILDHACK

Screen Play by Jack McGowan

Produced by Jack Cummings

Directed by Roy Del Ruth

A Metro-Goldwyn-Mayer Picture

Alliance for Technicians, Talent Seen

(Continued from page 1)

would have an understanding, written or implied, for mutual assistance in eventualities. Of the four, only the Authors' League of America is a non-affiliate of organized labor, as constituted by the A. F. of L. and C. I. O. The other three are A. F. L. affiliates.

There is a growing sentiment among A. L. A. members, especially in the Writers' Guild here, favoring affiliation with the A. F. of L., and should that occur, the last bar to a definite announcement of an Amusement Federation comprising the four groups would be removed.

The I.A.T.S.E., Equity and the A.F.M. have long worked in close harmony throughout the theatres of the country, and it was the I.A.T.S.E. which obtained for the Screen Actors' Guild the signatures of producers to the guild contract. On a Saturday William Bioff, personal representative of George Browne, I.A.T.S.E. president, announced support of the guild in its demand. The next day, at a meeting of the Actors' Guild, signing of the contract by five studios was announced, averting a strike call. The rest of the studios followed in short order.

Now the Actors' Guild leaders are aiding in the organization drive of the Screen Writers' Guild in the latter's fight to have the Regional Labor Board call an election to determine

whether the guild should become the collective bargaining agency for film writers and depose the Screen Playwrights, termed by the guild a "company union" and which holds an agreement with the producers. At the meeting last week of the Writers' Guild, telegrams pledging support were read from Robert Montgomery, actors' president, and, more significant, from J. W. Gillette, international representative of the musicians' union, and from J. W. Buzzell, secretary of the Central Labor Council here. Also wiring support was George Roberts, president of the C. I. O. Council in Los Angeles.

Indications of Pact Seen

Persons on the inside point out, as evidence of the forthcoming interlocking working agreement between the four technical and talent organizations, the current reorganization of the A.A.A.A. to strengthen its position as an international, Radio Equity's sub rosa drives both here and in New York, the drive of the I.A.T.S.E. among film exchange employees and on the radio front, the extension of A.A.A.A. to night club and circus performers, promises of the three other A.L.A. affiliates to the Screen Writers' Guild in its fight to bargain collectively for film writers, and the order being issued by the A.L.A. that no writer can belong both to it and the Screen Playwrights. First instance of the last was the letter mailed this week from New York to Rupert Hughes, honorary A.L.A. president and one of the organizers of the playwrights, telling him to resign either one or the other.

It is reported there already exists a pact, either oral or written, between the I.A.T.S.E. and the musicians. The Screen Actors' Guild, by virtue of its being a labor affiliate, undoubtedly will enter that. And the Authors' League of America, it is rumored, will take steps to iron out its entrance bar to an amusement Federation by deciding its labor affiliation at the joint meeting of the western and eastern councils Nov. 10.

W. B. Ask Suit Transfer

R. W. Perkins, counsel for Warners, filed papers in the N. Y. Supreme Court yesterday asking that the \$10,000 suit brought against Warners by Select Theatres Corp. be transferred to Federal Court on the ground that the state court lacks jurisdiction.

Select Theatres sued the film company on the allegation that Warners plagiarized the plaintiff's play, "The Audition," charging that "Ready, Willing and Able" is identical in all important respects to "The Audition."

Extortioner Gets 5 Years

LOS ANGELES, Aug. 2.—A sentence of five years in the Federal penitentiary today was imposed by Judge Leon R. Yankwich on Mrs. June Bates for having attempted to extort \$500 from John Boles. The judge emphasized that no leniency would be shown in his court to would-be extortioners of film notables.

Delay Opera House Suit

The action of K. P. Corp., RKO subsidiary, against Warco Trading Co., in connection with the demolition of the Grand Opera House and the building of a new theatre in its stead, yesterday was postponed by N. Y. Supreme Court Judge Kenneth O'Brien to Aug. 9.

Guild's Action Here Awaits Union Ruling

Although the Screen Actors' Guild wage scale was declared in effect yesterday for eastern studios the guild shop will not be enforced here for the time being, it was stated at the guild's eastern office yesterday.

Indications are that the closed shop will become effective as soon as the guild works out an agreement with other stage unions affiliated with the Associated Actors and Artistes of America on the interchangeability of membership cards here. It was stated that much of the talent employed in eastern production is affiliated with one or another of the Four A unions already and that efforts would be made to have the cards of such unions interchangeable with the Screen Actors' Guild.

Kenneth Thomson, executive secretary of the guild, plans to leave for Hollywood as soon as an agreement on the matter is reached, which is expected to be late this week.

Makeup Union Signs New Wage Agreement

HOLLYWOOD, Aug. 2.—The Makeup Artists' local is the first of the three Brotherhood unions in the recent strike to reach a complete agreement on the union shop minimum scale and working conditions with the producers.

The scales which went into effect today are: Top men, weekly minimum, \$112.50; body makeup, \$60. They will have a 60-hour week with time and one-half for overtime and double time for holidays and Saturdays. A system of apprentices will be established.

Members who broke the strike must reapply for admission, paying an initiation fee of \$300. Outside strike breakers must apply for apprentice status, the pay scale for which starts at \$35 and runs up to \$60.

Studio Painters Get Closed Shop, Raise

HOLLYWOOD, Aug. 2.—The studio painters' local of the Painters' Brotherhood, through the intervention of the I.A.T.S.E., on Tuesday will sign with the producers an agreement for wage scales and closed shop which will result in an increase of approximately 15 per cent.

The agreement, which was ratified at a meeting last night, will be signed by Pat Casey for the producers tomorrow. It calls for the reopening of wage scale discussions next May and yearly thereafter.

Organize in Cleveland

CLEVELAND, Aug. 2.—Negotiations for lining up the independent exchange employees under the Film Exchange Employees' Union, recently formed, are under way. Ira G. Beckstead of the I. A. T. S. E. is handling negotiations for the A. F. of L.

Continue Roxy Increase

The new scale of admissions, adopted by the Roxy with the opening of "Wee Willie Winkie," will continue as a permanent policy, it was stated yesterday. Although the current attraction warranted a third week, "The Road Back" will replace the Shirley Temple picture on Friday.

Fox Theatres Meet Will Start Aug. 9

DENVER, Aug. 2.—A five-day convention filled with business discussions, sports events and other activities will be held at the Broadmoor, Colorado Springs, from Aug. 9 to Aug. 13. The gathering will be attended by 105 Fox theatre officials, managers, bookers, etc. The meetings will be presided over by Spyros P. Skouras, president of the National Theatres.

The opening day will be given over to a golf tournament, sightseeing trips, trout fishing and saddle trips. Various sightseeing trips and social events are planned for each day, with the group visiting the Will Rogers' Shrine of the Sun memorial which is located on Cheyenne mountain on Wednesday.

Business sessions will open on Tuesday. Included for discussion are film deals, roadshows, legislation, unions, purchasing, taxation, sound and projection, insurance.

Wednesday there will be a general discussion on operation, with 15-minutes each allotted to 12 speakers.

A feature on Thursday will be a television exhibit, preceding department gatherings.

Flash Previews

"It's All Yours"—Mischa Auer continues his onward march in this sprightly tale based on the girl-reforms-boy formula. Madeleine Carroll and Francis Lederer help.

"She's No Lady"—Another mystery of the stolen jewels, with the gems popping up here and there. Good for a double bill.

"Heroes of the Alamo"—Based on the David Crockett incident of American history. Outdoor stuff, moderately entertaining.

"Reported Missing"—The invention of an airplane safety device results in a number of deaths which turn out to have been caused by a third party.

"Roundup Time in Texas"—A western—obviously—with a plot that borders on the unique and which should interest the Gene Autry fans.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Wall Street

Light Board Movement

	High	Low	Close	Net Change
Columbia	29	28½	28½	— ½
Consolidated	3¼	3¼	3¼	+ ¼
Eastman	180½	180½	180½	+ ½
Gen. T. Equip.	24¼	24	24¼	+ ¼
Loew's Inc.	85½	84¼	85	+ ¼
Loew's, pfd.	106	106	106	— ½
Paramount	22½	22	22½	— ¾
Pathe	9½	8½	8½	— ½
RKO	8½	8	8	— ¾
20th Century-Fox. 37	36¼	36¼	36¼	
Warner Bros. ...	14½	14½	14½	— ¼

Fractional Curb Changes

	High	Low	Close	Net Change
Grand National ..	3¼	3¼	3¼	+ ½
Sonotone	1¼	1¼	1¼	
Technicolor	28½	27½	27½	— ¼
Trans-Lux	4½	4½	4½	
Universal corp. ...	4	4	4	

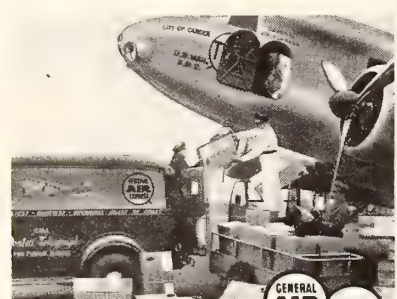
Bonds Hold Levels

	High	Low	Close	Net Change
Loew's	100	100	100	+ ½
Paramount B'way 65½	65½	65½	65½	— ½
Paramount '47	93	93	93	
Warner Bros. 6s				
'39 wd	95	95	95	

(Quotations at close of Aug. 2)

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Morris Carnovsky • Directed by **William Dieterle** Screen play by **Norman Reilly Raine**, **Haines Harold** and **Geza Herczeg**

✱

Gala International Premiere

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CBS and NBC July Revenue Up Over 1936

CBS and NBC time sale revenues for July this year are substantially over the billings for July, 1936, a breakdown reveals.

Columbia's billings for the month were \$1,988,412, a gain of 53.8 per cent over the total for the same month a year ago. However, it marks the first time in almost a year that CBS has reported a monthly revenue under the \$2,000,000 mark.

The total for the first seven months for CBS is \$16,791,677, up 34.6 per cent for the same period in 1936.

Revenue of NBC in July reached the highest for that month in the history of the company, advertisers investing \$2,707,450 for network time. The increase over July, 1936, amounted to \$288,467, or 11.4 per cent.

The Blue network accounted for \$688,630, down 17.3 per cent for the same month a year ago.

The Red network, with a revenue of \$2,018,821, bettered the July, 1936, figure by 35.5 per cent.

NBC's total revenue for the first seven months of the year reached \$22,655,557, a 22.5 per cent gain over the \$18,491,075 for the same period a year ago.

The Mutual billings for July are not yet available.

Renew "True Story Court"

"True Story Court of Human Relations" has been renewed for another year on NBC, effective Sept. 3. The program has been on the air since 1928, and heard over NBC since 1931.

The series is broadcast Fridays from 9:30 to 10 P. M., E.D.S.T., and presents dramatized versions of stories appearing in *True Story* magazine. It is sponsored by MacFadden Publications, Inc., through the Arthur Kuder agency.

Renew "Lum and Abner"

"Lum and Abner," comedy serial sponsored by the Horlick Malted Milk Corp. over the NBC-Blue network, has been renewed for 52 weeks, effective Aug. 30, through Lord & Thomas, Chicago division.

The series is heard Mondays through Fridays from 7:30 to 7:45 P. M., E.D.S.T., with a repeat show for the Pacific coast Mondays, Tuesdays, Wednesdays and Fridays from 11:15 to 11:30 P. M.

WJBO Power Goes Up

BATON ROUGE, La., Aug. 2.—WJBO, formerly a 100 watt station and a member of NBC, is now operating with a power of 500 watts on a new wave length of 1120 kilocycles. The shift was made following the erection of a new 485-foot half-wave vertical antenna on a new site.

RCA's Six Month Net \$4,647,386; Big Gain

RCA and subsidiary companies yesterday reported a net profit of \$4,647,386 for the first six months of 1937 and a net of \$2,404,329 for the second quarter.

The half year profit represents an increase of \$2,883,606 over the corresponding period of 1936. The second quarter profit is an increase of \$1,927,240 over the corresponding three months last year. After allowing for preferred dividends, paid or accrued, there remain \$3,030,292 earned on the common for the first six months of this year, the equivalent of 22 cents per share.

Pawtucket Asks for Broadcast License

WASHINGTON, Aug. 2.—Receipt of an application from the Pawtucket Broadcasting Co. for authority to construct a new 1,390-kilocycle, 1,000-watt broadcasting station at Pawtucket, R. I., has been made known by the F. C. C.

The commission also has received an application from WKEU, Griffin, Ga., for authority to change frequency from 1,500 to 1,310 kilocycles, increase time from day to unlimited, and increase day power from 100 to 250 watts.

DeForest Free of Bankruptcy

LOS ANGELES, Aug. 2.—Lee DeForest today was discharged from bankruptcy by Federal Judge Leon R. Yankwich and granted exemption on the \$390 of scheduled total assets on the strength of his plea that his personal property liabilities were \$103,943. No creditors responded to the court's invitation for protests. The hearings had extended throughout the last six months.

Green Booked for Vallee

Nelson Hesse and Bill McCaffrey, artists' representatives, have booked Eddie Green for an appearance on the Vallee program Aug. 5, and Ramon Novarro on the same show Aug. 12.

New NBC-Blue Serial

NBC has scheduled a serial thriller titled "Gun Smoke Law" over the Blue network, beginning this Thursday and weekly thereafter from 8 to 8:30 P. M., E.D.S.T.

Cleveland Schools Broadcast in Fall

CLEVELAND, Aug. 2.—Cleveland public schools will this fall begin broadcasting classroom programs, made possible by funds granted the Cleveland Board of Education by the General Education Board, New York, according to I. Keith Tyler, head of the Radio Bureau of Educational Research of the Ohio State University.

The school's own transmitter will be used in this new type of school broadcast, which will be conducted as a one-year experimental test, the first of its kind to be inaugurated, Tyler said. Cleveland was selected because of the several years of school broadcasts which have been carried on there.

Friedman Football Talks on WOR, WGN

Benny Friedman, former all-American star, will begin a series of football commentaries over WOR, New York, and WGN, Chicago, Sept. 12, for the Parker Watch Co. The contract is for 13 weeks.

The grid talks will be offered Sundays from 11:30 to 11:45 A.M. The de Garmo agency, New York, set the deal. The broadcasts will originate here.

Donnell Starting at KGO

SAN FRANCISCO, Aug. 2.—Darrell Donnell, *Examiner* radio editor, debuts tomorrow in a nightly newscast over KGO and the coast Blue network of NBC. Donnell was newscaster at KYA for five years.

KQW to Don Lee Today

SAN JOSE, Aug. 2.—KQW tomorrow joins the Mutual-Don Lee broadcasting systems with a dedicatory program which includes pickups from Los Angeles, San Francisco, and San Jose.

WHN Signs Hoffman

The Hoffman Beverage Co. has signed for two announcements a day, for a period of eight weeks, over WHN. The contract starts immediately, through Batten, Barton, Durs-tine & Osborn.

Hollywood Town Pump

HOLLYWOOD, Aug. 2.—Guy Bates Post guest star on the NBC-Red "Thrills" show . . . Radio Features, Inc., moving to larger quarters in the Taft Bldg. . . . James Stewart signed for Kraft Music Hall Aug. 5.

KMTR has devised a means of making transcription of spot news events and then holding them until 7 P.M., P. S. T., for airing nightly. The recording equipment is mounted on a truck which goes about to various spots to pick up material. First instance was the recent arrival of the Russian fliers at March Field, and later a "Man on the Street" questionnaire was used.

Lee Ringer has placed for the Maurice Ball fur shop 52 announcements, one a week, with KECA . . . Agnes White is taking a month's vacation

from her twice-weekly California Kitchen on KFI and Katherine Bushard is pinch hitting . . . Durward Howes Monday starts a daily "Birth-day Bill" program as a daily feature on KECA, greeting persons whose birthdays fall on that particular day, and giving background material on their lives . . . Vierling Kersey, superintendent of Los Angeles schools, will be interviewed Aug. 16 on the Columbia Pacific net from 2 to 2:15 P.M. by Harry Ommerle, assistant director of the CBS program service, on the value of Shakespeare plays as given on the radio.

Nelson Eddy will make his initial appearance on the Chase & Sanborn show Aug. 8 . . . Block and Sully have been set for the Aug. 10 Camel show.

Radio Personals

DOROTHY KNOX celebrated a busy day yesterday receiving offers for film tests from three companies and being interviewed by the Shuberts for a Broadway production this fall. She's been heard on numerous air shows. . . . The Vass Family has been engaged by Decca Records for a series of eight recordings. . . . Gladys Swarthout will be the headline guest on the RCA "Magic Key" this Sunday. . . . C. Aubrey Smith will be Elza Schallert's interview guest over NBC Friday evening. . . . Before departing for Hollywood this week, Casper Reardon will make a guest appearance on the CBS "Swing Club" Saturday. . . . Alfred J. Weis, network field engineer, is the father of a baby girl. . . . Mrs. Josephine Walker, who came to the engineering department at NBC from KYW, Philadelphia, has been named secretary to I. E. Showerman, assistant manager of the eastern sales division. . . . Returned to press department duties yesterday after vacation periods were Florence Marks, Percy Winner, "Hank" Daugherty, Frank Lepore and Russ Nordstrum. . . . Johnny Hauser, heard over Mutual from the Grossinger Playhouse, has added the "Sing-Songsters" to his organization. . . .

New CBS Music Series

Nicolai Berezowsky, violinist, and Victor Bey, pianist, will begin a new series of musical recitals over CBS tomorrow. They will be heard each Wednesday thereafter from 3:45 to 4:15 P. M., E.D.S.T. Bey, incidentally, is the brother of the CBS conductor who is heard on that network's Shakespearean series.

Strike Over; Back on Air

SAN FRANCISCO, Aug. 2.—Three downtown hotels reopen their supper rooms tomorrow, after three-month shutdown during the recent hotel strike. Paul Pendarvis returns to the Palace, CBS; ex-film player Nick Stuart opens the Mark Hopkins, NBC; and Roger Burke is at the Sir Francis Drake, MBS.

Civic Affairs on WNEW

WNEW will begin a new series of programs devoted to speakers on civic affairs today at 8 P.M. The talks will be non-political in nature. The first speaker will be Julius Isaacs, assistant corporation counsel for New York City. Commissioner of Licenses Paul Moses will be the second speaker.

Dunne-Scott on Air

Irene Dunne and Randolph Scott will be presented in scenes from their current film "High, Wide and Handsome" on "Hollywood Hotel" Aug. 5 over CBS.

It will mark the second appearance for each on this program.

Harry Rose to NBC

Harry Rose, who is well-known to vaudeville and revue patrons, has been set for a sustaining series over the NBC-Blue network, beginning Aug. 11. Supported by Bill Wirges' orchestra and guest talent, he will be heard weekly from 9 to 9:30 P. M.

LEO SAYS:
Listen to Jimmy Winchester's daily program of "Racing Results"—another great WHN listener-attracting program!

WHN DIAL 1010
AFFILIATED WITH M-G-M-LOEWS



Allied Takes Para.'s Sales To Trade Body

(Continued from page 1)

from release, during the last two quarters of each year, pictures which have marked box-office possibilities, and in using those same pictures as bait to induce exhibitors to sign up with Paramount for the ensuing year."

The complaint cited six pictures. These are "Count of Luxembourg," "Artists and Models," "High, Wide and Handsome," "Spawn of the North," "Souls at Sea" and a Marlene Dietrich film as having been withheld from current contracts. These were covered by advertising put out by the company, it is claimed.

"Paramount in designing and distributing this advertising to induce exhibitors to contract for Paramount pictures had no intention of delivering the pictures advertised except as it might later seem advantageous to the company to make such deliveries," it was charged.

Called 1938 "Bait"

All six, it was asserted in the complaint, are now being used as "bait" to induce exhibitors to take Paramount contracts for the coming season at higher prices. The practice, it was declared, is also used by other companies, but the complaint is confined to Paramount at this time "because it is the most flagrant offender; because if any action by the commission is to be effective it must be taken promptly and proceedings can be instituted more rapidly because if formal proceedings are launched against Paramount it is believed that the others will institute voluntary reforms."

The Federal Trade Commission has jurisdiction in the matter, it was argued, because the advertising complained of constitutes an unfair method of competition to other distributors and defrauds exhibitor customers. Had exhibitors known that Paramount was not going to release the pictures in question, it was pointed out, "many doubtless would have chosen Twentieth Century-Fox instead, which company has endeavored in good faith to deliver what it promised to deliver."

Minneapolis Pickets At Para's Exchange

MINNEAPOLIS, Aug. 2. — The exhibitors' strike against Paramount opened here this morning with picketing of the company's exchange and a declaration from Allied Theatre Owners of the Northwest that it will be continued until a settlement is made, regardless of whether that does not occur until after the end of August. The strike was designated originally for this month only.

Allied headquarters has released the names of 210 theatres in this territory which, the organization says, have agreed to refrain from playing Paramount pictures and from making new season contracts with the company during the strike. The organization asserts that it has made "concessions" to an undesignated number of theatres permitting them to play Paramount pictures either because they were paid for already or because no substitute

Phila. Exhibitors' Strike Moves Halted Until Aug. 11

(Continued from page 1)

action by exhibitors in refusing to deal with the company. Golder urged the use of lawful methods, without the employment of force or coercion, whereby each exhibitor might convince himself or other exhibitors of the action to be taken in the event an equitable contract could not be secured.

The obvious trend of Golder's talk was in opposition to any mass action against Paramount which might be construed by the courts as conspiracy, although the latter term was not mentioned in his talk in this connection.

Paramount was represented at the Federal court hearing today by Austin Keough, secretary and a director of the company and its former general counsel; Louis Phillips, Paramount home office counsel; William A. Schnader and Dave Kaufman, local attorneys for the company. Neil F. Agnew, Paramount vice-president in charge of distribution, was also present.

Cite Sherman Act

The question of jurisdiction was introduced at the hearing when the extent to which the Sherman anti-trust law might be applicable to the case was raised. Judge Dickinson then ruled that the entire matter be argued on its merits later, and set Aug. 11 for the hearing. The court ruled that, in the meantime, exhibitors would not be permitted to coerce or induce each other, or the public, to boycott Paramount.

At the meeting which followed the adjournment of the court hearing Golder emphasized the fact that for the first time in film litigation exhibitors had distributors on the defense, forcing them into the role of plaintiff. He asserted that the exhibitor opposition was directed not only at Paramount but at all "distributor aggression." Several times

product was obtainable for certain dates. The explanation is made in anticipation of denials by the Paramount exchange that some of the theatres appearing on the Allied list have refused to play the company's pictures or of the discovery by exhibitors themselves that Paramount product is being shown at some of the houses on the list.

The bulletin advises striking exhibitors to ignore letters of warning from the Paramount exchange that striking houses will lose priority rights and protection and will have to pay for canceled pictures. It also advises exhibitors to refuse delivery of prints sent to theatres by the exchange.

No Action in Chicago

CHICAGO, Aug. 2.—No exhibitor strike action against Paramount is anticipated here. There has been no organized opposition to the company's policy and at this time it appears unlikely that any will develop.

No Legal Steps in Boston

BOSTON, Aug. 2.—Paramount has taken no legal action to date to halt the projected exhibitor buyers' strike in this territory. No statement could be obtained from the local exchange regarding possible legal action.

he reiterated the need for individual action in the campaign and interpreted the court's attitude, as disclosed this morning, to mean that every individual had a right to make or refuse to make a contract and to talk to others on the subject, and exchange views, provided no use of force or intimidation entered into the situation. Golder suggested that the exhibitors "work on their conscience, their business instincts and other exhibitors lawfully."

The attorney advanced as his own opinion the theory that other distributors were not in sympathy with Paramount in the fight, due to the fact that some distributors are also exhibitors. Golder also questioned the wisdom of the proposed picketing campaign, stating that the persons who would be picketed would also be exhibitors, which, he said, threatened injury to the exhibitors' front. He also doubted the value of the proposed appeals to the public, stating that it knew and cared little which company made certain pictures.

No Individual Suits

The matter of possible suits against exhibitors for violations of contract was discounted by Golder on the theory that it would be impracticable for Paramount to file hundreds of suits against individual exhibitors. He pointed out that the company would have to bring more than 300 suits in this territory alone, whereas the individual exhibitor would be obliged to defend only one action.

Approximately 110 exhibitors present at today's meeting represented 200 theatres and contributed an additional \$5,000 to the central fund, it was reported. A survey showed that only eight Paramount dates have been given in this territory currently. All have been by Warner houses.

Springer Stock Case Settlement Reached

(Continued from page 1)

the Cocalis interests said yesterday.

The Cocalis spokesman said that, in the meantime, the sale of Kutinsky's stock to Cocalis was consummated. The suit also asked that Cocalis be directed to designate representatives of the Springer estate to the boards of various theatre companies. This had not been done at the time of the withdrawal of the action, according to the Cocalis spokesman.

Springer estate representatives could not be reached for comment.

SEC Expels Meehan From 3 Exchanges

(Continued from page 1)

Board of Trade. He had been charged with manipulating the price of Bellanca Aircraft Corp. common stock on the Curb Exchange at various periods during 1935.

Meehan for the past seven years has been an important factor in the affairs of Keith-Albee-Orpheum Corp., in which he owns a majority of the preferred stock.

Griffis Buys Heavily into Para. Issues

By CLARENCE LINZ

WASHINGTON, Aug. 2.—Heavy trading in Paramount securities in June by Stanton Griffis, director, through Hemphill, Noyes & Co., was reported today by S.E.C in its bi-weekly report of the transactions of officers and directors in the stocks of their corporations.

During the month, the report showed, Hemphill, Noyes purchased 51,000 3¼ per cent convertible debentures and sold 21,000, thereby increasing Griffis' holdings by 30,000 to 88,000.

The report also showed that Maurice Newton, director, through Hallgarten & Co., purchased 950 shares of Paramount common during the month and sold the same number.

A report on 20th Century-Fox showed that the Chase National Bank, sold 600 shares of common and 1,200 shares of preferred held under escrow agreement, reducing its holdings to 346,391 shares of common and 692,982 shares of preferred.

A May report from Sidney R. Kent showed that he received from the Berkshire Finance Co. and disposed of 3,000 shares of common, of which the holding company at the end of the month held 3,355 shares.

Other reports showed that Bruno Meyers, New York, officer and director of Educational Pictures, sold 300 warrants for common in June, reducing his holdings to 1,240; and that Loew's, Inc., acquired another 148 shares of Loew's Boston Theatres common, bringing its holdings to 97,077 shares.

A report filed by Universal Corp. as to holdings when its securities became registered on April 9, last, showed that General Cinema Finance Corp. of London held 134,375 common voting trust certificates and \$1,000,000 in debenture bonds.

No Admission Jumps Planned Around K.C.

(Continued from page 1)

has asked for increased wages and decreased hours, some of which they will get.

Kansas City admission prices remain among the lowest in the country. A year ago a survey showed the average admission was around 16½ cents. With no admission increases during the interim, and with the Mainstreet, Newman, Tower and Uptown lowering balcony admissions for evening shows to 25 cents, to compete with the Midland's 25-cent balcony, the present average admission actually is less than 16½ cents. This compares with the national average of 22 cents, and is approximately 36 per cent under the countrywide figure.

Business has decreased here compared with a year ago. It has been showing slight recessions since early spring. With the same thing holding true of the country area, admission rises are considered inadvisable. This year's grain production at good prices will help.

Flaming
love drama
of the
Tropics!

MOVITA and
WARREN HULL

PARADISE ISLE

FILMED IN SAMOA!

PRAISE FROM THE PRESS!

"A natural for word-of-mouth and steady growth at the box-office... beautifully photographed." —VARIETY

"Monogram makes proud debut... highly acceptable picture."

—BOX OFFICE

"Gorgeously photographed... production well above par... vigorous melodrama." —HOLLYWOOD REPORTER

"Credit to Monogram... holds interest throughout."

—JAY EMANUEL PUBLICATIONS

With
WILLIAM DAVIDSON
JOHN ST. POLIS
GEORGE PILTZ

Directed by **ARTHUR G. COLLINS**

Associate Producer

DOROTHY REID

From Cosmopolitan story
"THE BELLED PALM"
by **ALLAN VAUGHAN ELSTON**
Adapted by **MARION ORTH**

"PARADISE
ISLE"

"CHANT
OF THE
SOUTH SEAS"

SONG HITS

15 GIANT
NATIONAL
TIE-UPS!

I. MILLER SHOES
MAXWELL HOUSE COFFEE
COTY "A SUMA" PERFUME
MOVIEMATIC CAMERA
AMERICAN SPICE
ASSOCIATION
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JEWELRY
AVIATRIX SHOWER CAP
GABAR BATHING SUIT
BEN HUR HAIR ORNAMENTS
WILLIAMSBRIDGE BLOUSE CO.
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First in
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VOL. 42. NO. 29

NEW YORK, WEDNESDAY, AUGUST 4, 1937

TEN CENTS

Pennsylvania Will Enforce Chain Tax Law

Unlicensed Places Face Action, Says Officer

HARRISBURG, PA., Aug. 3.—Steps for immediate prosecution of chain store or theatre circuit companies that fail to file applications to operate under the new Pennsylvania chain store tax law, prior to the deadline at midnight tomorrow, will be taken by Secretary J. Griffith Boardman of the Dept. of Revenue, who announced today that no extensions of time will be granted.

The law provides a penalty of \$50 a day for each store or theatre which operates without a permit, and records of the Revenue Dept. disclose that to date 77,000 taxable business concerns have failed to file, whereas 117,000 applications have been received. B. Frank Swigert, director of the Tax Division of the Department, said that as soon as the final mail of Aug. 4 has been cleared, investigators will go into each of the 67 counties of the state and lodge information before magistrates against delinquent store and theatre operators. The tax ranges from \$1 to \$500 on each unit,

(Continued on page 8)

Allied-A.T.S. Talk Michigan Alliance

DETROIT, Aug. 3.—Formation of a new buying and booking combine, for both city and state theatres, composed of the members of Allied of Michigan and The American Theatre Science, now buying and booking for some 40 state houses, is being discussed.

Frank Stuart, general manager of A.T.S., refused to divulge any information concerning the new setup and Frank A. Wetsman, president of Allied, could not be reached, but ex-

(Continued on page 8)

Claim Opening Day Record for Rivoli

"You Can't Have Everything" broke all morning opening day records for the past four years at the Rivoli, according to 20th Century-Fox, with the exception of "Modern Times" which opened 30 minutes earlier.

At 1 o'clock it had passed the mark set by "The Road to Glory" last summer and two holdout periods of 45 minutes each had been reported.

The film reopened the house after a shutdown since July 20.

RKO's Net for Six Months Estimated at \$1,490,000

With consolidated net profit for the first six months of 1937 estimated at \$1,490,000, RKO's earnings for the period are practically double that for the first six months of last year, Paramount company officials revealed yesterday.

RKO's consolidated earnings for the first half of 1936 were \$781,000, and for the full year were \$2,514,000. Earnings for the first quarter of the current year were estimated at

\$993,000, and RKO theatre earnings for the first half of the year were \$687,190. Midsummer business thus far is reported to be maintaining satisfactory levels. Appreciable gains are anticipated during the current and final quarter, and with the picture company's activities on a similar basis a consolidated net for the year well in excess of \$3,000,000 is viewed as highly likely by those within the company.

British Producing Plans Set—Balcon

Michael Balcon, who sails today on the *Normandie* after five months at the M-G-M studios in Culver City, has completed the final production setup for England.

Margaret Booth, who has been with M-G-M many years, will be supervising editor; Hal Rosson will be cameraman; Joe Newman, unit pro-

(Continued on page 8)

No Change in G. B. Situation—Rubin

"There is no change in the status of the M-G-M-20th Century-Fox-G. B. situation abroad," J. Robert Rubin, vice-president and legal head of M-G-M, stated yesterday.

Rubin spent three weeks at Carlsbad and also visited London and Paris where he closed several deals for story material. Asked whether he

(Continued on page 8)

Paramount Silent On FTC Complaint

Paramount officials yesterday declined to comment on the complaint against the company's sales policies which was filed with the Federal Trade Commission on Monday by Allied States Ass'n.

The filing of the Allied complaint in Washington was reported exclusively in *MOTION PICTURE DAILY* yesterday.

Oklahoma City Union Men Here to Confer

Although no meeting had been scheduled for this week, home office executives may call a special session to re-discuss an agreement set up for members of the Oklahoma City Film Exchange Employees' Union. George Snodgrass, president, and Paul Kerns, vice-president of the Oklahoma City local, have arrived to

(Continued on page 8)

Griffis and Giannini Sail; Reports on U.A. Sale Astir

Speculation as to the possibility of Hemphill, Noyes & Co. participating in the Samuel Goldwyn-Alexander Korda option deal to acquire control of United Artists was revived on Broadway yesterday when it became known that Stanton Griffis, partner in the brokerage firm, will be aboard the *Normandie* with Dr. A. H. Giannini, United Artists president, when it sails from here today.

Griffis, who is chairman of the Paramount executive committee, when interrogated about the possibility of a financing deal, said: "I can make no comment on that."

Griffis and Giannini describe the trip as a "vacation." When pressed, how-

ever, Griffis admits that "a little business" may also enter into it.

On Korda's return to New York immediately after he and Goldwyn had obtained the options from the other United Artists' partners, he was closeted with Griffis for lengthy intervals. Asked at the time whether he was interested in the financial aspects of the options, Griffis replied in the negative, adding that his conversations with Korda, whom he described as "a very old friend of mine," concerned personal matters only.

Recently, it was reported from the Coast that Griffis conferred frequently

(Continued on page 14)

Final Details Ready on RKO Setup—Spitz

All 48 on List Will Be Completed, He Says

Final details in the reorganization of RKO have been completed and just how soon the company will emerge from the court's jurisdiction depends on Special Master Alger and Federal Judge William Bondy, Leo Spitz, president, stated yesterday.

Optimistic over his visit at the studios, Spitz said three "A" pictures on next season's program are now ready for release. He added that production is behind a little on "B" product, but everything looks good and the entire 48 features will be made.

Spitz would not hazard a guess as to the profits expected for the current year. He said that there were no changes in the production setup and that he had no plans for another coast visit.

Indications are that the company's reorganization is spared new delays and possible changes in the reorganization plan by the denial of a motion of preferred stockholders of Orpheum Circuit for leave to appeal from a Federal court decision upholding the sale of Orpheum's assets to Stadium Theatres Corp., a wholly owned RKO subsidiary. The motion was denied last Friday by the U. S. Circuit Court

(Continued on page 8)

Expect \$75,000 for Holdover of "Toast"

"The Toast of New York" is expected to wind up a second week at the Music Hall tonight with a take of approximately \$75,000. The picture garnered about \$84,000 the first week.

At the Keith Memorial, Boston, the gross on "The Toast of New York" was reported running 25 per cent ahead of "Mary of Scotland," which

(Continued on page 8)

Dozen Key Spots Ask Film Boards Be Kept

Exchange managers in more than a dozen key cities have recommended unanimously to their home offices that the film Boards of Trade in their cities be continued, it was learned yesterday. To date, however, the home

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ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorient, Representative.

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◀ **Purely Personal** ▶

SAUL KRUGMAN of Grand National returned yesterday from Atlanta, Charlotte, and New Orleans where he assisted **W. M. RICHARDSON** in closing deals with the Starr, Sparks and Wolfson-Meyer circuits. Next week, **KRUGMAN** will go over that territory.

MAURICE CONN is back after a short visit to the coast. He plans to remain about three weeks. He will go to Boston over the weekend to confer with **HERMAN RIFKIN** on a franchise deal.

CHRIS DUNPHY, Paramount studio publicity head, left for the coast last night. He returned from a European vacation Monday night on the *Aquitania*.

JOE BRANDT has arrived from the coast and is trying to close a deal for distribution of a picture he has in mind.

CHARLES KOERNER, Boston RKO theatre division manager, is visiting at the home office.

WILLIAM BRANDT, brother of **HARRY**, has returned from an extended stay on the coast.

MILT KUSELL has returned from a week's trip upstate.

LOUIS MEYER and **GEORGE LYNCH** are in town from Gloversville.

HARRY THOMAS plans to leave for Boston tomorrow.

GEORGE J. SCHAEFER got back from a flying trip to Hollywood yesterday.

A. W. SMITH, JR., is touring the south.

SAM RINZLER is plotting a coast vacation trip this winter.

VINCENT McFAUL is in town from Buffalo.

J. D. KENDIS of Jay Dee Kay Prod. leaves today for Hollywood where he will start "Lost Island" to be directed by **ELMER CLIFTON**. **KENDIS** plans to return to New York in September.

RUSS BROWN leaves today on the *Normandie* to take a part in the London production, "Take It Easy," by **HERMAN TIMBERG** and **BARBARA BLAIR**.

ARNOLD SCHWARZWALD, postcarding from Haifa: "We're certainly painting the world red. We're going crazy trying to see everything, but having a grand time doing it."

PHILIP DE SCHAAPE, Dutch correspondent for MOTION PICTURE DAILY, will marry **JEANNETTE BARTELS** in Amsterdam Aug. 11.

HECTOR EVERETT, southern district sales manager for Republic, is in from Atlanta for conferences with **J. J. MILSTEIN**.

JOE DiMAGGIO will appear in "Manhattan Merry-Go-Round," which Republic started at the Biograph studios yesterday.

MAX GORDON returned to New York yesterday from a short vacation in the Thousand Islands.

HENRY ARMETTA and Mrs. **ARMETTA** and their daughter are at the Waldorf-Astoria.

EDWARD L. ALPERSON will leave for the coast this weekend. The exact time is indefinite.

LONA MANDERS, new M-G-M Hungarian find, will leave for the studios on Monday.

HUBERT VOIGHT will leave for Hollywood by plane Friday.

IRVING CAESAR spent a profitable weekend at Saratoga.

Vote by Fleischer Workers Is Ordered

By **BERTRAM F. LINZ**

WASHINGTON, Aug. 3.—Determination, by an election to be held within 15 days, of the collective bargaining representatives of the production employees of Fleischer Studios, New York, was ordered today by the National Labor Relations Board.

The board's order was based on a report by Trial Examiner H. R. Morey, submitted following a hearing in New York July 16.

The order provides that all production employees on the studios' payroll as of April 30, last, will be eligible to vote including animators and assistant animators, but excluding employees with supervisory duties and story, music, camera, clerical and maintenance employees.

The election will determine whether the employees desire to be represented by the Commercial Artists' and Designers' Union, which began a campaign for membership last March.

During April and early May, the board explained, the union unsuccessfully sought to gain recognition by the company as the exclusive representative of its production employees for the purposes of collective bargaining. The company's refusal to recognize the union resulted in a strike on May 7, and the filing of a petition with the labor relations board.

Heywood-Wakefield Men Back

MENOMINEE, MICH., Aug. 3.—The strike at the plant of Heywood-Wakefield Co. here has been settled and approximately 1,000 workers will return to their jobs tomorrow. The strike has been in progress since June 22. Some compensation inequalities have been adjusted, but the workers' demands for a closed shop and 20 per cent raise have not been granted.

Talk Balto. Union Merger

BALTIMORE, Aug. 3.—Harry Bauer, president of the M.P. Projectionists' Union (independent), says another meeting is scheduled soon with a committee representing Local 181, M.P. Operators' Union, A. F. of L., on negotiations for a merger.

Cosman, Inc., Bankrupt

J. T. Cosman, Inc., has filed a petition in bankruptcy in the U. S. District Court, listing liabilities of \$119,332 and assets of \$26.

FitzPatrick Has 5 Travelogues Ready

JAMES A. FITZPATRICK yesterday completed work on "Copenhagen" and "Sweden," making five of the new series of 12 ready for M-G-M release. He will sail today for England on the *Normandie* and will spend the next five months producing quota features for M-G-M.

"Chopin" will be the first of five pictures **FitzPatrick** will make on his return to England. He started work on the picture when he left for the United States several weeks ago.

A Technicolor unit is due back today from St. John, New Brunswick, where the final Travelogue on this season's schedule was filmed. **FitzPatrick** plans to return the latter part of November.



A TRAILER ON EVERY PICTURE

Produced by Experienced Showmen
HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

Nordon Move Beaten In General Theatres

LONDON, July 26.—At the annual general meeting of General Theatres Corp., Ltd., an amendment to the report, moved by **C. L. NORDON**, was carried by a show of hands. It demanded that the shareholders be furnished a statement of gross revenue and expenditure for the years 1929 to 1937, details of investments in subsidiary and associated companies, and the income therefrom. Also asked was the elimination of **Isidore OSTRER**'s name as president of the company.

A poll was demanded by **Mark OSTRER**, presiding, and this negated the amendment by 926,773 to 16,275. The reappointment of the auditors, **Nicholson, Beecroft & Co.**, was also defeated on a show of hands, but carried by a poll.

G.T.C. shows a year's profit of £337,041, an increase of £61,072.

Notables Sailing Today

Sailing aboard the *Normandie* this morning are **A. H. Giannini**, **David Sarnoff**, **Michael Balcon**, **JAMES A. FITZPATRICK**, **Rouben Mamoulian**, **King Vidor**, **J. S. Hummel** and **Jacques Thery**.

Another St. Louis Dividend Is Ready

ST. LOUIS, Aug. 3.—Bondholders of the Central Properties Corp., a subsidiary of Skouras Bros. Enterprises, Inc., have received word from the trustees that an additional \$6.70 per \$100 bond is to be distributed as a result of the receipt of more funds from the bankrupt Skouras Bros. Enterprises.

Approves Pulitzer Idea

Major **Albert Warner**, vice-president of Warner Bros., in a letter to **Dean Carl W. Ackerman** of the Graduate School of Journalism at Columbia University, approved the dean's proposal for the establishment of an annual Pulitzer Prize for pictures. Major Warner called the idea "altogether appropriate . . . in view of the development of the cinema to its present commanding position."

A Correction

Because of a typographical error the 1936 net of **Keith-Albee-Orpheum** was given in yesterday's MOTION PICTURE DAILY as \$24,573.46. It should have been \$424,573.46.

The COOL Way to CALIFORNIA

"American's" Flagship Skysleepers are air-conditioned before departure and continuously air-cooled by Nature. Two Overnight schedules, on lower-level ALL-YEAR route:

THE MERCURY

3 stops only

Leaves New York 5:10 pm.

Standard time

Arrives Los Angeles 7:30 am.

THE SOUTHERNER

5 stops only

Leaves New York 8:40 pm.

Standard time

Arrives Los Angeles 11:41 am.

Call your travel agent or Phone VAnderbilt 3-2580

Ticket Offices—

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AMERICAN AIRLINES INC.

99 out of 102
theatres hold
over "Saratoga".
They kept time
wide open to
be able to do
it! Clear the
decks when you
play "Saratoga"!

ROAD



FIRE

LOS ANGELES
AUGUST 6th
FOUR STAR THEATRE

CHICAGO
AUGUST 8th
ERLANGER THEATRE

BOSTON
AUGUST 9th
COLONIAL THEATRE

DETROIT
AUGUST 26th
CASS THEATRE

Others to follow
shortly. All engage-
ments are Twice Daily
at Advanced Prices.
All Seats Reserved.

SHOW!

FLY



ROAD

ADVANCE RAVES FROM

"It is a thing gorgeously done. Metro-Goldwyn-Mayer has achieved another new high."
—*Los Angeles Examiner*

"Produced with magnificence, alive with the stirring lilt of music and projecting a superlative love story which rises to passionate dramatic heights. A delight to any audience. Scenes are played with genuine emotion and appeal, the singing catches the heart. Jeanette MacDonald is superb. Enchantress as well as lover, she displays versatility in beguiling seductions, in passionate dancing, in finely shaded moods of dread, concern and surrender. The production is lavish and elegant with a wealth of entertainment for the widest possible appeal."
—*Daily Variety*

"Elaborately produced. Entertainment to please all. Ranks with M-G-M's best."
—*Motion Picture Daily*

"In the forefront is Metro-Goldwyn-Mayer as the producer of lavish musicals. Success is assured for 'The Firefly'."
—*Edwin Schallert, Los Angeles Times*

"The best of the Jeanette MacDonald operettas, revealing a new warmth and personality of the star and a triumph for Allan Jones."
—*Harrison Carroll, King Features*

"Excellent entertainment with superb music."
—*Hubbard Keavy, Associated Press*

"'The Firefly' emerges from Metro as a screaming eagle. It has SIZE and CLASS."
—*Variety*

"A stirring screen play. Jeanette MacDonald reaffirms her place as the screen's most accomplished actress. She wins new laurels. Many will judge this her best picture and its success as an outstanding hit is assured. The picture offers a wide range of entertainment, music, spectacle, drama and romance."
—*The (National) Box-office*

SHOW!

CRITICS' PRIVATE PREVIEW!

"Jeanette MacDonald's best picture."

—Paul Harrison, *Newspaper Enterprise Ass'n.*

"One of the most delightful pictures of the year with the golden voice of Jeanette MacDonald at her very best."

E. I. Smithson, *Editor, Hollywood Magazine*

"Allan Jones at last has been given opportunity worthy of his magnificent voice. With this one role he moves up among the sensational stars. Jeanette MacDonald's spirited performance and the rousing score combine for one of the biggest films of the year."

—*Screen Play*

"In the best Metro manner. Elaborately produced in picturesque settings, it has delightful Friml music. Jeanette MacDonald's best performance, Allan Jones will win a lot of new fans. Romantic, melodic, pictorial. A spectacular production."

—*The Philadelphia Exhibitor*

"A big picture impressively spectacular with hauntingly beautiful music. Stands unsurpassed as magnificently realized by the voices of Jeanette MacDonald and Allan Jones. An attraction of smash calibre. Jeanette MacDonald is exquisite. Probably the peak performance of her career. Breathtakingly beautiful in every scene. Production has imposing grandeur."

—*Hollywood Reporter*

"Produced on a tremendous scale by Metro-Goldwyn-Mayer. Altogether it is a masterful handling. The picture opens, closes and is interspersed with manoeuvres, on a scale equivalent to that of the biggest successes. Preview audience was enthusiastic from start to finish."

—*Motion Picture Herald*

"'The Firefly' is important!"

—Ted Magee, *Screen Book*

"Takes its rightful place among the truly great pictures of all times and Allan Jones wins his place among the great romantic screen tenors."

—John Leroy Johnson, *Motion Picture Magazine*

Final Details Ready on RKO Setup—Spitz

(Continued from page 1)

of Appeals here and is regarded as virtually ending the litigation which followed the sale.

The Orpheum stockholders, through their attorney, Isidor J. Kresel, sought to have the sale of the assets invalidated and to have Orpheum Circuit removed from bankruptcy and embraced by RKO's reorganization proceedings under Section 77-B of the Bankruptcy Act. The stockholders also sought to bring actions against former officers and directors of RKO and Orpheum for alleged dissipation of Orpheum assets prior to the circuit's bankruptcy. These and other relief measures sought by the stockholders were held to be unwarranted and were denied by Federal Judge Robert P. Patterson in the U. S. District Court late in June. The motion for leave to appeal from Judge Patterson's decision was denied without opinion by the Circuit Court of Appeals.

The preferred stockholders have but one further recourse, which is to apply for a writ of certiorari from the U. S. Supreme Court, and this procedure is not regarded as likely to be followed. One further action in opposition to the sale of the Orpheum assets is being prosecuted along different lines by Samuel Zirn, attorney for a small group of California stockholders of Orpheum Circuit.

Allied-A. T. S. Talk Michigan Alliance

(Continued from page 1)

hibitor members of the two organizations admitted there was a possibility of it going through.

The new organization would be in opposition to Co-Operative Theatres of Michigan, now booking and buying for 80 theatres, most of them in the city, and would divide Michigan exhibitors into two militant organizations.

Should the new Allied-A.T.S. setup be completed, it would on the face of things be stronger than Co-Op, as there are 80 theatres in Allied and 40 in A.T.S., a few of the houses in the latter organization being members of the former.

With two such organizations in the field here and each one powerful, it would present a new selling problem to the local exchanges.

Expect \$75,000 for Holdover "Toast"

(Continued from page 1)

tallied \$18,000 for seven days this time last year. Reports from the Mayfair, Asbury Park, and Warners, Atlantic City, also indicate that the picture will close with better than average business.

"Exclusive" wound up a second week at the Paramount last night at \$28,000, which was \$7,000 below the first seven day's intake. The theatre today will start showing "Artists and Models" and Phil Spitalny and his all girl orchestra on the stage.

British Producing Plans Set—Balcon

(Continued from page 1)

duction manager. Among the writers will be R. C. Sherriff, Monckton Hoffe, Eric Maschwitz, Angus McPhail and Sidney Gilliat. Edwin O'Brien will be in charge of the story department, working under both studios. H. G. Boxall will be production manager, and S. C. Balcon will be assistant to his brother. Robert Ritchie will be in charge of talent for the English studio and at the same time represent the Culver City organization.

Robert Taylor, Jack Conway and Maureen O'Sullivan are due from the coast in two weeks. They will start work on "Yank at Oxford" on Sept. 1, the first of six features definitely set. Miss Booth, Rosson and Newman will accompany Taylor, Conway and Miss O'Sullivan.

"Shadow of the Wing" will be the second picture. Balcon hopes to get Clark Gable and James Stewart for the two leading roles. The other four will be "Finishing School," "And So Victoria," "Soldiers Three" and "Good-Bye, Mr. Chips."

Balcon pointed out yesterday that there is no time limit set for production. Just as much money as is required will be spent on the pictures, he said. All will be "A" films for international distribution.

Studios will be established upon the arrival of Balcon in England. Ben Goetz is managing director of M-G-M British Studios, Ltd. Balcon is supervising head. He will return to the United States next June.

The first few scenes of "Yank at Oxford" are now being made on the coast in order to give the picture true surroundings. Balcon asserted that the American atmosphere is necessary.

Mexico Seeks U.S. Producers; Stresses Cheaper Labor Cost

HOLLYWOOD, Aug. 3.—Speaking in rapid Mexican, Louis Ramos Alarcon, Mexican government "czar" of the film industry who is visiting here to study new equipment, said today that he and his Government are very anxious to persuade American producers to make pictures in his land, not only, he frankly admitted, because of what possible money they might spend there, but because the pictures of native scenery might attract more tourists.

For, in addition to his duties of registering native film companies, seeing that they are aided by the Government and encouraging them to get modern equipment, Alarcon is a chamber of Commerce by himself.

Alarcon, carrying the title which is translated as Government Director of Cinematography, spoke of the scenery, of the historical background of Mexico which he said would provide rich story material, of Mexico's theatre system—2000 houses all wired for sound—of the appeal such American-produced pictures made in Mexico would have on the apparently film-mad inhabitants of his native land and the subsequent returns there and elsewhere, of the native music available, and added, significantly, that pictures

99 Out of 102

M-G-M sales executives yesterday reported that "Saratoga" has been held over in 99 of the first 102 engagements.

No Change in G. B. Situation—Rubin

(Continued from page 1)

conferred with Joseph M. Schenck, chairman of the board of 20th Century-Fox, on the G. B. tieup, Rubin said he met Schenck twice and at no time did the subject come up.

Some of the properties purchased by Rubin are for the new production unit to be established in England.

Para. Films Playing 12 Cleveland Spots

CLEVELAND, Aug. 3.—Of the 78 theatres operating in this city, 12 were playing Paramount product on Sunday, the deadline for the exhibitor strike against the company.

Steve K. Duros Dead

COLUMBUS, Aug. 3.—Steve K. Duros, 43, founder of nickelodeons here and owner of the first film house, who formerly operated the Pastime, Dreamland and Empress, died suddenly. He also was one of the charter members of the operators' union. He is survived by his widow, mother, two brothers and two sisters.

Rites for C. W. Hoeffler

PALESTINE, O., Aug. 3.—Funeral services for Rev. C. W. Hoeffler, 85, grandfather of Norman Foster, will be held tomorrow at Hollansburg.

Pa. to Prosecute Unlicensed Chains

(Continued from page 1)

depending on the number of units owned.

Injunctions filed by chain organizations, to restrain the Revenue Dept. from administering the law, now total almost a score. These act as a stay in the case of 12,000 places of business. Swigert, in a statement, declared that "the injunctions affect only places of business that have filed them or are part of a parent organization filing an injunction. All other places are covered by the provisions of the act. If we do not receive their applications for permits to operate, prosecutions will follow and be vigorously pressed."

Dozen Key Spots Ask Film Boards Be Kept

(Continued from page 1)

offices have taken no action on the recommendations and all Film Board secretaries, except New York's, went off the industry's payroll on Aug. 1. Whether or not any will be reinstated depends entirely upon action by the home offices in approving new appropriations. So far as could be learned, the subject is not scheduled for consideration at any early date.

Former secretaries have volunteered to continue their fire prevention work and to complete records of theatre changes and theatre directories up to the end of the year. The work will be done without pay.

Oklahoma City Union Men Here to Confer

(Continued from page 1)

talk over the terms set up for their members.

Snodgrass stated that "there are some things acceptable about the agreements, but just a few little changes are necessary."

Meanwhile, distributors completed terms for Minneapolis, Atlanta, Portland, Ore., and Seattle territories last week. St. Louis will not come up in future discussions, this city having been unionized for years.

Delay Wage Raises For Makeup Group

HOLLYWOOD, Aug. 3.—Producers' representatives today rescinded temporarily the wage scale agreement for makeup artists which went into effect on Monday because of widespread confusion in the minds of members concerning scales and working conditions.

The expected wage raises will go into effect probably next Monday.

Skouras Team Wins, 9-8

Spyros' Spear Carriers defeated the NBC Sparks in the 10th inning of a M. P. Baseball League game at the Catholic Protectory Oval over the weekend. Burt Hoffman, Skouras shortstop, brought in the winning run. The team takes first place in the league standing.

Mildred London Engaged

CLEVELAND, Aug. 3.—Mildred London, secretary to Sid Dannenberg, Warner zone publicist, has announced her engagement to Milton Gurian, U. A. salesman at Cincinnati.

**BIGGEST OPENING
HOLIDAY OR WEEK-DAY
WINTER OR SUMMER
IN TWO YEARS
AT RIVOLI (N.Y.)**

***"YOU CAN'T
HAVE
EVERYTHING"***



THE KEYSTONE OF YOUR FUTURE

"Firefly" Roadshows Set in 6 Key Spots

M-G-M will roadshow "The Firefly" in six key cities, the dates for four of the two-a-day runs having already been set. The picture will open at the Garrick, Chicago, Aug. 4; Four Star, Los Angeles, Aug. 6; Colonial, Boston, Aug. 9; Cass, Detroit, Aug. 26. The date for Philadelphia and New York showings are not set, but the Astor run on Broadway will begin following "High, Wide and Handsome." Paramount has an eight-week lease on the Astor, indicating "The Firefly" will not open until Sept. 15, or later.

Veterans Contesting Neb. Sunday Defeat

BEATRICE, Neb., Aug. 3.—Paul Bancroft, chairman of the American Legion committee which sponsored the recent special election which sought to legalize Sunday exhibition here, has filed suit in District Court contesting the result. The election, which was the fourth of its kind to be held in 10 years, resulted in a tie at 1,533—all after mail and disabled voters' ballots had been counted. Thereupon the City Council declared the proposition lost.

The American Legion objectors listed four points as the basis for their contesting action. They charge that illegal votes were received, that legal votes were rejected, that the canvassing board erred in counting and that there were errors in the counting of absentee and disabled voters' ballots.

Escuder Formerly on 20th-Fox Staff Here

Joseph M. Escuder, Spanish language newspaperman, whose arrest in Barcelona, Spain, on charges by the Communist party that he had been an agent of General Franco, was employed in the foreign advertising and publicity department at the 20th Century-Fox home office for about 10 months of last year, it has been learned from the company. Escuder has been sent to Valencia where, it is reported, Communists are demanding that he be tried by military tribunals and ask that the death penalty be imposed.

Escuder, who had worked on various Spanish language newspapers in New York and had been American correspondent for Spanish papers, joined 20th Century-Fox early in 1936 as a translator and advertising and publicity writer in the company's foreign department. He resigned last January and returned to Spain at that time.

Monogram Closes Deals

Three circuit deals have been closed by Monogram for next season's product. They are Feiber & Shea, Poli Theatres and Associated Theatres in Michigan.

World-Wide Pictures Ltd.

INTERNATIONAL FILM DISTRIBUTORS

52, SHAFTESBURY AVENUE
LONDON, W.1

CABLE ADDRESS: UKUSAFILMS

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Artists and Models"

(Paramount)

HOLLYWOOD, Aug. 3.—Plenty of entertainment for any kind of audience and plenty of showmanship ideas with which to sell it distinguish this lively musical comedy. Built on a mere outline of a story, the film is full of music, dancing, gags and specialties, compactly blended to provide thoroughly pleasing amusement.

It was concocted by a half-dozen writers. The music is credited to nine composers. It is chock full of diversified melody and comedy that leap from one situation to another with little regard to what has gone before or what is to come. It is much in the nature of a super-vaudeville show. The film gives its stars and featured specialty performers ample opportunity to display their widely varied talents.

The basis of the story concerns Jack Benny's desire to place Ida Lupino as a model in Richard Arlen's silverware advertising campaign. Benny is an advertising agent. Complications ensue when Arlen boosts Gail Patrick, a socialite, as a candidate, making possible conflicting romance and comedy. The plot is but framework on which is hung the parade of specialty personalities, all cleverly worked in.

The Yacht Club Boys are seen in two singing bits that provide rapid-fire fun. High in merit are Andre Kostelanetz's unique orchestral rendition of Leo Robin's and Frederick Hollander's "Whispers in the Dark," sung by Connie Boswell, the ensemble and Russell Patterson's Puppet Personettes, featuring Mr. Esquire. One of the show's high spots is a comedy ballad offering Judy and Zeke Canova. Not far behind is Ben Blue's eccentric dancing. An oddly conceived feature is a presentation of contemporary artists and illustrators—Peter Arno, McClelland Barclay, Arthur William Brown, Rube Goldberg, John LaGatta and Russell Patterson. In contrast is Mary Shepherd's and Gloria Wheeden's rhythmic "Water Waltz." The film's big production spectacle is "Public Melody Number One," starring Martha Raye and featuring Louis Armstrong.

Benny, Miss Lupino, Arlen and Miss Patrick alternately share the spotlight. The supporting cast of Cecil Cunningham, Donald Meek, Hedda Hopper and Kathryn Kay contribute effective work. Cunningham's handling of the role of Benny's harassed secretary is a highlight.

The expensively produced film reflects the atmosphere that is readily read into the title. Raoul Walsh had no easy job weaving the diversified elements into a coherent whole, but his skillful handling has achieved balance and easy flow without overdoing any factor with the possible exception of the Raye number.

Smart showmen have an unlimited amount of material at hand with which to create an advance interest that should result in "Artists and Models" becoming a box-office bonanza.

Running time, 90 minutes. "G."

(Additional Reviews on Page 12.)

"San Quentin," which opened yesterday at the Strand, was previewed by wire from the coast on March 24.

"You Can't Have Everything," now current at the Rivoli, was previewed on July 26.

"Stella Dallas," tomorrow morning's opener at the Radio City Music Hall, was previewed from Hollywood by wire on July 4.

"Captains Courageous," previewed by wire on March 25, from Hollywood, will open tomorrow morning at the Capitol.

"The Road Back," reviewed on June 18, will open at the Roxy Friday morning.

Flash Preview

"River of Unrest"—An ordinary story told against the familiar background of the Irish rebellion that preceded the formation of the Irish Free State.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Col. Circuit Deals Set

Columbia has completed product deals with Loew's, Warners, RKO, National Theatres and its affiliates and Paramount and its affiliates. This is the first time in the history of the company that these circuits have been lined up so early in the new selling season.

Cocalis Buys at Hudson

Sam D. Cocalis yesterday purchased a lot at Warren St., Hudson, N. Y., where he will build a 700-seat theatre. Construction will begin immediately and it is planned to have the house ready for Armistice Day. Cocalis stated that he has secured the product of four major companies first-run. He would not disclose the brand names.

Copelan in Hospital

ATLANTIC CITY, N. J., Aug. 3.—As a result of a severe attack of grippe and a high fever, Herb Copelan, Warner zone manager here, is spending a few days in the Atlantic City Hospital for treatment.

Short Subjects

"March of Time No. 13"

(Radio)

With telling pictorial effect the latest issue of this fine subject treats of political patronage, the youth of the country in summer camps and a review of the Spanish conflict that is also made to bear, quite contrarily, on war scares and the development of combative defense equipment. They are subjects of intense current interest.

The initial portion is cleverly mounted propaganda revealing how political machinery of various localities raises additional burdens for the taxpayer. There is hope, however, in Senator O'Mahoney's promise of legislation for a merit system of civil service employment, similar to the British procedure of hiring civil servants. The camp sequence shows the results of a new experiment in which city children are permitted to learn the problems of adventuring just as they want to. The last part of the film concerns the assurances of the authors of a book that is intended to quell the war-frightened. It outlines the text with dramatic scenes and logical replies to the queries of the worried.

Running time, 20 mins. "G"

Forms Jewish Prod., Inc.

Moe Goldman has formed Jewish Prod., Inc., of which he is president, for the distribution of six pictures made in Europe. Julius Charnow is vice-president of the company. The first two releases will be "Alchet" (I Have Sinned) and "Freiliche Kobonim" (Happy Beggars). The first picture will be ready in September for the Jewish holidays.

Taylor Establishes Company

LONDON, July 24.—Victor Taylor has floated a company to run the old Bushey studio for documentary, quota and advertising film production. Built by Sir Hubert Herkomer, the painter, the plant was the home of British Actors' Film Co. 20 years ago.

Wall Street

Para. Declines in Board Trading

	High	Low	Close	Net Change
Columbia	28½	28¼	28¼	— ¼
Consolidated, pfd. 12½	12¼	12¼	12¼	— ¼
Eastman	180¾	180	180	— ¾
Eastman, pfd.	158	158	158	+2
Gen. T. Equip.	24½	23¾	23¾	— ¾
K.-A.-O., pfd.	101	101	101	+1
Loew's, Inc.	85½	84½	85	
Paramount	22¾	21¾	21¾	— ¼
Paramount 1 pfd.	152¾	152¾	152¾	— 7/8
Paramount 2 pfd.	19¾	19¾	19¾	— ¾
Pathe Film	9½	8½	8½	— ¾
RKO	8½	8¼	8¼	+ ¾
20th Century-Fox.	37¾	36¾	36¾	— ¾
Warner Bros.	14½	14½	14½	— ¾

Upward Curb Trend

	High	Low	Close	Net Change
Grand National ..	3½	3¼	3½	+ ¼
Sentry Safety	¾	¾	¾	
Sonotone	1¾	1¾	1¾	
Technicolor	28	27¾	28	+ ¾

Bonds Generally Off

	High	Low	Close	Net Change
Loew's	100	99½	99½	— ½
Paramount Pict.				
6s '55	99¾	99¾	99¾	— ½
Paramount '47	93½	93	93½	+ ¾
RKO 6s '41 pp.	109	109	109	— ½
Warner Bros. 6s				
'39 wd	95¼	95	95¼	

(Quotations at close of Aug. 3)

THE BIGGEST EXPLOITATION PICTURE OF THE SEASON

KING SOLOMON'S MINES

MILLIONS OF PEOPLE HAVE READ SIR RIDER HAGGARD'S GREAT ADVENTURE STORY

GB'S ADVERTISING CAMPAIGN SPREADS THE NEWS TO MILLIONS MORE

THE WORLD'S LARGEST THEATRES WILL SHOW IT TO READY-MADE AUDIENCES!

KING SOLOMON'S MINES

... LIMITLESS
OPPORTUNITIES FOR
PRACTICAL, PRODUC-
TIVE EXPLOITATION

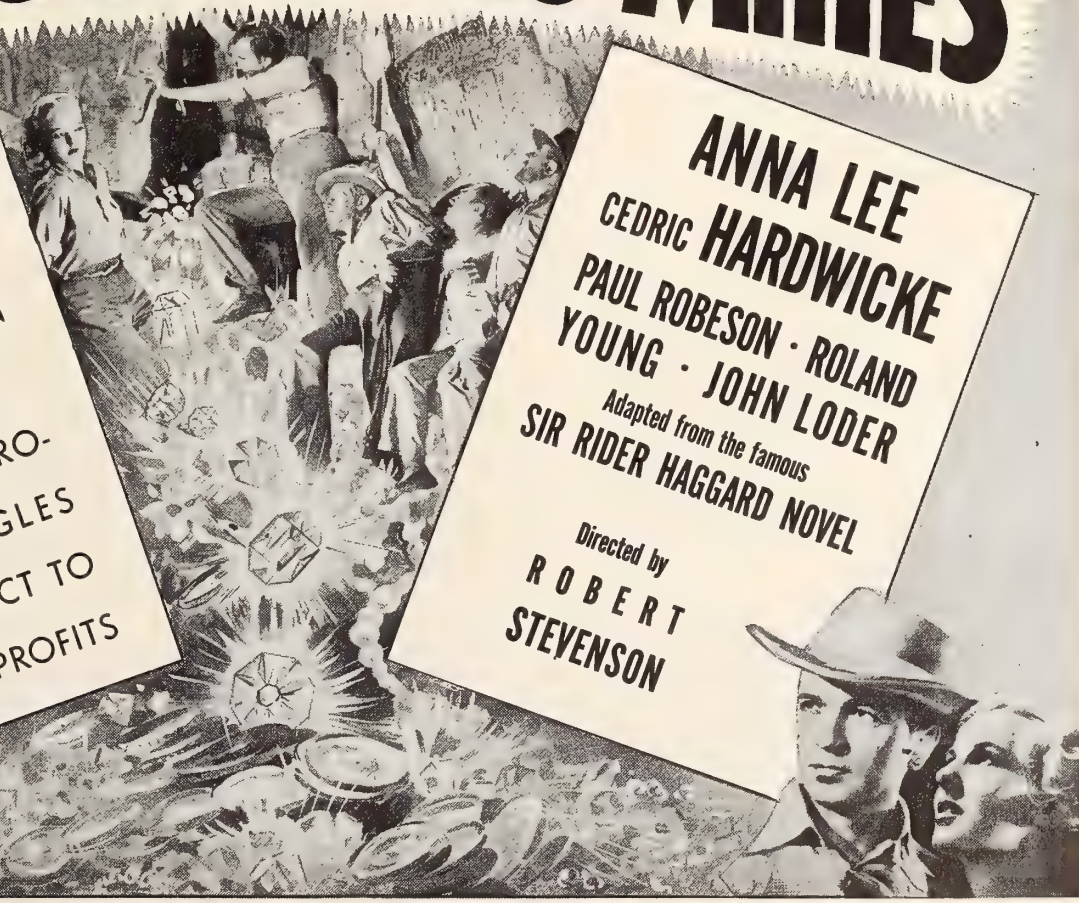
HUNDREDS OF PRO-
MOTION ANGLES
POINTED DIRECT TO
BOX-OFFICE PROFITS

ANNA LEE
CEDRIC HARDWICKE
PAUL ROBESON · ROLAND
YOUNG · JOHN LODER
Adapted from the famous
SIR RIDER HAGGARD NOVEL
Directed by
ROBERT STEVENSON



Production

Canada Distributors,
Empire Films, Ltd.



"Beat Love," Waring Big in San Francisco

SAN FRANCISCO, Aug. 3.—A combination of "You Can't Beat Love" on the screen and Fred Waring and his orchestra on the stage at the Golden Gate sent the gross flying up to \$26,000. This was \$10,000 above par.

"Saratoga," on a dual with "Big Business," also was in the money with a gross of \$16,400, over par by \$3,400. "Captains Courageous," with "The Crime Nobody Saw," at the St. Francis held up to \$7,200 in its second week.

Total first run business was \$89,200. Average is \$82,500.

Estimated takings:

Week Ending July 27:

"YOU CAN'T BEAT LOVE" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: Fred Waring and Stage Show. Gross: \$26,000. (Average, \$16,000)

Week Ending July 28:

"EXCLUSIVE" (Para.)
"THE LADY ESCAPES" (20th-Fox)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$12,800. (Average, \$17,000)

"THE ROAD BACK" (Univ.)
"SMALL TOWN BOY" (G.N.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days, 2nd week. Gross: \$8,200. (Average, \$8,500)

"SARATOGA" (M-G-M)
"BIG BUSINESS" (20th-Fox)
PARAMOUNT—(2,740), 15c-35c-55c-75c, 7 days. Gross: \$16,400. (Average, \$13,000)

"SILENT BARRIERS" (G.B.)
"LOOKING FOR TROUBLE" (U.A.)
(Re-issue)

UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c, 7 days. Gross: \$5,600. (Average, \$7,000)

"CAPTAINS COURAGEOUS" (M-G-M)
"THE CRIME NOBODY SAW" (Para.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 2nd downtown week. Gross: \$7,200. (Average, \$6,000)

Week Ending July 29:

"BETWEEN TWO WOMEN" (M-G-M)
"PUBLIC WEDDING" (W.B.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. Gross: \$12,500. (Average, \$14,000)

Week Ending July 30:

"THE GUARDSMAN" (M-G-M)
(re-issue)
CLAY—(400), 15c-35c-40c, 7 days. Gross: \$1,100. (Average, \$1,000)

"Saratoga" Close To Houston Record

HOUSTON, Aug. 3.—"Saratoga" placed in the big money class and was close to the record for attendance at Loew's State. The picture had a take of \$15,500 from 46,000 patrons. Average weekly gross is \$7,000 at Loew's State. It was held.

"Slave Ship" went \$800 over the line at the Majestic in the face of stiff competition. Average is \$7,000. "Make Way for Tomorrow" took the little end of the week at \$4,700 at the Metropolitan. Average is \$7,000.

Total first run business was \$32,000. Average is \$26,000.

Estimated takings for the week ending July 29:

"WINGS OVER HONOLULU" (Univ.)
KIRBY—(1,450), 15c-35c, 4 days. Gross: \$2,200. (Average, 7 days, \$5,000)

"SINNER TAKE ALL" (M-G-M)
KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,800. (Average, 7 days, \$5,000)

"SARATOGA" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$15,500. (Average, \$7,000)

"SLAVE SHIP" (20th-Fox)
MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$7,800. (Average, \$7,000)

"MAKE WAY FOR TOMORROW" (Para.)
METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$4,700. (Average, \$7,000)

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"It's All Yours"

(Columbia)

HOLLYWOOD, Aug. 3.—The steadily oncoming Mischa Auer of "My Man Godfrey," "Three Smart Girls" and other top-flight pictures in a light vein, takes easy possession of a leading position among screen comedians with his potent portrayal of a professional fortune hunter in this rollicking variant of the girl-reforms-boy formula.

He functions in close harmony with Madeleine Carroll and Francis Lederer, scoring his points without dulling theirs, but his remembered performance in the picture is generically comparable to those named and of a quality suggesting similar exploitation.

The story presents Lederer as the playboy son of a millionaire who leaves his \$4,000,000 estate to Miss Carroll, his personal secretary, with the unwritten understanding that she will use it to effect the redemption of his son, whom she loves. She pretends to squander the money and dangles the fortune-hunting Auer as a matrimonial and financial threat. Auer falls genuinely in love with the girl. He whips Lederer in a fight that precedes the happy ending which is arrived at irregularly and amusingly.

It was adapted from Adelaide Heilbron's story by Mary C. McCall, Jr. Elliott Nugent's direction extracts full value from the material. The action starts in San Francisco and moves to New York. The production is first grade in every particular and, since its appeal is wide, satisfaction should be general.

Running time, 77 minutes. "G."

"Heroes of the Alamo"

(Sunset Prod.)

HOLLYWOOD, Aug. 3.—Concentrating on action and movement, another familiar chapter in American historical annals is picturized here. Combining fact and legend to include drama, romance and suspense, the picture brings realism to such famous characters as Stephen Austin, Davy Crockett, James Bowie and the Mexican leader, Santa Ana. Although educational to a degree, the film is primarily outdoor adventure entertainment of the type usually appreciated in smaller theatres.

The story deals with experiences of American settlers in the Republic of Texas which led up to the massacre at the Alamo, a saga of heroism and sacrifice known to every school child. Although much of the early footage is given over to the persecutions of the settlers under Mexican tyranny, the big production battle number is well staged and full of suspense, fury and excitement.

Principal roles in the film are filled by Earl Hodgins, Lane Chandler, Rex Lease and Julian Rivero. Bruce Warren and Ruth Findlay are the centers of the slight but effective romantic interest.

The original screen play by Robert Wentz and direction by Harry Frazer are pointed to permit action to tell the story.

Running time, 75 minutes. "G."

"Reported Missing"

(Universal)

HOLLYWOOD, Aug. 3.—The combination of mystery-drama, an amateur detective story with little romance and much action results in average entertainment. Although the film has a formula plot, novel bits give it the necessary different character.

The installation of William Gargan's safety device on airplanes results in two inexplicable crashes. In one of these crackups Michael Fitzmaurice, pilot brother of Jean Rogers, Gargan's sweetheart, is killed. Circumstances indicating robbery surround both mishaps. Gargan, determined to win back his reputation as well as Miss Rogers' affections from Dick Purcell, becomes suspicious of his associates. He uses a clever ruse to uncover the culprit, who is killed in a wild, hedge-hopping chase. Reunion with Miss Rogers follows.

Gargan and Purcell dominate the action. Capable support is contributed by Miss Rogers, Fitzmaurice, Hobart, Cavanaugh, Joe Sawyer, Billy Wayne and Robert Spencer. The film aims at holding the attention of those requiring action in their screen fare.

Running time, 65 minutes. "G."

Jos. Redmond, Jr., Weds

KANSAS CITY, Aug. 3.—Joseph Redmond, Jr., manager at the Fox Tower, and Virginia Hastings, until a short time ago the theatre's cashier, were married here recently.

Reade Buys at Saratoga

Walter Reade has purchased the Congress, Saratoga, N. Y., for the reported price of \$200,000. The sale is contingent on a seven-year lease held by William Benton.

"Saratoga" Up With \$32,000; Chicago Lead

CHICAGO, Aug. 3.—"Saratoga at the United Artists topped the town with \$32,000, which was \$17,000 over average. Lines held all day. The picture broke the opening day record. It was held.

"Exclusive" at the Chicago had an excellent week. Paired with Ted Weem's and his orchestra, the show drew \$41,000, \$9,000 over weekly average.

Oriental Theatre had a good week with "Slim" at \$16,500 with a vaudeville show to help. This was \$1,500 over average.

Total first-run business was \$138,000. Average is \$118,000.

Estimated takings:

Week Ending July 29:

"EXCLUSIVE" (Para.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Ted Weems and Band. Gross: \$41,000. (Average, \$32,000)

"FORBIDDEN ADVENTURE" (Warner-Purdon)
GARRICK—(900), 35c-55c-75c, 7 days, 2nd week. Gross: \$6,000. (Average, \$6,500)

"SLIM" (W.B.)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Vaudeville Revue. Gross: \$16,500. (Average, \$15,000)

"SUPER-SLEUTH" (RKO)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Vaudeville Revue. Gross: \$18,000. (Average, \$19,000)

"ROARING TIMBER" (Col.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Slate Bros. and Revue. Gross: \$13,400. (Average, \$13,000)

Week Ending July 30:

"SLAVE SHIP" (20th-Fox)
APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$6,700. (Average, \$8,500)

"EMPEROR'S CANDLESTICKS" (M-G-M)
ROOSEVELT—(1,500), 35c-55c-75c, 4 days, 2nd week. Gross: \$5,000. (Average, \$11,000)

"SARATOGA" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. Gross: \$32,000. (Average, \$15,000)

"Saratoga" \$12,300 Best in Milwaukee

MILWAUKEE, Aug. 3.—"Saratoga," on a dual with "Big Business," at Fox's Wisconsin, grossed \$12,300, just \$4,300 to the good.

The only other house to beat average, the circuit's Palace, did \$5,100 with "Exclusive" and "League of Frightened Men." This was \$100 to the good.

Total first run business was \$29,100. Average is \$26,500.

Estimated takings:

Week Ending July 29:

"EXCLUSIVE" (Para.)
"LEAGUE OF FRIGHTENED MEN" (Col.)
PALACE—(2,400), 35c-40c-50c, 7 days. Gross: \$5,100. (Average, \$5,000)

"AFFAIRS OF CAPPY RICKS" (Republic)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: "Esquire Sketches of 1937." Gross: \$4,200. (Average, \$5,000)

"EASY LIVING" (Para.)
"MIDNIGHT MADONNA" (Para.)
STRAND—(1,400), 35c-40c-50c, 4 days. Gross: \$1,000. (Average, \$3,500)

"SLAVE SHIP" (20th-Fox)
"SING AND BE HAPPY" (20th-Fox)
STRAND—(1,400), 35c-40c-50c, 3 days. Gross: \$1,500. (Average, \$3,500)

"EVER SINCE EVE" (F.N.)
"THE GO-GETTER" (W.B.)
WARNER—(2,400), 35c-50c, 7 days. Gross: \$5,000. (Average, \$5,000)

"SARATOGA" (M-G-M)
"BIG BUSINESS" (20th-Fox)
WISCONSIN—(3,200), 35c-40c-50c, 7 days. Gross: \$12,300. (Average, \$8,000)

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WILLIE HOWARD



DISTRIBUTED IN U.S.A. BY 20TH CENTURY-FOX FILM CORPORATION

"Winkie" Gets \$58,000; Near Boston Record

BOSTON, Aug. 3.—Martha Raye's personal appearance and "Wee Willie Winkie" hit the Metropolitan with a bang this week. Playing to packed houses from 8 A.M. until 12 midnight, the show grossed \$58,000, or just under the house record set up by Amos 'n' Andy six years ago.

Other houses also did well. "Ever Since Eve," dualing with the case of "The Stuttering Bishop," grossed \$5,400 at the Fenway. Average is \$4,500. The same program drew \$8,100 at the Paramount where par is \$7,000. "The Road Back" and "Lady Escapes," in a second week, grossed \$12,000 at the RKO Memorial.

"Saratoga," with "Married Before Breakfast," took \$19,000 at the Loew's Orpheum, \$7,000 above average. The same program grossed \$6,500 above average at the Loew's State with a take of \$17,500.

Total first run business was \$118,000. Average is \$89,500.

Estimated takings for the week ending July 29:

"EVER SINCE EVE" (W.B.)
"CASE OF THE STUTTERING BISHOP" (W.B.)
FENWAY—(1,382), 30c-50c, 7 days. Gross: \$5,400. (Average, \$4,500)

"THE ROAD BACK" (Univ.)
"THE LADY ESCAPES" (20th-Fox)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days, 2nd week. Gross: \$12,000. (Average, \$12,000)

"SARATOGA" (M-G-M)
"MARRIED BEFORE BREAKFAST" (M-G-M)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. Gross: \$19,000. (Average, \$12,000)

"SARATOGA" (M-G-M)
"MARRIED BEFORE BREAKFAST" (M-G-M)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. Gross: \$17,500. (Average, \$11,000)

"WEE WILLIE WINKIE" (20th-Fox)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Martha Raye in person. Gross: \$58,000. (Average, \$22,000)

"EVER SINCE EVE" (W.B.)
"CASE OF THE STUTTERING BISHOP" (W.B.)
PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$8,100. (Average, \$7,000)

"ON AGAIN; OFF AGAIN" (RKO)
"MAN IN BLUE" (Univ.)
RKO BOSTON—(3,246), 25c-50c-65c, 7 days. Gross: \$9,000. (Average, \$11,000)

More History for Muni

HOLLYWOOD, Aug. 3.—Paul Muni, whose film characterizations of historical figures include Louis Pasteur and Emile Zola, has been cast by Warners for the role of Haym Salomon, patriot of the American Revolution, friend of Washington and Jefferson, a man who contributed his large personal fortune to advance the Colonial cause. The film will be titled "My Country First."

"Zola" Opens Aug. 11

"The Life of Emile Zola," starring Paul Muni in the role of the great French novelist, will open here at the Hollywood, 51st St. and B'way, on the evening of Aug. 11.

RKO Signs Raoul Walsh

HOLLYWOOD, Aug. 3.—Raoul Walsh has been signed to direct "A Girl in a Cage," formerly "Born to Sing," at RKO.

Out Hollywood Way

HOLLYWOOD, Aug. 3. — LIONEL STANDER goes over to M-G-M for a role in "The Last Gangster." . . . JOE NEWMAN, recently elevated to short subjects director at M-G-M, will leave for London soon to assist in setting up a production department there.

ERNEST PASCAL's new play, "American Primitive," will be given its world premiere at Santa Barbara in August at ARTHUR BECKHART's little theatre. . . . ARTHUR ALEXANDER has left the Cedars of Lebanon Hospital. . . . MAX HOFFMAN, also on the lot, under observation for kidney trouble. . . . GEORGES RIGAUD, French film star, here to make his debut in American films with the leading role opposite MARLENE DIETRICH in Paramount's "Midnight."

Paramount has closed an option for purchase on the London stage hit, "Balalaika," an operetta by ERIC MASCHWITZ. The play will be developed under the supervision of ARTHUR HORNBLow, Jr.

Casting—LOWDEN ADAMS of the Pilgrimage Play cast here joins M-G-M's "Madame X" cast. . . . GUINN WILLIAMS, LEONID KINSKEY

and ROBERT GREIG "My Dear Miss Aldrich," M-G-M. . . . WILLIAM GARGAN to "Blonde Dynamite," Universal. . . . HOWARD CANTONWINE, local wrestler, in Universal's "Merry-Go-Round of 1938."

Writers—JOSEPH FIELDS signed by Universal to do the script of "The Daughter of Rosy O'Grady." . . . F. HUGH HERBERT joins the NAT LEVINE writing staff at M-G-M.

Contracts—20th Century-Fox extends the pacts of EDWARD CRONJAGER, ERNEST POLIMER and HERBERT SPENCER. . . . M-G-M signs to a three-year contract ARTHUR ROSENSTEIN, vocal coach. . . . Paramount has extended the contract of COLIN TAPLEY, the only one of the "Search for Beauty" contest winners of several years back to remain at the studio.

Music—SIGMUND ROMBERG, having been stricken with the flu. DR. WILLIAM AXI takes over the musical scoring of M-G-M's "Big City." . . . MANNING SHERWIN and FRANK LOESSER signed by B. P. SCHULBERG to write special music for "Blossoms on Broadway."

"Saratoga" Is Cleveland Hit With \$24,000

CLEVELAND, Aug. 3. — "Saratoga" headed a list of four box-office winners. It doubled average at Loew's State, outgrossing "San Francisco." The take was \$24,000.

"Wee Willie Winkie" at Warners' Hippodrome also chalked up a summer record with a \$15,000 take.

"Super Sleuth" at the RKO Palace with Ozzie Nelson and band featuring Harriet Hilliard went \$4,500 over the top to a take of \$19,500.

"The Road Back," playing a second week downtown at the Allen following a big week at the Hippodrome was \$500 over par. The take was \$5,500. Total first run business was \$67,500. Average is \$47,000.

Estimated takings for the week ending July 30:

"THE ROAD BACK" (Univ.)
ALLEN—(3,000), 30c-35c-42c, 2nd week. Gross: \$5,500. (Average, \$5,000)

"SARATOGA" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$24,000. (Average, \$12,000)

"MIDNIGHT MADONNA" (Para.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. Gross: \$3,500. (Average, \$5,000)

"SUPER-SLEUTH" (RKO)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Ozzie Nelson and Band with Harriet Hilliard. Gross: \$19,500. (Average, \$15,000)

"WEE WILLIE WINKIE" (20th-Fox)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. Gross: \$15,000. (Average, \$10,000)

Mayo to Do 2 a Year

HOLLYWOOD, Aug. 3.—Under the terms of his five-year deal with Samuel Goldwyn, Archie Mayo will direct two pictures a year at \$75,000 a picture. Mayo is understood to have paid Warners \$60,000 for the release from his contract.

Kansas City Tips \$20,000 To "Saratoga"

KANSAS CITY, Aug. 3.—"Saratoga" paid off almost 2 to 1 at Loew's Midland, where, with "Thunder in the City," it took \$20,000.

Hot weather didn't bother the Tower, which picked up \$10,200, \$3,200 more than normal, with Gene Austin and "Armored Car."

Total first run business was \$44,600. Average is \$37,500.

Estimated takings:

Week Ending July 29:
"EASY LIVING" (Para.)
MAIN STREET—(3,100), 25c-40c, 7 days. Gross: \$7,700. (Average, \$8,600)

"SARATOGA" (M-G-M) (Col.)
"THUNDER IN THE CITY" (Col.)
MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$20,000. (Average, \$11,500)

"THE SINGING MARINE" (W.B.)
NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. Gross: \$3,900. (Average, \$7,000)

"ARMORED CAR" (Univ.)
TOWER—(2,200), 25c-40c, 7 days. Stage: Gene Austin, with Candy & Coco; Bobby Pinkus, Rickard, Mignone, John Colvin. Gross: \$10,200. (Average, \$7,000)

"THE ROAD BACK" (Univ.)
UPTOWN—(2,000), 25c-40c, 7 days, 2nd week. Gross: \$2,800. (Average, \$4,000)

Saenger Buys at Mobile

MOBILE, Aug. 3. — The Saenger Realty Corp., an affiliate of Saenger Theatres, Inc., has purchased the Lyric, Mobile's oldest theatre, for \$50,000, according to a deed filed recently in Mobile County Probate Court.

The property was bought from Henry C. Stearns, Chicago real estate investor, who recently purchased it from C. C. Inge, Mobile attorney, and the Merchants' National Bank, as trustee for first mortgage bondholders.

Dr. Giannini, Griffis Sail; Reports Stir

(Continued from page 1)

with Goldwyn during a Hollywood visit. His departure today on the same steamer with the United Artists president on a trip which will probably include a visit with Korda in London, revived speculation as to the existence of an interest in the Goldwyn-Korda options. The options may be lifted for \$6,000,000 at any time up to the end of the year.

Griffis sidestepped an answer to the direct question whether or not he would discuss financing the options with Korda.

"I have no participation in the financing of the options," was his reply.

"Has Hemphill, Noyes any interest in the options?" he was asked next. "I can make no comment on that," Griffis said.

The brokerage firm has a substantial financial interest in Paramount.

Richard Howland Assistant to Siegel

HOLLYWOOD, Aug. 3.—Richard Rowland has been named executive assistant to Moe Siegel, president of Republic.

Rowland replaces Shepard Traube whose time has been given over entirely to writing.

Refuses Bank Night Ban

BLAIR, Neb., Aug. 3.—Grace Ballard, Nebraska's only woman county attorney, has refused requests to stop Bank Night in C. N. Robinson's Home Theatre here until the Supreme Court rules on legality of the drawings.

The requests were made by owners of business establishments from which slot machines were ordered out by Miss Ballard in a drive to eliminate all games of chance in Washington county.

About 500 See "Victoria"

Herbert Wilcox held a dinner-preview of "Victoria, the Great" last night, the dinner at which attendance was approximately 400, was held at the Hotel Astor and the picture was screened at the Astor Theatre following the regular evening show of "High, Wide and Handsome." About 500 were present at the showing, which was private.

Earle Ross Sues RKO

LOS ANGELES, Aug. 2.—Earle Ross, writer, has filed suit in Federal Court against RKO, Bert Wheeler, Robert Woolsey, and three writers, Charles Roberts, Jack Townley and Philip S. Epstein, seeking \$200,000 for asserted plagiarism. The suit alleged that the defendants used portions of his original, "Fabricators," in the Wheeler-Woolsey starrer, "Mummy's Boys."

Cole Porter Signed

LONDON, July 24.—Cole Porter, in London on holiday, has signed to write the music for the Jack Buchanan-Adele Astaire musical, to be directed by Rene Clair at Pinewood.

Radio Personals

ALFRED WALLENSTEIN flew to the coast yesterday to visit his parents, and will return in time for Monday's Firestone broadcast . . . Eddie and Grace Albert parted yesterday to enjoy vacations separately, Eddie going to Nova Scotia, and Grace sailing for Europe. They will be gone two months . . . Florence George has been signed for a regular stay on the Packard program which, beginning this fall, will feature Lanny Ross, Charles Butterworth, Raymond Paige's orchestra, and Miss George . . . Vincent Callahan, new manager for WWL, New Orleans, is a visitor here . . . Alton Cook, radio editor of the *World-Telegram*, departs Friday for a two-week cruise aboard his "yacht" . . .

Jay Lewis Associates will handle the radio campaign for the Progressive City Committee, supporting Mayor LaGuardia for re-election. . . A revised sustaining schedule of Ozzie Nelson's music from the Astor Roof will place his orchestra on CBS Mondays and Saturdays, and on Mutual Sundays and Thursdays. . . Jessica Dragonette has been chosen as the inspiration of a new type of wall decoration by the Wall Paper Institute. . . "Slim" Timblin, Charles Stuart and Harry Martin will be the guests on the "Broadway Melody Hour" tonight over WHN. . . Lane Pickens will begin a theatre tour Aug. 14. . . Douglas Montgomery will be George Fischer's "Hollywood Whispers" guest Saturday over Mutual. . . Henry Fonda will be the principal guest on the Sealtest "Sunday Night Party" this week. . .

G. M. Concerts Back Oct. 3

The General Motors concerts will be resumed in the fall over the NBC-Blue network beginning Oct. 3, and Sundays thereafter. The Campbell-Ewald Co. is the agency.

The period will be returned to its former time, 9:30 to 10:30 P.M., and again will feature a symphony orchestra and weekly guests recruited from the concert and operatic arts.

Gen. Johnson Auditions Today

General Hugh S. Johnson will audition today for a new commentary series for the makers of Energine, a cleansing fluid. The program, if the audition is successful, will be offered over NBC. Stack-Gobel is the agency.

J. K. Chapel Goes to Europe

OMAHA, Aug. 3.—John Kuropatkin Chapel, announcer for WOW, has left for a European tour.

Some Corn!

Des Moines, Aug. 3. — The Central Broadcasting Co., is offering \$100 first prize for the tallest corn stalk brought to the studios of WHO. Other prizes offered bring the total to \$275. Record tall corn stalks are being reported daily, the latest measuring 16½ feet.

WGY's Schenectady Studio Is Started

Excavation for the new studio building of WGY, Schenectady, outlet of the NBC-Red, was begun yesterday. The building, which is expected to be completed in December, is part of NBC's recently announced plan for expansion and improvement in key cities of the Blue and Red networks.

Work was also started yesterday on a new 600-foot vertical radiator antenna. Plans for the building and antenna were worked out by NBC, which operates the station, and the General Electric Corp., the owner. Architectural plans of the building and details of the equipment will be announced later. Among its features will be a two-story audience studio.

Among those participating at the ground breaking ceremonies were C. H. Lang, manager of the publicity department of General Electric; Kolin Hager, manager of WGN, and E. H. Tallmadge, head of the General Electric Realty Corp.

The work at WGY is the third project in NBC's expansion program to get under way in recent months. Ground was broken in the Spring for KYW's new building in Philadelphia. New studios in the Trans-Lux Bldg., Washington, D. C., were completed and occupied two weeks ago by WRC and WMAL, NBC's outlets in the national capital. The program also includes new facilities at Hollywood, San Francisco and Cleveland.

Harry Conn to Do Own Show

Harry Conn, who formerly wrote Jack Benny's scripts and who last week broke with Walter O'Keefe, whose material he had been supplying, is now working on plans to write and produce a program of his own. The tentative title is "Harry Conn Presents" and it will probably be heard over one of the networks soon.

Libraries Help Out

New Haven, Aug. 3.—Refusal of New Haven newspapers to include local station timetables has moved WICC to furnish public libraries with program listings for posting on bulletin boards.

Crosley 6-Month Net Is Down to \$219,316

CINCINNATI, Aug. 3.—The Crosley Radio Corp. reports a net profit of \$219,316 after provision for Federal income tax, for the six months ended June 30, compared with \$1,272,356 for the same period last year.

Total current assets as of June 30 were \$6,743,091, and total current liabilities, \$1,059,679. On June 30 last year, total current assets were \$6,407,367 and total current liabilities, \$1,004,315. Total reserves on June 30 were \$1,415,462, against \$754,390 last year.

In addition to operating stations WLW, WSAI and short wave station W8XAL, the company manufactures radio receiving sets.

WIP Talking Music Deal

PHILADELPHIA, Aug. 3.—Negotiations have been entered into between A. Anthony Tomei, president of the local musicians' union, and Ben Gimbel, WIP president, for the 1937-1938 season in regard to the studio orchestra. Tomei is asking the station to enlarge the studio orchestra from nine to 11 men at an increased wage scale.

In return, WIP will be permitted to sell spot announcements on all sustaining musical shows, a practice heretofore forbidden. A further conference will be held later in the month, as the current contract runs until Sept. 1.

Summer Shows on the Air

"Beyond the Horizon"

None of the qualities which made Eugene O'Neill's stark play "Beyond the Horizon" a Pulitzer prize-winner when it was produced on Broadway was lost in the radio adaptation of the play offered Monday evening over NBC.

Starring Helen Hayes who gave a performance that should forever more serve as a model of acting for radio actors, present and future, great and small, the production also starred a man whose efforts were not in physical evidence, but without whose masterful aid the broadcast could not have achieved the heights it did. We refer to James Church, the adapter. We voice this positive opinion about Church because we have heard great plays adapted for radio before, with results all too often disappointing.

Of course, we cannot speak for O'Neill, but it is our opinion that he is today a satisfied playwright. Certainly he could not at any time have had qualms about Helen Hayes' ability to play the part of his tragic heroine, Ruth, but he certainly must have had some misgivings about any man's ability to take one of his voluminous plays and condense it into an hour's running time without losing much of the quality that made it a modern

classic. It is our opinion that Church did an unusual task in the adaptation and it is our belief that O'Neill, if he listened, concurs.

Miss Hayes gave a portrayal as good as anything she's ever done before footlights. Necessarily depending on vocal inflection alone for her characterization, she breathed such realism into the role that one was completely unaware of microphone restrictions. In other words, the character could not have been sharper even had one been sitting in a theatre gazing upon a stage expertly lighted and set.

The play, a tragedy, deals with two brothers, Bob and Andrew, one a dreamer, the other a steady-gaited, solid character suited to the farmland. Ruth is the daughter of a neighboring farmer, apparently fated to marry Andrew. However, on the eve of Bob's departure for far off lands "beyond the horizon" Bob confesses he loves her. Fired by his poetic conversation, Ruth begins the tragedy by confessing she returns his love. Her mistaken avowal wrecks the three lives.

Inspired support was given by most of the cast. Robert was played by James Meighan, and Andrew by Neill O'Malley.

Stuart Haydon Joins Van Cronkhite Firm

CHICAGO, Aug. 3.—Stuart Haydon, well known newspaperman and author, has joined Van Cronkhite Associates, Inc., on a full time basis in an executive capacity.

Haydon has been identified with VCA since its early days as a stockholder and in an advisory capacity. As the newly appointed editorial director of VCA, he will devote himself entirely to his new duties.

Haydon is one of radio's successful dramatic playwrights.

Radio Men on Normandie

Quite a number of radio executives will be aboard the *Normandie* when the French liner sails today. Most prominent radio passenger will be David Sarnoff, president of RCA and chairman of the board of NBC.

Others will include Hugh J. Brennan, president of WJAS, Pittsburgh; Lloyd A. Briggs, European communications manager of RCA; Abe Schecter, NBC director of special events, and Howard Clancy, announcer.

Rojas to British-American

Sergio Rojas has been appointed to the Latin-American radio department of British American Prod., Inc. B. Charles-Dean is president.

Added facilities for programs for English-speaking countries, including Great Britain and Australia, have been completed with the formation of a stock company for both musical and dramatic and comedy script programs.

Kaltenborn on Air from Paris

H. V. Kaltenborn, CBS commentator who is now in Europe, will give his impressions of a tour through Rebel Spain Sunday from 1:30 to 1:45 P.M., E.D.S.T., in a broadcast from Paris. After his broadcast, Kaltenborn will return to Spain to gather material for a second address, based on what he saw in Loyalist Spain.

Test KHQ Power Increase

Early tests of the recently installed new transmitter and its increased day power to 5,000 watts show substantial increases in KHQ's coverage and signal intensity, it is reported by NBC headquarters in New York. KHQ is NBC's Red network affiliate in Spokane, Wash. The report states that approximately 9,000 square miles have been added to the station's coverage.

Kendall Signs Kennedy

The Kendall Refining Co. will sponsor John B. Kennedy in a twice weekly commentary series over WJZ only, beginning Sept. 14.

The series will be broadcast Tuesdays from 7:45 to 8 P.M., and Saturdays from 6:45 to 7 P.M. Batton, Barton, Durstine & Osborn is the agency.

Announcers Meet

Omaha, Aug. 3.—A traffic mixup brought announcers for two local stations face to face in police court.

Judge Lester Palmer, part-time announcer for WOW, fined Duane Gaither, master of ceremonies and announcer for KOIL, \$25 and suspended his driver's license.

"WEE WILLIE WINKIE" PRE-RELEASE HOLD- OVERS PILE UP--

AS SMASH
RELEASE-WEEK
OPENINGS STAMP
IT 20TH'S GREATEST
MONEY PICTURE
OF THE YEAR!

Held for 3rd week in PHILADELPHIA, BALTIMORE!
Held for 2nd week in LOUISVILLE, CLEVELAND,
DENVER, NEW YORK, PITTSBURGH, INDIANAPOLIS,
RICHMOND (day-and-date)!

Biggest opening of year in ST. LOUIS, KANSAS CITY
(day-and-date), PROVIDENCE, ROCHESTER, SYRACUSE,
SAN FRANCISCO, SPRINGFIELD (ILL.)! Socko in
TOLEDO, CINCINNATI, DAYTON, CHICAGO!

Watch the holdovers sprout from these sensational
runs!

P.S. *Smash holdover week-end at
Roxxy one of year's biggest!*



THE KEYSTONE
OF YOUR FUTURE

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 30 NEW YORK, THURSDAY, AUGUST 5, 1937 TEN CENTS

Melodramas, Comedies Top New Product

Musicals a Bad Third, Westerns Fourth

Melodramas and comedies will make up more than 50 per cent of the new season productions, according to an analysis made by *Motion Picture Herald*, out today. Musicals will rank third and westerns fourth, with about 15 per cent for each.

Schedules for 10 companies, including the majors, call for a total of from 507 to 525 pictures, but stories for only 391 features and serials have been picked, the *Herald* finds. There will be eight serials.

The detailed breakdown follows:

	Total	Per-centage
Adventure	18	4.5
Biographical	6	1.5
Classical	1	0.3
Comedy	94	23.7
Gangster	6	1.5
Historical	8	2.0
Juvenile	4	1.0
Melodrama	108	27.2
Musical	66	16.5
Mystery	28	7.2
Western	58	14.6

Seventeen features will be in color. United Artists will have seven of

(Continued on page 8)

Atlas-RKO Contract May Be Aired Today

Full details of the transaction and agreement under which Atlas Corp., proponents of the plan of reorganization for RKO, acquired a half interest in RCA holdings of debentures and stock of RKO for \$5,000,000 with an option to purchase the remaining half for \$6,000,000 may be revealed today at a hearing on the plan before Special Master George W. Alger.

Federal Judge William Bondy ruled

(Continued on page 8)

Jack Miller Return Pleases Chicagoans

CHICAGO, Aug. 4.—Jack Miller's determination to devote more of his time hereafter to his theatres than to his other business interests is regarded cheerfully here by theatre men generally. They hope to induce him

(Continued on page 6)

\$3 Melon

Loew's, Inc., yesterday announced a \$3 dividend on the common, payable Aug. 25 to stockholders of record as of Aug. 14.

This is a special dividend the next regular quarterly of 50 cents a share not becoming payable until Sept. 31.

Loew's-Paramount Close 2-Year Deal

Loew's yesterday completed negotiations for a two-year deal with Paramount for Greater New York. Details on a similar contract for the circuit's out-of-town houses are expected to be cleared in a few days.

Sitting in on the talks were Nicholas M. Schenck, C. C. Moskowitz and Eugene Picker for Loew's and Neil F. Agnew, J. J. Unger and Milton S. Kusell for Paramount. Joe Vogel is representing the circuit on the out-of-town deals.

Other product recently signed for by Loew's include United Artists, Universal, M-G-M, Columbia, Republic and Grand National.

Court Confers Upon Phila. Strike Stay

PHILADELPHIA, Aug. 4.—Federal Judge Oliver B. Dickinson met today with Benjamin M. Golder, attorney for the exhibitors' Paramount "strike" committee, and William A. Schnader, local attorney for Paramount, to interpret and clarify the language of the temporary restraining order obtained by the distributor last week.

No significant changes in the situation resulted from the meeting, which was held primarily to aid attorneys

(Continued on page 2)

Film Men Galore Sail, but Just for Ride, They Aver

By BILL ORNSTEIN

They sailed yesterday—Dr. A. H. Giannini, president and chairman of the board of U. A.; Stanton Griffis, chairman of the executive committee of Paramount; David Sarnoff, president of RCA and chairman of the board of NBC; John E. Otterson, former head of Erpi and Paramount; and King Vidor, director. All were negative about the reasons why apparently pleased about going. So it must have been for the ride.

Dr. Giannini arrived at the pier about 25 minutes before the *Normandie* sailed. For about 10 minutes he held an informal conference with

George J. Schaefer and Harry D. Buckley. Just as he was about to check in, Arthur W. Kelly came along. He was just in time to say goodbye and hand Giannini a book.

Then the reporters, photographers and WMCA interviewers swarmed around. Giannini posed for several pictures and talked over the radio on television and the picture industry in general. The *MOTION PICTURE DAILY* reporter then escorted him to his stateroom. Giannini was concerned about his return passport, but the reporter, never one to shake himself

(Continued on page 8)

PARA. THEATRES INCREASE BY 400

ICC Extends Time on Films Carrier Bills

By BERTRAM F. LINZ

WASHINGTON, Aug. 4.—Exhibitors receiving their supplies and programs by motor carriers will be given a period of seven days, exclusive of Sundays and holidays, in which to pay their transportation bills, and the carriers will be given a similar period in which to present statements, under orders issued today, by the Interstate Commerce Commission, effective Oct. 1.

The new ruling supersedes an order put into effect Aug. 20, last, providing for payment of bills within 15 days from the time of delivery.

Issuance of the order has been awaited since a hearing on June 28 at which Edward G. Levy, general counsel for the M. P. T. O. A., and Guy K. Stewart of the National Film Carriers Ass'n submitted objections to a proposed order which would require the rendition of bills by motor carriers within five days after service and their payment by the customer within eight days thereafter.

The film interests pointed out that many exhibitors have contracts with carriers for a weekly service, which is different from that rendered any other type of customer. In most instances,

(Continued on page 8)

Partnership Deals Lift Total to 1,400 in Two Years

Paramount theatre affiliations have been increased by approximately 400 houses since the completion of the company's reorganization two years ago, it was learned yesterday.

At the time of the reorganization in July, 1935, Paramount, in a report to the Federal court here, listed 1,036 theatres which were either wholly owned by itself or subsidiary companies or in which it had some financial interest. Thus, the increase in the company's theatre affiliations since the filing of that report brings the company's theatre interests up to a total of approximately 1,400 houses.

The greatest number of theatres affiliated with Paramount at any one time was 1,790. This total was reached in 1931, a year prior to the company's decentralization program and two years prior to the company's bankruptcy. During the Paramount reorganization approximately 800 theatres were dropped, either by cancellation of leases, outright sale or expiration of operating or lease agreements.

Unofficial estimates of the expansion which has added another 400 theatres to Paramount's interests during the past two years indicate that the

(Continued on page 2)

Guild Confabs to Continue on Coast

Conferences between Kenneth Thomson, executive secretary of the Screen Actors' Guild, and George Browne, I. A. T. S. E. president, on the adoption of a working agreement between all A. F. of L. theatre unions will be continued in Hollywood within the next few weeks, Thomson said yesterday.

The proposal to link all organized workers in the amusement industries by means of a central over-all council

(Continued on page 6)

Bioff Strike Threat Seems Only a Bluff

HOLLYWOOD, Aug. 4.—No action was taken today by William Bioff following his threat that the I. A. T. S. E. would call a general studio strike unless the Society of M. P. Set Designers withdraws its petition to the National Labor Relations Board asking that it be named the collective

(Continued on page 6)

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J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomioka, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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◀ **Purely Personal** ▶

BILL MILLER, J. BURGI CONTNER and camera crew will be on location at Newburgh for a week to shoot exteriors on "Green Fields," a Jewish feature produced by Collective Film Producers, Inc., under the direction of EDGAR G. ULMER.

JEANE COHEN, former secretary to JESSE L. LASKY, has taken a month's leave of absence from Artists' Management Bureau. She will spend two weeks at the Beth Israel Hospital.

AL YOUNG of DuArt Laboratories yesterday caught a 575-pound tuna with his rod and reel at Liverpool, Nova Scotia. It took him three hours and 10 minutes to land the catch.

TOM WALKER, long associated with Dr. A. H. GIANNINI when the president of United Artists was in the banking field, sailed with him on the *Normandie* yesterday.

Commodore HARRY H. BUXBAUM has finally come through. His sail boat, the *Tern*, came in first in a five craft race over the weekend at Northport Bay, L. I.

MILTON WEISS of M-G-M always gets into a sweat when he boards the big liners to see executives and producers off for Europe.

WANDA HALE, second string film critic on the *Daily News*, marries JEAN COUTARD at Mamaronock this week-end.

LOUIS SCHINE and GEORGE LYNCH have returned to Gloversville, N. Y.

SIDNEY R. KENT has returned from his stay in Maine.

Flash Previews

"*Sea Racketeers*"—Not much in the way of names but an interesting tale of the Coast Guard and its campaign against a gang of fur smugglers.

"*Borneo*"—Negative shots taken on the big south sea island, with narrations by Lowell Thomas and Lew Lehr.

"*The Case of the Stuttering Bishop*"—Perry Mason, fiction character, enacted on the screen, providing excellent entertainment.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Trans-Lux Net Gains

Trans-Lux Corp. had a net for the six months ending June 30 of \$177,438, which was equal to 25 cents a share on the 715,803 shares of common. The net for the first six months of last year was \$127,022. For the quarter ending June 30 the net was \$84,588.

Thomas Aide to Hurley

HOLLYWOOD, Aug. 4.—Bill Thomas, who on Saturday resigned as Columbia studio publicity director, has accepted a position as aide to Harold Hurley, producer of Paramount B pictures.

Boos for Ad Films

Little Rock, Ark., Aug. 4.—Commercial advertising films in theatres are to be booed here in the future.

The Society for Booming of Commercial Advertisements in Motion Picture Theatres has been formed and a competent boo leader has been engaged to give the signals, says M. C. Blackman, secretary.

N. M. Schenck Heads New Film Pay Lists

By CLARENCE LINZ

WASHINGTON, Aug. 4.—Highest paid officials, actors, directors and producers in the film industry are disclosed in corporation reports which have been filed with S.E.C., which requires the listing of the three highest salaries.

A summary of these reports today disclosed that Nicholas M. Schenck, president of Loew's, Inc., led the list with remuneration last year of \$312,785, with two other Loew executives, David Bernstein, receiving \$213,857, and Arthur M. Loew, receiving \$205,544. James Whale of Universal was listed at \$105,000.

Stars which ranked among the "top three" in various companies included Warner Baxter, \$284,384; Gary Cooper, \$265,454; George Raft, \$202,666; Kay Francis, \$227,500; Joe E. Brown, \$201,562; Leslie Howard, \$185,000; Ronald Colman, \$162,500, and Irene Dunne, \$102,777.

Highly paid directors and producers included Darryl F. Zanuck, \$260,000; Roy Del Ruth, \$238,333; Frank Capra, \$208,000, and Wesley Ruggles, \$188,808.

Petition Repeal of Race Law in Mass.

BOSTON, Aug. 4.—An initiative petition seeking the repeal of the Massachusetts law which permits horse and dog racing has been submitted for approval of form to Attorney General Paul Dever. The legality of the petition, however, is questioned.

The State Constitution provides that an initiative petition may be used only when applying to the entire Commonwealth. Inasmuch as Dukes and Nantucket Counties have taken no action on the two-year-old racing law, some claim that the act lacks statewide application.

Theatre men are backing the petition.

Kill Oregon Pin Ball

EUGENE, Ore., Aug. 4.—Cancellation of permits for all pin ball games in Salem and Marion Counties today went into effect following the order of Judge Lewelling. The move is expected to bolster theatre grosses.

Roach Coming by Plane

HOLLYWOOD, Aug. 4.—Hal Roach, who left here by plane tonight for New York, is believed to be on his way to Italy for the purpose of discussing production in that country with Benito Mussolini.

Walter Wanger is also expected to visit Italy in the late summer or early fall.

Para. Theatre Total Goes Up By 400 Spots

(Continued from page 1)

bulk of the increase is accounted for by the larger circuits operated under partnership agreements with Paramount. These estimates include the following additions to the circuits: Interstate Circuit, Hoblitzelle, 40 theatres; E. I. Sparks, 20; A. H. Blank, 35; M. & P. New England Theatres, 30; B. & K., 25; Wilby-Kincey, 30; Lucas & Jenkins, 15; Saenger, 40; Minnesota Amusements, 20; Malco, 20; Comerford, 12; miscellaneous, 100.

Northwest Allied Expects Para. Suit

MINNEAPOLIS, Aug. 4.—Local exhibitors participating in the Paramount "buyers' strike" expect the filing of an application here by Paramount for a restraining order similar to that obtained by the distributor against exhibitor demonstrations in the Philadelphia territory, strike leaders stated today.

The latest bulletin of the strike committee of Allied T. O. of the Northwest says: "Any moment we expect to be restrained from further (strike) activities. Paramount is not going to take this cancellation of playdates and withholding of film purchasing sitting down and doing nothing about it. This strike has attained such proportions that it is going to be necessary for Paramount to either make some kind of an adjustment or resort to the Federal courts in an attempt to protect itself.

"The Federal or state courts may issue a temporary restraining order, but it will not be so sweeping that it will compel you to play Paramount pictures. The courts later on might make that decision. Of course, if they do there is nothing left for us to do but reinstate contracts. If the courts uphold Paramount, there is only one thing left to do and that is to make up our minds that once we sign a contract we must live up to it. Therefore, we caution all exhibitors to be careful of the kind of contracts they sign at this time with any company."

The Paramount home office said yesterday that a restraining order similar to the one in force in Philadelphia has been prepared for submission to the Federal Court at Minneapolis and action on it is expected momentarily.

Court Confers Upon Phila. Strike Stay

(Continued from page 1)

for both sides in preparing their arguments for next Wednesday's hearing, when the court will consider Paramount's petition to have the restraining order made permanent.

Meanwhile, local exhibitors were relieved by the settlement of the general trucking strike here which had threatened to tie up film deliveries, which now are expected to resume normally.

Bankruptcy Sought For Nuovo Mondo Co.

An involuntary petition in bankruptcy was filed in the U. S. District Court yesterday against Nuovo Mondo Motion Pictures, Inc., by three creditors of the corporation. A sheriff's sale of the corporate assets is scheduled to be held this morning at 10:30 at the corporation's offices, 630 9th Ave., under a N. Y. Supreme Court judgment.

The petitioning creditors charged that preference had been granted to certain other creditors. The petitioners were Salvatore di Genaro, who claims \$712 and salesman's commission; Leo Seligman, who claims \$335 for salary as treasurer and general manager, and \$3,000 for loans; Leon Fromkess, assignees of Joe Brandt, who claim \$20,963 for loans and expenses. The petition alleges that a payment of \$600 was made to Consolidated Film Industries, Inc., "with intent to prefer such creditor over its other creditors." It is also alleged that the corporation permitted an order to be issued to the sheriff on a judgment of Consolidated for \$5,847; DeLuxe Laboratories, Inc., for \$2,089, and Du Art Film Laboratories, Inc., for \$1,853.

Soon...
KAY'S
Confession!

...And So On Into 1937-38 with **WARNER BROS.**

All These Show-Giants in September!

KAY
FRANCIS
"CONFESSION"

IAN HUNTER
BASIL RATHBONE
JANE BRYAN
DONALD CRISP
MARY MAGUIRE

DICK POWELL
FRED WARING
and His Pennsylvanians
**"VARSITY
SHOW"**

TED HEALY • WALTER
CATLETT • PRISCILLA LANE
JOHNNY DAVIS • ROSEMARY
LANE • BUCK and BUBBLES
7 Songs by Dick Whiting
and Johnny Mercer

BETTE DAVIS
HENRY FONDA
**"THAT
CERTAIN
WOMAN"**

IAN HUNTER
ANITA LOUISE

**"BACK IN
CIRCULATION"**

PAT O'BRIEN
JOAN BLONDELL
MARGARET LINDSAY

It starts rolling at Popular Prices!

BEYOND YOUR WILDEST DREAMS OF SUCCESS!

"The Good Earth" in its first few Pop Price engagements establishes itself as a sure-fire sensation! There's no limit to its promotion possibilities and its resultant profits!

OKLAHOMA CITY BEATS THE BEST!

"Good Earth" tops "Maytime" "Day at Races", etc.

LOS ANGELES LEAPS!

Better than "Great Ziegfeld" "Libeled Lady", etc.

SMALL TOWN SETS RECORDS!

At Iron Mountain, Mich. "Good Earth" tops everything!

ANOTHER SMALL TOWN RECORD!

Alexandria, Minn. biggest business on the books!

SALT LAKE CITY TERRIFIC!

"Good Earth" almost TWICE "Ziegfeld" and "Courageous"

BUFFALO BEST!

Beats "Captains Courageous" and other Big Ones!

ALBANY, PITTSBURGH GREAT!

Same sweet story here!

**POSITIVE HOLD-OVERS DEMAND
WIDE OPEN BOOKING TIME!**



20th-Fox Will Have South Africa Branch

After studying the details of a survey of the South African market made by Otto W. Bolle 20th Century-Fox has decided to open its own branch at Johannesburg to handle distribution in that area. Bolle has been placed in charge by W. J. Hutchinson.

Bolle has been in distribution for the past 18 years, and has been with 20th Century-Fox for more than a year. He was at one time Detroit branch manager for Paramount.

"Winkie" Held Again

"Wee Willie Winkie" will continue a third week at the Roxy, it was decided yesterday. As a result, "The Road Back" has been delayed another week.

"Saratoga" ended a second week at the Capitol last night with approximately \$45,000. This is \$2,000 better than the first seven days. "Captains Courageous" will open there today at popular prices.

Ohio Makes Few Cuts

COLUMBUS, Aug. 4.—The Ohio censors reviewed a total of 485 reels in July from which but 15 eliminations were ordered. There was only one elimination in 125 reels for the week ending July 25.

The above compares with 825 reels and 43 eliminations in June, while in July, 1936, there were 470 reels and 20 eliminations.

Australia Bans "King"

SYDNEY, Australia, Aug. 4.—The Australian Government has placed "The King and the Chorus Girl" under ban here. No reason for the action was given, but it is understood that the rigorous censor board is severe with films that might reflect upon royalty or treat it without the utmost dignity.

C. B. Nelson Joins F & M

ST. LOUIS, Aug. 4.—Chauncey B. Nelson, dean of boys at The Principia, has been named as director of personnel for Fanchon & Marco. He will have charge of the service staffs of all F. & M. enterprises and will endeavor to advance all promising employes in their chosen lines of work.

Set 2nd Oberon in Color

HOLLYWOOD, Aug. 4. — Alexander Korda has cast Merle Oberon for the top role in "Over the Moon," the second Technicolor vehicle in which the actress will be starred, the first being "The Divorce of Lady X," now in production.

"U" Signs Virginia Unit

JAMES R. Grainger, general manager of Universal distribution, has closed with Morton G. Thalheimer, president of Neighborhood Theatre Circuit, Inc., for the showing of Universal product in the circuit's 15 houses in Virginia. Edward Heiber and Sam Bendheim sat in on the deal.

Greenthal Adds Three

Monroe Greenthal has added three men to his U. A. exploitation staff to work on "Stella Dallas." They are Charles Levy and Sidney Gans, until recently with the *New York American*, and Elliot Stark, recently with the WNYC.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Walter Wanger's Vogues of 1938"

(Wanger-U. A.)

HOLLYWOOD, Aug. 4.—Walter Wanger made his second bid for the Technicolor championship at Grauman's Chinese Tuesday night. If the applause of the ermined and tailored greats who sat for 112 minutes through his prodigious lens painting may be interpreted as assent, he won it with lengths to spare. What he did with "The Trail of the Lonesome Pine" was little more than a training canter compared with his alternately flamboyant and delicate employment of pigmentation in this slight, but sufficient, if familiar story. It is loaded to capacity with gowns, gems, personalities, feminine beauty, talent and imported specialties. If the result doesn't turn out to be sure-fire box-office it will not be because the production isn't supplied with every gun in the exploitation arsenal.

"Vogues" has the producer's past accomplishment in the field of color as a natural starting point. It has Warner Baxter, Joan Bennett, Helen Vinson, Mischa Auer and Alan Mowbray for marquee material and it has what is probably the most elaborate and expensive fashion show ever staged as a basis for cooperative campaigning. All these and much more Director Irving Cummings has put together with the single idea of giving his audiences the biggest they ever sat down to.

The production is smart in the best sense of the word. It is swanky, suave, stimulating and swift for the most part and in the pink of taste. The famous magazine cover models, as yet lacking billing value, add to the merit of the production and serve to take emphasis momentarily away from the color that might conceivably seem to overstep its place in the scheme of things. A similar effect is accomplished periodically by bringing the story down to an emotional level.

The plot is concerned with the affairs of a Fifth Avenue couturier whose wife has stage ambitions. To his aid comes a socialite who falls in love with him and he with her. They arrive at the necessary status by fadeout time after sustaining adequate interest until the models, dancers, singers, etc., have paraded their wares. The place is New York and the time is today or tomorrow. The styles offered are represented as those of 1938. The list of credits for the gowns, hats, shoes, jewelry and related accessories constitute a showman's ready-made directory to proper exploitation sources. The musical direction by Boris Morros is superb. Ray Ronahan's Technicolor photography touches a new high. The Harlem number built around Rocco and Saulter introduces a new technique in the use of color lighting and is likewise spectacular entertainment.

Running time, 112 minutes. "G."

Jack Miller Return Please Chicagoans

(Continued from page 1)

to take charge of a number of problems requiring negotiation with city officials. He retired as president of the Chicago Exhibitors' Ass'n a little more than a year ago.

During Miller's period of inactivity in the exhibition field Bank Night and giveaways have developed into acute problems resulting in trouble with the police and courts, and now a three per cent gross tax is under discussion at City Hall, and an increase in license fees has been threatened.

No Film at Alcatraz

WASHINGTON, Aug. 4.—Government policy with respect to secrecy regarding the American "Devil's Island" at Alcatraz prison has "not changed one particle," it was declared today by Attorney General Cummings in discussing reports that Cosmopolitan planned production of a picture featuring the prison.

The Attorney General said the department has frequently received proposals to use Alcatraz as a film, but has never found a way to cooperate in anything proposed.

Bioff Strike Threat Seems Only a Bluff

(Continued from page 1)

bargaining agency for members of its craft. In view of Bioff's inaction his statement, which was given to Pat Casey, is regarded as a bluff. No indications of strike preparations are apparent.

For purposes of the record Bioff today denied making the threat but highly reliable and unimpeachable sources said positively that he did.

The Society has emphatically refused to withdraw its petition to the National Labor Relations Board. It is believed here that the labor board will eventually straighten out the tangle.

Adding to the confusion in the labor situation here today was the action of Judge Emmett Wilson in referring back to the calendar for argument on merit the suit of the scenic artists' local of the Brotherhood of Painters for a permanent injunction restraining the set designer group from interfering with the scenic artists' current conferences with producers for the purpose of establishing working conditions for the draftsmen. The shifting of this suit paves the way for the airing of arguments in open court. The scenic artists' local holds a temporary injunction against the set designers.

Guild Confabs to Continue on Coast

(Continued from page 1)

cil through which cooperative measures could be fashioned for any one or more units as required, was reported in *MOTION PICTURE DAILY* on Tuesday. The proposal is in only a formative stage, but the fact that it is viewed favorably by the three dominant amusement unions, the I. A. T. S. E., the American Federation of Musicians and the Associated Actors and Artistes of America, with which is affiliated the Screen Actors' Guild, the new American Federation of Radio Actors and Actors' Equity Ass'n, encourages the belief that it will materialize ultimately.

Thomson leaves for Hollywood today with plans for returning here next month. Browne also leaves today, but will go to Seattle before returning to Hollywood. Thomson said he had made no final decision while here on taking a leave of absence from the guild in order to appear in a new Broadway production, but indications are that he will not accept the part which has been offered him because of the current activities involving the guild and the Four A.

No date for placing the guild shop in effect in eastern studios has been set, he said, due to the necessity of working out agreements with other theatrical unions on the interchangeability of membership cards of the organized talent employed here.

S. T. O. A. to Meet Again

JACKSONVILLE, Aug. 4.—A post-convention meeting of the South-eastern Theatre Owners' Ass'n, will be held during the week of August 8 at Jacksonville and Jacksonville Beach. M. C. Moore, president, states approximately 100 members are expected to attend.

The regular meeting of the association was held in Birmingham during the month of June.

Extend Censor Authority

SALEM, Ore., Aug. 4.—The local censor board today decided to be guided by the decision of the censor board of Portland.

Wall Street

Light Increases on Board

	High	Low	Close	Net Change
Columbia	28½	28½	28½	+ ¼
Consolidated	3½	3½	3½	+ ¼
Consolidated, pfd.	12¾	12¾	12¾	
Eastman	180¾	180	180¾	+ ¾
Gen. T. Equip.	24	23½	24	+ ¼
Loew's, Inc.	85½	84½	84½	- ¼
Paramount	22½	22	22½	+ ¼
Paramount 2 pfd.	20	19½	20	+ ¼
Pathe	8½	8¼	8½	+ ¼
RKO	8½	8¼	8½	+ ¼
20th Century-Fox.	36½	36½	36½	
Warner Bros.	14½	14½	14½	

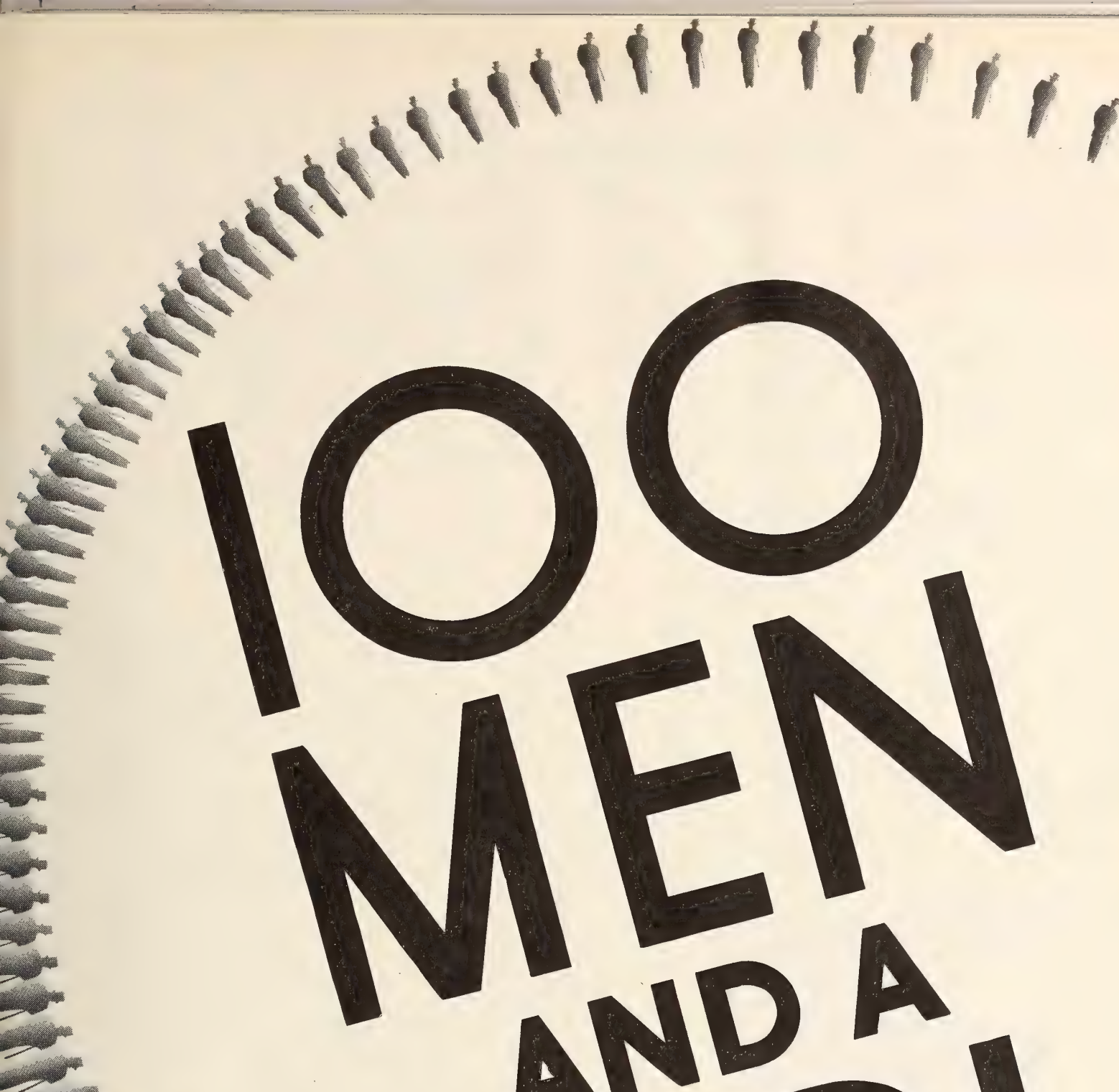
Curb Issues Gain

	High	Low	Close	Net Change
Grand National ..	¾	¾	¾	- ¼
Sonotone	1¼	1¼	1¼	
Technicolor	29¼	28¾	28¾	+ ¾
Trans-Lux	4¼	4¼	4¼	+ ¼
Universal corp. ...	3¾	3¾	3¾	- ¼

Bonds Move Lightly

	High	Low	Close	Net Change
Paramount B'way 3s '55	66	65½	66	+ ½
Paramount Pict. 6s '55	100	100	100	+ ¼
Paramount '47	93	92¾	92¾	- ¼
Warner Bros. 6s '39 wd	95½	95¼	95¼	

(Quotations at close of Aug. 4)



100 MEN AND A GIRL



Melodramas, Comedies Top New Product

(Continued from page 1)

these. Paramount and Warners will have four each, and RKO will have two in addition to Walt Disney's "Snow White and the Seven Dwarfs."

Producers have turned to original stories for a large portion of their material. Plays are a bad second and novels are in third place. In detail the sources are: Books, 25; magazines, 30; novels, 33; originals, 183; operetta, one; plays, 38.

Grand National is planning five of the six gangster, or G-man stories.

Fawcett Merges Books

W. H. Fawcett, head of Fawcett Publications, will merge *Screen Play* with *Screen Book*, starting with the October issue, under the new name of *Screen Book Combined* with *Screen Play*.

Mrs. Furness Dies

Mrs. Florence Furness, mother of Betty Furness, died yesterday of a heart ailment at her home here. Funeral service will be held today at the Stephen Merritt Funeral Home.

William N. Tullock Dead

SANFORD, N. C., Aug. 4.—William N. Tullock, 57, formerly manager of the Wanda, died at his home here. Death was attributed to a heart ailment.

AIR EXPRESS

For

Shortest, Fastest - Coast to Coast



GENERAL

Fastest available service. Immediate free pickup with direct delivery to first plane out. Immediate delivery to consignee any hour, day or night—Saturdays, Sundays and holidays. Flight progress reports. Economical rates. Complete insurance protection.

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NEW YORK—Phone PE 6-0204-0205

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or nearest Postal Telegraph Office

FLY TWA

Film Men Galore Sail, but Just for Ride, They Aver

(Continued from page 1)

loose from a story, decided to ask questions before it was too late. He succeeded as Giannini rushed through the narrow corridors toward his state-room, where his son, Bernard, was awaiting him.

"What are you going over for?" Giannini was asked.

"I'm going over to look over our properties. We have a number of big new theatres in England and I want to visit our offices. We have 278 houses in England. Two weeks ago Odeon Theatres, in which United Artists has a 50 per cent interest, floated a \$20,000,000 stock issue to the public. It was over-subscribed. We have several hundred employees over there and I want to cast a watchful eye over everything," he said.

"How about the reports on the Korda deal?"

"They said Mr. Griffith is on the boat and I am going to talk about a deal. That's a lot of nonsense. My trip has nothing to do with Korda."

Dr. Giannini Back Aug. 28

"How long will you be gone?"

"I'm sailing for home on Aug. 28."

"Is there anything new on the David O. Selznick situation?"

"Nothing new."

To the radio audience, Giannini said:

"Television has still to be made popular enough to reach every home. It is here, but as soon as the equipment can be made cheaper it will become a very important factor. Prohibitive costs are delaying it from becoming popular."

Griffis also was a late-comer. When asked if he was going abroad on the Korda deal, he said:

"I have nothing to say. I am not going to think about business. This is my annual trip and I'm going to rest and loaf. It's just a vacation. I'll be away six weeks visiting London, Paris and Vienna."

Sarnoff told MOTION PICTURE DAILY that NBC had no plans for expansion abroad.

"This is my annual trip. While I am in England I will study the latest developments in television."

"Are there any new developments for television in this country?"

"Not at the present time."

Sarnoff to Salzburg

Sarnoff will go to Salzburg from England to visit Arturo Toscanini. Sarnoff's wife and son, Robert, are now there. He will also spend a few days at the Paris exposition.

"I'll be away about six or seven weeks," he concluded.

Otterson was the next to arrive and, while he was not anxious to talk about the industry over the radio, he told MOTION PICTURE DAILY that he was off on a pleasure trip to Paris and London and planned to be back Sept. 6.

"What about the various reports on your new plans?"

"There is no truth to them. I am not working on any deals whatsoever."

King Vidor, who has just completed "Stella Dallas," asserted he had no plans for a picture abroad. He expects to be gone two to three months. From Havre he will go to Budapest

Marine Note

Jack Alicoate, publisher of *The Film Daily*, was yesterday interviewed by a *Motion Picture Daily* reporter just before he boarded the French liner.

This is what he had to say:

"It's my regular trip. I'll be back in three weeks. While in London and Paris I will visit the studios."

Humor crept in. Alicoate continued:

"Everything is all right in America. I'm going for the ride and to meet people on the boat."

where he will meet Charles Vidor, who, he says, is no relation.

While abroad Vidor will talk to Alexander Korda and William K. Howard. Following these conferences he may do a picture, he said.

Rouben Mamoulian, director of "High, Wide and Handsome," has called off plans for producing a play for the Theatre Guild. He will be gone six months and it will be a "vacation."

Joe S. Hummel of Warners will spend six weeks surveying distribution in London and Paris. He denied that his trip had anything to do with acquisition of theatres.

Balcon Leaves With Difficulty

Michael Balcon, supervisor of British production for M-G-M, had a little difficulty checking out of the country. For two hours he tried to find an immigration official without success. He sailed, nevertheless. The M-G-M home office has taken over the formalities, necessary after a five-month visit here.

James A. FitzPatrick, who is to make five more quota pictures for M-G-M, also was a passenger. He plans to complete the quintet by November.

Helen Jean Coleman and John B. Moran of Boston, who were winners on essays for "Captains Courageous," and Betty Ridgwell of Norfolk and Gillet Epps of Richmond, who were declared winners in the screen tests conducted by M-G-M, sailed for the Paris Exposition.

Huisman Goes Abroad

Renee Huisman, president of Best Film Co., who is back from a month in Canada, will return today to Canada accompanied by his family and will sail from Quebec on the *Empress of Britain*. He is taking along several productions for European release and will also negotiate the release of the Polish version of "Cloistered." Huisman plans to return to New York in about three months.

Supporting Cast Named

HOLLYWOOD, Aug. 4.—The players who will support Claire Trevor and Cesar Romero in 20th Century-Fox's "The Great Diamond Robbery" are Jane Darwell, Alan Dinehart, Douglas Woods and John Harrington.

ICC Extends Time on Films Carrier Bills

(Continued from page 1)

it is the practice of the carrier to render bills weekly, which could not be done if the proposed five-day period were adopted.

At the same time, the eight-day limit for payment was attacked on the ground that most exhibitors have a specified day for payment of bills, while in the case of chain houses it is necessary for the approved bill to be sent to headquarters for auditing, which cannot be carried out within the eight-day period.

While the commission in its orders appears to have felt that the objections to the five-day limitation for the rendition of bills were well based, it ignored the arguments for more than eight days for payment. It did not, however, discuss the exhibitors' situation in its opinion, which was confined to a general comparison of the methods of the motor carriers with those of railroads.

The commission warned that the present regulations for the presentation and payment of motor carriers' bills, with the longer periods, are adopted because the present situation of the carriers appears to justify them and that as the motor carriers become better organized under the Motor Carrier Act they may be reduced.

Atlas-RKO Contract May Be Aired Today

(Continued from page 1)

yesterday in the U. S. District Court that his order of Nov. 23 did not apply to Atlas and asked Special Master Alger to decide whether or not testimony concerning the details of the sale were pertinent to the reorganization proceedings. Today's hearing, which was set by the special master after reading briefs of all sides, is for the purpose of taking further evidence on points not sufficiently covered in the first hearing.

Judge Bondy on Nov. 23 stated that it would not be necessary to itemize all sales of debentures and stock since the petition for reorganization was filed. He stated yesterday that he merely intended to eliminate unnecessary clerical work involved because of the large volume of trading with RKO securities. The order was not supposed to shield Atlas, the court said. Joseph M. Cohen, attorney for the Independent Protective Committee for stockholders, brought the petition for a ruling on the order. He charged that the court's original order is being used to prevent investigation of the circumstances of the purchase by the Atlas Corp. Atlas, RCA and their associates, own 84 per cent of the debentures and 48 per cent of the stock, according to Cohen. He claimed that the contract of purchase was made "for reorganization purposes."

H. C. Rickaby, attorney for Atlas, declared that the contract was "no secret." He emphasized the fact that he had submitted a copy of the contract to the special master, although it had not been placed in evidence. After some argument, Rickaby agreed to have the special master admit the evidence, if found to be relevant.

Swell Entertainment

Says - THE **Film** DAILY

atch the rest of this rave...

"It's All Yours"

h Madeleine Carroll, Francis Lederer,
Mischa Auer, Grace Bradley
80 mins.

(HOLLYWOOD PREVIEW)
SWELL PIECE OF ENTERTAINMENT
FOR ANY AUDIENCE, SHOULD PLAY TO
NICE BOX OFFICE RETURNS.

It's a grand comedy when the heiress, Madeleine Carroll, takes up with the admitted fortune hunting Baron, Mischa Auer, as a means of getting the man she loves, Francis Lederer, to marry her. Any audience should find it a swell piece of entertainment, one which should play to some nice box-office returns. Even though he admits marriage is a business with him, Auer makes the Baron such a lovable, gay sort of person that one can't help liking him. He runs away with the picture, and although he carries most of the footage, his antics, foreign accent and mannerisms make him forever welcome. Madeleine Carroll is not only beautiful, but she handles her comedy in fine style. As worn out to good advantage. Playing an American brought up in Europe, Francis Lederer does very well as a carefree person who doesn't relax he is in love until it's just about too late. Elliott Nugent directed the piece with a swell farce sense, which keeps things moving at a lively pace and which provides for something enjoyable at all times. Mary McCall's screen play from Adelaide Heilbron's original provides the well-developed, laugh-provoking situations. A neat song number by Ben

Oakland and Milton Drake is sung by Connie Boswell.

William Perlberg's picture shows high class production throughout and should be a top ranker among the Columbia releases. Miss Carroll, secretary to Francis Lederer's uncle, is made heiress to the latter's huge fortune. Francis is the off-and-on-heir according to his uncle's whims, and the uncle dies during one of the wrong ones for Francis. Madeleine loves the boy, but she wants to make a man of him first and hopes that in the meantime he falls for her. She goes to New York, where she throws money around in such a manner as to bring Francis there to protect the fortune until he can break the will. He becomes her secretary. She proceeds to make him jealous by carrying on with the notorious fortune hunter, Mischa Auer. After proposing marriage to protect her from Mischa Auer she turns over the fortune to him and with it Francis cancels her offer. She is at the marriage bureau ready to marry Mischa, when Francis realizes he loves her and gets there in time to win her.

Cast: Madeleine Carroll, Francis Lederer, Mischa Auer, Grace Bradley, Victor Killian, George McKay, Charles Waldron, Richard Carle, Arthur Hoyt, Connie Boswell

Associate Producer, William Perlberg;
Director, Elliott Nugent; Author, Adelaide Heilbron; Screenplay, Mary C. McCall, Jr.; Cameraman, Henry Freulich; Recording Engineer, George Cooper; Editor, Gene Havlick; Art Director, Stephen Goosson; Musical Director, Morris Stoloff; Songs by Ben Oakland and Milton Drake.
Direction, Lively. Photography, Good.

...THE HIGHEST
PRAISE
YOU CAN GIVE
ANY
MOTION
PICTURE!

Come and Get it . . .

IT'S ALL YOURS

STARRING

MADELEINE CARROLL

FRANCIS LEDERER

MISCHA AUER • Screen Play by Mary C. McCall, Jr. • Directed by ELLIOTT NUGENT

A Columbia Picture

Canada Radio Ban on Liquor Ads Comes Up

MONTREAL, Aug. 4.—Long existent reports to the effect that the Canadian Broadcasting Corp. is seeking legislation to prohibit commercial beer and liquor programs on the air gained credence today when it was learned the matter would come up for discussion at a general meeting of the corporation to be held in Ottawa tomorrow.

For some months, it was learned, a battle has been going on between authorities of the broadcasting corporation, governmental officials and church leaders on the one hand, and radio station heads, broadcasting and advertising agency representatives on the other.

Beer programs have long been banned in the province of Ontario. A similar ban in the province of Quebec would have a disastrous effect in Montreal at least, station officials and agency heads claim, for it is from this city that most of the Canadian beer programs emanate.

Prohibition of these programs would cut a big hole in the weekly commercial schedules of local stations, which include a recently inaugurated series of three-hour dance programs featuring Lloyd Huntley, of the Mount Royal dance orchestra.

From inner circles, it is learned, the corporation favors prohibitive legislation. Several representatives of local brewing companies and advertising agencies will offer arguments at tomorrow's meeting.

Gen. Hugh Johnson On Quinine Program

It was reported here yesterday that Gen. Hugh S. Johnson, former NRA administrator and now a nationally syndicated columnist, was to be auditioned for a new program to be sponsored by the makers of Energine. Gen. Johnson has been signed for a new program, but not for Energine. His sponsor will be Bromo Quinine.

The program will be heard over an NBC network, four times weekly. It is understood that the general has been signed for an 18-month period. The series is to begin late in September. Stack-Goble is the agency.

The Energine audition took place at NBC yesterday. This program will also be offered over an NBC network, once weekly, starting in the fall. It is titled "Newsreel of the Air," and will feature talks by people prominently mentioned in the newspapers the week preceding each broadcast. Stack-Goble also handles this account.

"Passing Show" on Mutual

"Passing Show of the Air," a new Mutual sustaining show, will be inaugurated Aug. 15, from 7:30 to 8 P. M. The show will feature Georgie Price as emcee, Morton Gould's orchestra and the "Charioteers."

Jean Sablon Re-Signed

Jean Sablon has been re-signed for an additional period on the RCA "Magic Key" program, which is broadcast Sundays over the NBC-Blue network.

NBC Buys Hollywood Block As Site for a New Studio

While no confirmation could be received at NBC yesterday, it is reliably learned that the network has purchased a city block in the heart of Hollywood, where a huge studio will be built.

The present NBC Hollywood studios were built a little more than a year ago, and despite recent extensions to the studio it has grown woefully inadequate, such has been the increase of programs emanating from Hollywood.

CBS, incidentally, broke ground for a large new plant some months ago.

Radio Manufactures Up 10% in 6 Months

WASHINGTON, Aug. 4.—A 10 per cent increase in radio production during the first six months of the current year, compared with the same period in 1936, was today reported by the Radio Manufacturers' Ass'n.

Government collections from the five per cent tax on radio and phonograph apparatus, it was pointed out, totaled \$2,564,000 for the first half of the current year compared with \$2,325,000 for the corresponding period a year ago.

For the fiscal year ended June 30, it was said, tax collections were one-third above those for the preceding year, totaling \$6,754,000, against \$5,075,000.

Atlantic Will Have Holy Cross's Games

The Atlantic Refining Co. yesterday set a deal with CBS whereby the football games of Holy Cross University will be broadcast over a New England hookup of CBS stations.

The schedule will begin Sept. 25, and will be for 10 weeks. The games will be broadcast from 2 to 4.30 P. M. each Saturday.

The stations are: WEEI, Boston; WORC, Worcester; WMAS, Springfield; WDRC, Hartford, and WPRO, Providence. N. W. Ayer & Son, Inc., is the agency. Radio Sales, Inc., handled the placement.

Columbia Declares Dividend

A cash dividend of 40 cents a share on the present Class A and Class B stock of \$2.50 par value has been declared by CBS. The dividend is payable Sept. 10 to holders of record Aug. 27.

To Air "Mile from Heaven"

The cast of "One Mile From Heaven," including Judge Ben Lindsey, Claire Trevor, Sally Blane and Douglas Fowley, will preview scenes from the picture on "Hollywood Hotel" over CBS Aug. 13.

WBNX Adopts New Slogan

WBNX, foreign language station, has adopted a new slogan, which is repeated simultaneously with the station identification letters at the program break periods. The new slogan is "The station that speaks your language." Currently, 11 languages are represented in the station's programs.

Keeps a Secret

Mildred Fenton, assistant to Mrs. Hummert of the Blackett - Sample - Hummert agency refutes the theory that woman cannot keep a secret. Mildred has been at the agency quite a spell, but it was only recently and quite by accident that the powers-that-be there discovered that before entering the advertising field she had sung abroad and had been associated in the theatre with such personalities as Elisabeth Bergner, Charles B. Cochran and Arch Selwyn.

P. S.—Mildred will make a guest appearance on the agency's "Hammerstein Music Hall" series Aug. 13.

Buick Signs Up for Louis-Farr Battle

Continuing its policy of broadcasting leading boxing bouts, the Buick Motor Co., yesterday closed with the promoters of the coming championship fight between Joe Louis and his British challenger, Tommy Farr, for the broadcast rights to the event.

The fight is to take place in the Yankee Stadium Aug. 26, and the broadcast will be offered over the combined Blue and Red networks of NBC. Clem McCarthy and Edwin C. Hill will probably be assigned to the microphone positions, although this could not be confirmed yesterday.

Acquit Whitson on One Count

LOS ANGELES, Aug. 4.—A jury in Federal Court here today acquitted Delmar Whitson, who claims to be the inventor of a method of applying a photoelectric cell to film sound recording, on one count of the perjury charge growing out of the alleged falsification of documents presented by Whitson at a Patent Commission hearing some years ago.

Dean Werner, Whitson attorney, after the announcement of the acquittal, stated that Whitson will fight to establish letters of patent on the process of which RCA has an option.

Aim to Raise Marconi Fund

SAN FRANCISCO, Aug. 4.—Plans for a coast-to-coast broadcast to raise funds for a Marconi memorial in Golden Gate Park, have been announced by the *Call-Bulletin*, in cooperation with local network officials.

Outstanding talent will be lined up for the show, late in September, with pickups from all parts of the country.

Nat Brusiloff Joins WMCA

Nat Brusiloff, formerly musical director of WOR, has been appointed to a similar position with WMCA. The appointment, made by Donald Flamm, president of the station, becomes effective Aug. 8.

Ralph Nordberg Joins NBC

Ralph Nordberg, former sales manager of WGN, Schenectady, has joined the station sales department of NBC in the New York office.

Pick Late Afternoon For Women Program

Lehn & Fink, having determined after long tests that certain daylight hours are better than evening hours to reach the feminine audience by radio, has contracted with CBS for the 45 minutes from 4:45 P. M. to 5:30 P. M. in which to run 15-minute consecutive shows for Hinds Honey and Almond Cream, Lysol, and Pebecco.

Last season Lehn & Fink experimented with morning periods on CBS. The company is now convinced that the late afternoon is a much more suitable time for its products.

The Hinds show will be a script program now on WLW only. Beginning sometime in September, it will be expanded from the one station to the entire network. Dr. Dafoe will be returned for Lysol, beginning Oct. 4, and the new show for Pebecco, already noted in these columns, will be the Nick Dawson and Elsie Hitz serial script, "Follow the Moon," which last season was heard over NBC.

Radio Artists' Local In Membership Drive

HOLLYWOOD, Aug. 4.—Hollywood Local No. 1 of the American Federation of Radio Artists today launched a membership drive to take in radio directors, producers, actors, announcers, singers, sound effects engineers and writers following a mass meeting of 300 radio workers at El Capitan Theatre at which the dropping of the name Radio Equity in favor of the new title in the charter granted by the A.A.A.A. was made official.

Norman Field, president of the local, urged members to contact other radio workers to offset the inroads of the C.I.O. into the local radio field.

The setting up of grievance committees for announcers, actors and singers was announced and A.F.R.A. national heads asked for authority to establish a grievance board for sound effects men.

CBS Gets Silver Series

Another program featuring screen and stage talent will be ushered in over the CBS network Oct. 3, when 1847 Roger Bros. Silverware Co. begins sponsorship of a new series titled "Silver Theatre." The program will offer adaptation shows, novels, and original stories, with film and theatrical players enacting the leading roles. The program, of course, will emanate from Hollywood. Young & Rubicam is the agency.

NBC Changing Musicians

NBC is quietly dropping scores of its house musicians in preparation for the coming of Arturo Toscanini, who will begin a new symphony series some time in December or January. The discharged house musicians are being replaced with men of symphony calibre in preparation for the Toscanini series.

Pritzker Joins Agency

Because the advertising account of the Gillette Safety Razor Co. has been placed with Maxon, Inc., Charles Pritzker, advertising manager for Gillette, will join Maxon as vice-president and will be succeeded by Craig Smith, formerly of Ruthrauff & Ryan.

AGAIN

EASTMAN



IT'S

FINE GRAIN DUPLICATING NEGATIVE

AND FINE GRAIN DUPLICATING POSITIVE
IS NOW BEING MANUFACTURED AND READY
FOR DELIVERY FOR MAKING **EXACT** DUPLI-
CATES OF YOUR MASTER NEGATIVES.

This is the most important raw stock develop-
ment in the past Several Years. Its Advantages,
economies and benefits are beyond comparison.

PROTECT YOUR PRODUCTION WITH EASTMAN

J. E. BRULATOUR, INC.

FORT LEE

•

CHICAGO

•

HOLLYWOOD

"WEE WILLIE
WINNIE" HELD
FOR 3RD WEEK
ROXY, N.Y.!



THE KEYSTONE
OF YOUR FUTURE

That's typical of the smash
business this 20th hit
is doing nationally!

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 31

NEW YORK, FRIDAY, AUGUST 6, 1937

TEN CENTS

Justice Dep't Film Campaign In the Offing

Oil and Picture Probes Busy for Some Time

By BERTRAM F. LINZ

WASHINGTON, Aug. 5.—Embarkation by the Dep't. of Justice on a "trust busting" campaign which may involve the film industry was seen here today by interested observers in the disclosure yesterday by Attorney General Cummings that an investigation of the oil industry which resulted last year in two Federal indictments at Madison, Wis., is to be extended to other sections of the country.

Although the department consistently has refused to admit that anything in the nature of a "trust busting" effort was contemplated, it has been known for some time that both the oil and film industries have been under investigation, that a study was being made of practices in the steel industry based on charges of "identical bidding" for Government contracts, and that

(Continued on page 4)

U. A. Lays Claim to New "Dallas" Marks

"Stella Dallas" got off to a whale of a start at the Music Hall yesterday. At 4 P. M., United Artists reported this:

Better opening day business than any other attraction in the last two and a half years.

Biggest attendance, winter or summer and not excepting spring and autumn, in the history of the theatre

Gross was \$1,542 ahead of any U. A. attraction to have played the house.

Fox Theatres-Roxy Award Is Approved

Settlement of the \$1,177,400 claim of the Roxy Theatre gold noteholders' protective committee against Fox Theatres Corp. was approved yesterday by Special Master Courtland Palmer in his report filed in the U. S. District Court and an allowance of the claim at the agreed amount of \$760,000 was recommended.

The claim is based on a 1927 contract between Halsey, Stuart & Co and the Fox Theatres Corp. in which

(Continued on page 4)

Paramount Strike Pickets Enjoined in Minneapolis

MINNEAPOLIS, Aug. 5.—Federal Judge Gunnar H. Nordbye today signed an order halting picketing of the Paramount exchange and theatres playing the company's product and restraining exhibitors in this territory from other demonstrations against the company pending a further hearing in Federal Court here on Aug. 12.

The action was filed for Paramount by the law firm of Shearer, Byard and Troegner, the company's Minne-

apolis attorneys, and duplicates the restraining order obtained by Paramount from the Federal Court at Philadelphia last Friday.

The company's complaint names Allied Theatre Owners of the Northwest and individual exhibitor participants in the film buyers' strike against the company in this territory as defendants. It alleges conspiracy in restraint of trade and other possible

(Continued on page 4)

Hearings End On RKO Plan; Report Later

Testimony on the proposed plan of reorganization for RKO was concluded yesterday before Special Master George W. Alger. A tentative report on the plan will be read on Oct. 14 at which time all sides will be given an opportunity to criticize specific recommendations of the master.

It was indicated that the report may recommend modifications or additions to the proposed plan. The unusual procedure of a tentative report was adopted to allow discussion of specific recommendations. Although Special Master Alger revealed no definite opinion of approval or rejection he told H. C. Rickaby, attorney for the Atlas Corp., proponents of the plan, that he may decide "to butcher the plan" and that it might be that "nobody will be satisfied."

The referee ruled against admission of testimony concerning the purchase in 1935 by Atlas from RCA of one-half of the latter's holdings for \$5,000,000 with an option to purchase the remaining half before 1938 for \$6,000,000, as having no relevancy to the

(Continued on page 4)

Taxes on Admissions Predicted in Chicago

CHICAGO, Aug. 5.—As a means of raising money to provide for the 10 per cent increase in wages granted to city employees, the finance committee of the City Council today indicated that theatre admissions would be taxed at the rate of one cent on admissions up to 40 cents and two cents on tickets costing from 40 to 75 cents.

Other amusements would be taxed in the same manner.

Heavy Levies Proposed for Holding Units

By CLARENCE LINZ

WASHINGTON, Aug. 5.—Sharply critical of actors and radio stars who form holding companies from which they draw "salaries" less than those paid for their services by the producer and broadcasting employers as a device to reduce their income tax responsibilities, the Joint Congressional Tax Committee today recommended changes in the tax law which would make such organizations unprofitable.

Submitting its report to the Senate and House, the committee suggested that the definition of personal holding companies of this nature be changed so as to provide for treatment as income of the full amount received by the corporation from contracts for the personal services of any individual who, with his family and partner, directly or indirectly owned 25 per cent or more in value of the outstanding stock.

In addition, it was recommended that the surtaxes on holding companies be increased to 65 and 75 per cent, with the dividing line at \$20,000 from the present rates of eight to 48 per cent.

As now written, the committee declared, the provisions relating to "incorporated talents" constitutes a serious loophole.

Roach Going Abroad To Study Production

Hal E. Roach, who arrived by plane from the coast yesterday, will sail tomorrow on the *Rex* for a five-week trip to Italy. While there, he will make a survey of the production situation, he said yesterday. Roach does

(Continued on page 4)

Former Para. Officers Near Pact on Suit

Talks with Trustees in Final Stages

Discussions of an out-of-court settlement of two suits brought by the reorganization trustees of Paramount in 1934 to recover several millions of dollars from former officers and directors of the company are in their final stage with indications that an agreement may be signed within the next few weeks, it was learned yesterday.

The amount of the settlement may run as high as \$2,000,000 on the basis of tentatively agreed upon sums to be paid by individual defendants in the actions. The settlement would be paid into the Paramount treasury.

The suits seek the recovery of alleged losses and damages resulting from the fulfillment by the company of stock repurchase agreements, of sums alleged to have been paid company officials "in excess of reasonable compensation" for the years 1927 to 1931, and of alleged profits realized by defendants in participating in a Paramount employees' stock purchase plan.

All members of the Paramount board of directors from 1927 to 1931

(Continued on page 4)

Warners Enter Pa. Fight on Chain Tax

HARRISBURG, Aug. 5.—Theatre companies, for the first time, have joined with more than 30 chain store corporations in the court fight to test the constitutionality of the new Pennsylvania law to tax theatre and store chains at a rate of from \$1 to \$500 per unit, according to the number of units in an individual corporation operating within the state.

The Stanley Co. of America, a

(Continued on page 4)

Loew-Fay Agreement Starts in Two Weeks

The partnership arrangement between Loew's and Ed Fay in the Carlton, Providence, will become effective in the next two weeks, it was stated at Loew's yesterday. The first picture to be shown at the Carlton under the deal will be either "Stella Dallas" or "The Good Earth," which will be transferred from Loew's State after a week's run.

Attorneys are now working on the

(Continued on page 4)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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JAMES A. CRON, Advertising Manager



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Skouras Heads Group
For National's Meet

Spyros Skouras, William T. Powers, J. J. Sullivan, Edward Zabel, Milton Hossfeld, Aubrey Schenck, Irving Barry, Jack Edmondson, F. S. Irby, Harry Cox, Alan May and John Healy, executives of National Theatres, will entrain tomorrow for Colorado Springs for the annual convention of the circuit's operators there next week.

No one from Skouras Theatres will attend the sessions. This circuit is not affiliated with National, but is a unit of United Artists Theatres.

Executives of Fox West Coast will leave Los Angeles tonight for the Colorado city.

Conn's First Ready

Maurice Conn, in New York from the coast states the first of his five productions has been completed. It is "Roaring Six Guns," starring Kermit Maynard. The other four, "Trooper X-13," "Thanks for Listenin'," and two other Kermit Maynard westerns, "Song of the Vigilantes," and "Reckless Chances," will be completed this month.

Purely Personal

HAL HORNE was the most versatile luncheon guest at the Tavern yesterday. After lunching with MONROE GREENTHAL, CHARLES KURTZMAN, MONTY PROSER, HARRY KOSINER and BILLY REED, HORNE joined GEORGE J. SCHAEFER and HARRY GOLD for a spell. Then, he shifted to the table occupied by SI SEADLER, BOB GOLDSTEIN, JACK GOETZ and RED KANN where he unloosened a line of gags which kept the group in a happy frame of mind.

After a quiet repast, JOE VOGEL and OSCAR DOOB repaired to the table where SCHAEFER and GOLD were doing nicely with the food. JACK BARNSTYN ate alone and then joined BILL FITELSON and BERT MAYERS. A. WATTENBERG and EDWIN (BUDDY) MORRIS discussed affairs of Music Publishers. GEORGE WEST and NAT SALAND talked over things by themselves. HARRY THOMAS and LOUIS SOLOMON made up a twosome, while LEO JUSTIN, HENRY BROWN, LEON BLUMBERG and MORRIS JACKS crowded around the Monday Knights' table. A. J. VAN BEUREN had company. LESLIE E. THOMPSON ditto. But ALEC MOSS was alone until he was joined by a friend.

JACK TROP, newly appointed general manager for Harry Sherman Prod., will leave for the coast by air today to take up his new duties.

PAUL MUNI plans to fly here for the premiere of "The Life of Emile Zola" at the Hollywood Theatre next Wednesday.

WALTER MEYERS and RAYMOND SCOTT will take a plane today for the 20th Century-Fox studios.

RAY BELL, publicist for Loew's in Washington, is in town conferring with Oscar Doob.

DAMON RUNYON's story, "Money from Home," has been purchased by Paramount.

CULLEN TATE, a member of the Loew board, flew out to the coast the other day.

MIKE MARCO will leave for the coast by plane today or tomorrow.

MORRIS KINZLER has gone to Woodstock for a weekend vacation.

EUGENE CASTLE of Castle Films will return from the coast today.

ED KUYKENDALL is vacationing at Jacksonville, Fla.

De Mille to Celebrate

HOLLYWOOD, Aug. 5.—Cecil B. DeMille will celebrate his 56th birthday by launching production of "The Buccaneer," his 64th production. He will tender a luncheon on the set at the Paramount studios.

Uphold B. N. Ruling

TALLAHASSEE, Aug. 5.—The Supreme Court recently upheld a grand larceny conviction of Pete Bussart, sentenced in Palm Beach County for fraudulently obtaining a \$175 Bank Night prize.

CHARLES SKOURAS, JR., and MARCIE SKOURAS will leave for the coast tomorrow to join their father, CHARLES P., and SPYROS D. SKOURAS, nephew of the Skourases, will be on the same train.

HENRY ARMETTA left New York yesterday for a personal appearance in Toledo, and thence to Hollywood to do a featured role in Republic's forthcoming film, "Manhattan Merry-Go-Round."

WHITFORD DRAKE, president of Erpi, returned yesterday from a month's visit at the company's Hollywood offices. He plans to make a business trip to Europe during September.

G. L. GEORGE, Hollywood correspondent for *Ce Soir de Paris*, has been named foreign representative for Associated Film Audiences. He will sail today on the *De Grasse*.

DOTTY STEINMAN, IRVING CAESAR's secretary, tells songwriters their fortunes by card-reading. GERALD MARKS, a tin-pan-alleyite, wanted to know "What fortune?"

GERALDINE RUDOLPH, New York dancer signed by Alexander Korda, will leave tomorrow aboard the *Georgic* for London Films studio.

MAXWELL COHN of Weldon Pictures has closed a deal with Syndicate Exchanges, Inc., to handle "Damaged Lives" in New York and New Jersey.

R. M. SAVINI, sales manager for Atlantic Pictures, left yesterday for a five-day trip to Montreal and Toronto on business.

HUBERT VOIGHT has joined Republic to do advance publicity and exploitation on "Manhattan Merry-Go-Round."

THYRA SAMTER WINSLOW, writer, has arrived from Hollywood and is spending a short vacation at the St. Moritz.

W. B. CALLOWAY, Warner coast district manager, plans to return to Los Angeles after several weeks here.

JOHN CASSIDY of the RKO theatre publicity office leaves today for a two-week vacation.

DAVE PALFREYMAN returned yesterday from a couple of weeks' vacation in Maine.

ARTHUR SCHWARTZ of the Schwartz & Frohlich law office is back from vacation.

Lefkowitz to Prudential

Sam Lefkowitz has been named general manager of Prudential Playhouses by J. M. Seider, president. Lefkowitz has been connected with the Warner exchange here for the past five years. Prior to that he was booker for RKO theatres.

Shore May See "Firefly"

M-G-M is considering roadshowing "The Firefly" in several shore resorts. Theatres in Atlantic City and Asbury Park are now being considered for the two-a-day runs.

Campaign on "Zola"
Marked by Dignity

Extreme dignity and typographical art work that entirely disregards the usual film ballyhoo technique are being used by Warners in the New York campaign for the opening of "The Life of Emile Zola."

The first four two-column newspaper ads turned out by S. Charles Einfeld's department have been designed to introduce Zola to any who may have forgotten his claims to fame as a novelist and a crusader for justice in the Captain Dreyfus case.

Four of the larger ads—two and three columns each—are in outline type and script with light line borders. Each starts: "Warners are proud to present—" Seven others, with art work, have the style of a Tiffany announcement on the sale of a string of pearls.

Even the 24 sheets have the same restrained dignity. One of these does not even mention the name of Paul Muni and the supporting cast. It reads: "Truth is on the march! Emile Zola."

—J. M. J.

Seek Actor Members
Outside Guild Area

HOLLYWOOD, Aug. 5.—The Screen Actors' Guild is contacting all location spots outside of the 300-mile radius in which the guild shop is mandatory and by a system of education has those players on the outside location spots asking for the guild's scale of wages. These players include western actors and stunt men.

The move is in progress because of the guild's fear that the producers would make westerns and other features outside the 300-mile limit to evade the paying of the guild wage scale. It is understood that special cards are being issued to the actors affiliated by the drive.

Truck Strike Fails
To Halt Cincy Film

CINCINNATI, Aug. 5.—Although approximately 2,500 employes of long distance trucking companies are idle here as the result of a strike called by the Teamsters' and Chauffeurs' Union, Local No. 100, an A. F. of L. affiliate, pending wage adjustment, deliveries of film from here to the Cincinnati trade territory have not as yet been affected.

Kurtzman Joins Loew's

Charles Kurtzman, former F. & M. executive in St. Louis, yesterday joined the Loew circuit as manager of the Capitol, Washington. He will leave for Washington over the weekend and take over his new duties under Carter Barron on Monday.

Samuel Palan in Monogram

PHILADELPHIA, Aug. 5.—Samuel Palan, formerly of Columbia and RKO, has succeeded Rubin Brenner at the local Monogram sales staff.

"Winkie" Held Again

"Wee Willie Winkie" wound up a second week at the Roxy last night. The picture is being held a third week. "They Won't Forget" ended a third week at the Strand with \$12,500.

"YOU CAN'T HAVE
EVERYTHING"
2ND DAY BEATS
RECORD OPENING
AT RIVOLI, N.Y.



THE KEYSTONE
OF YOUR FUTURE

*While in Memphis it's topping
20th's biggest --- and you know
how hot summer is in Memphis!*

Former Para. Officers Near Pact on Suit

(Continued from page 1)

are made defendants in the action to recover on the stock repurchase agreements which were entered into in the acquisition of various properties for which stock was issued at a guaranteed redemption price. On the maturities of some of these agreements the redemption price was in excess of the market value of the stock, and the recoveries sought are based on the difference between the redemption and market prices. The director defendants include Jules Brulatour, Harold B. Franklin, Daniel Frohman, Sam Katz, Sidney R. Kent, Ralph Kohn, Jesse L. Lasky, the estate of Elek J. Ludvigh, Maurice Newton, Sir William Wiseman, Herman Wobber and Adolph and Eugene Zukor.

Those whom the actions allege received excessive compensation include Adolph Zukor, Lasky, Kent, Katz and Kohn. Those alleged to have made "actual or potential profits" through participations in the employees' stock purchase plan include Felix M. Warburg, Jerome J. Hanauer, Gordon Leith, George W. Bovenizer, Lewis L. Strauss, Sir William Wiseman, the estate of Otto H. Kahn and the estate of Mortimer L. Schiff.

First Trial Sept. 27

There are 24 defendants in all who, together with the Paramount trustee and counsel, have been seeking an out-of-court settlement of the actions to avoid the lengthy and costly litigation involved in bringing them to trial. The first action has been set for trial in N. Y. Supreme Court on Sept. 27 and the second is scheduled for trial in October.

While a majority of the principal defendants have agreed to an out-of-court settlement and to the amounts each will pay to the company, delays in concluding a settlement may result from the fact that several are insistent upon spreading their payments over a period of years, while agreements with others have still to be reached on the amounts to be paid.

Warners Enter Pa. Fight on Chain Tax

(Continued from page 1)

Delaware concern operating approximately 100 theatres in the state; Warner Bros. Theatres, Inc., Pennsylvania corporation, 50 theatres, and the Warner Brothers Pictures, Inc., of Delaware, owning over 50 per cent of the stock of the Stanley Co. of America and of Warner Brothers Theatres, Inc., of Pennsylvania, and operating about 150 theatres in the state, are the amusement companies that filed injunction suits against the State Dep't of Revenue to prevent the latter from enforcing the terms of the law. They filed late yesterday, the last day for making applications for permits to run their theatres. Judge J. Dress Pannell granted temporary injunctions in behalf of these companies, which have the effect of staying collection of taxes from the filing corporations until the court issue is decided.

Para. Enjoins Minneapolis' Buying Strike

(Continued from page 1)

violations of the anti-trust laws on the part of the defendant exhibitors. The allegation is made that exhibitors who desired to buy and play the company's product were intimidated into refraining from doing so, while others were compelled by coercion to breach their Paramount contracts and to refrain from entering into new contracts with the company.

The complaint described the exhibitors' action as a "buyers' sit-down strike" and asserted that unless a restraining order was issued the interference with interstate trade and commerce in motion pictures would continue, the company would be unable to deliver its pictures in accordance with its contracts and would suffer the loss of large sums of money.

Paramount home office officials said yesterday that restraining orders similar to those obtained in Philadelphia and Minneapolis would be sought to prevent mass exhibitor demonstrations against the company wherever threatened. Milwaukee, Cleveland, Boston and Los Angeles exhibitors have discussed similar demonstrations.

Roach Going Abroad To Study Production

(Continued from page 1)

not plan to make any pictures on this trip.

"Roadshow," an original by Eric Hatch and adapted by Marc Connelly, will be started Sept. 15 with Lewis Milestone directing. This will be the second of six features for the season, the first being "Topper," which will follow "Captains Courageous" into the Capitol. Titles and cast of the other four pictures have not been set, Roach stated. He will sail from Naples on the Rex Sept. 15.

The M-G-M producer was met at the airport by Grace Rosenfeld, eastern representative for Roach. She had planned to leave for Hollywood tomorrow, but has postponed the trip and will depart for the studios when Roach returns from abroad.

Howard and Frenke Join

HOLLYWOOD, Aug. 5.—Leslie Howard and Eugene Frenke, according to a statement of H. L. Kaufman, their associate, will form a new producing company to make six pictures a year. At least one of these, says the statement, will co-star Howard and Anna Sten, wife of Frenke.

Capitol Closes Aug. 26

The Capitol will close Aug. 26 for a week, during which time alterations totaling \$200,000 will be made. Either "Broadway Melody of 1938" or "The Good Earth" will be the reopening attraction on Sept. 2.

Now It's Nu-Atlas

Milton Schwarzwald has changed the name of Atlas to Nu-Atlas Pictures. The company is making a series of shorts for RKO release.

Mixed Balinese

Hollywood, Aug. 5.—Twentieth Century-Fox wanted three Balinese dancers for "Look Out, Mr. Moto." The casting office rounded them up but obtained a Spaniard, an Italian and one of Scotch-Irish descent.

And their teacher was Michio Ito, Japanese dancer.

Justice Dep't Film Campaign In the Offing

(Continued from page 1)

the cement and certain other industries have been under scrutiny.

Department officials have explained that, so far as the film industry is concerned, there are three men continuously at work, but that the inquiries are "formal" and designed to keep the Government abreast of developments in the industry.

In the case of both the picture and oil industries, "independents" have been the department's major source of complaints on which inquiries are based. The setup of the two industries, although they are totally unrelated, is identical, in that in both there are companies which produce, distribute and market and others which are "independent" of the integrated companies and which confine themselves to one of the three activities in which the larger firms engage.

Independents the Complainants

In both industries, also, the attack on the major companies is being carried by independent retailers who feel themselves operating under handicaps because of the marketing practices and other forms of control of the major companies.

A further similarity between the film and oil industries is found in the fact that independents in both have been unsuccessful in their efforts to secure Congressional legislation to eliminate the abuses of which they complain.

While the Attorney General refused to go into detail regarding the plans of the department, it has long been expected that the Government would undertake a major campaign against the oil, film and certain other industries in which the larger organizations are sufficiently powerful to practically control.

Fox Theatres-Roxy Award Is Approved

(Continued from page 1)

the Fox Theatres agreed to repurchase all gold notes at par with accrued interest if Halsey, Stuart succeeded in selling \$2,500,000 of the notes. At the time Fox Theatres owned 75 per cent of the Roxy stock. Milton C. Weisman, receiver of the Fox Theatres, has paid a five per cent dividend to creditors and a second dividend of three per cent is now pending. Under terms of the settlement Weisman waives all rights to demand reimbursement from the Roxy.

Hearings End On RKO Plan; Report Later

(Continued from page 1)

reorganization proceedings. The securities sold are alleged to be 1,211,462 shares of common stock and \$9,786,655 of debentures. The contracts of sale will be filed with the special master, but will not be placed in evidence. Instead they will be sealed and delivered to the court in a separate envelope.

Arthur Berenson, attorney for a group of Boston stockholders, argued against the ruling which would not permit attorneys in the case to inspect the agreement.

After the hearing he stated he would protest against the decision when the report comes up for final approval before Federal Judge William Bondy. He charged that the sale involved securities with a market value of approximately \$30,000,000 for one-third of their value and that the circumstances of the sale warranted investigation by the special master.

It is believed that final action on the plan will not be taken before December. After the filing of the tentative draft, several weeks will elapse before the formal report can be presented. A hearing before Judge Bondy is not expected to be held before the middle of November. Edward Avery, RKO accountant, was the only witness yesterday. He offered in evidence the consolidated earnings statement for the first 26 weeks of 1937.

Loew-Fay Agreement Starts in Two Weeks

(Continued from page 1)

contracts for a pool in Niagara Falls. This deal involves Charles Heyman's Cataract and Strand and Loew's Bellevue. The Cataract will be demolished and in its place will be constructed a new 1,600-seat house. Anthony De Rosa is the architect and Jack Shapiro will build.

Wall Street

Fractional Board Changes

	High	Low	Close	Net Change
Columbia	28½	28¼	28½	
Consolidated	3	3	3	— ½
Eastman	181	181	181	+ ¼
Eastman, pfd.	159	158	159	+1
Gen. T. Equip.	23½	23	23	—1
Loew's, Inc.	85	84½	84½	— ½
Loew's, pfd.	105½	105½	105½	— ½
Paramount	22½	21½	21½	— ½
Pathe Film	9½	9	9½	+ ½
RKO	8½	8¾	8½	+ ½
20th Century-Fox.	36½	36½	36½	
Warner Bros.	14½	14¼	14½	— ½

Little Curb Movement

	High	Low	Close	Net Change
Grand National ..	3¼	3¼	3¼	
Sonotone	2	1½	1½	+ ½
Technicolor	29	28¾	28¾	— ½
Trans-Lux	4½	4½	4½	+ ½

Light Bond Activity

	High	Low	Close	Net Change
Loew's	99¾	99¾	99¾	— ¼
Paramount Pict.	100¾	100¾	100¾	+ ¼
6s '55	92½	92½	92½	— ¼
Paramount '47.	92½	92½	92½	— ¼
Warner Bros. 6s	95½	95	95½	— ½
'39 wd	95½	95	95½	— ½

(Quotations at close of Aug. 5)

OUR TIP ON "TOPPER" WAS TIP-TOP!

It beat "Captains Courageous" in first four days in Philadelphia and holding up strong!

It's doing lovely in Louisville!

Both spots advertised heavily as we urged and profited accordingly!

Watch for news of further "Topper" openings, delayed by nation-wide Hold-Overs of "Saratoga" and other big ones from M-G-M.

Nice work Leo!

Mutual Billings for July Are \$84,361.65

Mutual network time sale billings for the month of July were \$84,361.65, a slight decrease under the figures for July last year.

The total for the year, up to and including July, is \$1,100,381.38, an increase of 9.2 per cent over the billings for the similar period last year.

"Singing Lady" to Mutual

The Kellogg Co. will extend its current "Singing Lady" series on NBC to an additional network, Mutual, beginning Oct. 13, from 5 to 5:30 P. M., and weekly thereafter. Irene Wicker is the "Singing Lady."

The programs will be heard over WOR, WLW and WGN. N. W. Ayer & Son, Inc., is the agency.

Mutual Gets Chicago Game

The all-star football game conducted annually under the auspices of the *Chicago Tribune*, will be broadcast exclusively over the Mutual network this year. The game will take place Sept. 1, and will be broadcast from 9:15 to 12 midnight. Bob Elson, WGN sports commentator, will describe the game.

Atlantic Will Have At Least 158 Games

Although last-minute details have yet to be ironed out, the Atlantic Refining Co. will air at least 158 games between major eastern and mid-western football college elevens with at least 64 stations pressed into service, it was made known yesterday by Joseph R. Rollins, advertising manager of the company. It is expected that a definite listing will be available in a few days.

Last season Atlantic Refining broadcast 112 football games over 41 radio stations.

Radio Actors' Board Chosen Tentatively

A national board of governors for the newly organized American Federation of Radio Actors was tentatively selected yesterday at a meeting of representatives of unions affiliated with the Associated Actors and Artistes of America at Actors' Equity headquarters.

The personnel of the board was not made public owing to the fact that members must be ratified by the councils of the individual Four A unions—Equity, Screen Actors' Guild, American Federation of Actors, Chorus Equity and American Guild of Musical Artists, before the selections become permanent. The boards of these organizations will meet during the next few days to act upon the radio unit's slate.

The new radio union will be an autonomous organization, having a charter from the Four A's. Local boards will be selected later by the membership of the regional radio units.

W. J. Fagan Joins Agency

William J. Fagan, formerly with the sales staff of CBS, has joined Benton & Bowles, Inc., as business manager of the New York radio department. He will work with Tom Revere, filling the post left vacant by Chester MacCracken, who has gone to Hollywood to act as business manager of Benton & Bowles new office in that city.

Fagan went to CBS in 1929 from the United Press where he was engaged for several years as a general reporter and later as radio editor of the news syndicate.

Cocomalt Holds Joe Penner

In confirmation of reports printed here in previous issues, the R. B. Davis Co. yesterday announced the resigning of Joe Penner for his CBS series in behalf of Cocomalt. The program will return over 45 CBS stations Sundays from 6 to 6:30 P. M., beginning Oct. 3. Ruthrauff & Ryan, Inc., is the agency.

Protect Announcer

San Francisco, Aug. 5.—It's bad enough for Ernie Smith, KYA baseball broadcaster, when youngsters yell "Hello, Ma," "Hello, Pa," into the mike at the end of every game.

But the other night one of the lads grabbed his commercial copy, and dashed off into the crowd,

Now the sponsor is building Smith a booth in the grandstand to "protect" him from kids and grandstandites.

Survey Reports KNX Leads on the Coast

LOS ANGELES, Aug. 5.—The W. R. Penney Research Corp. popularity ranking of stations in this city finds KNX, local CBS station, far ahead of its rivals. In the 2,268 15-minute periods studied by the research company, from January through June of this year, the stations were ranked as follows:

KNX was declared first 1,016 times, or 51.8 per cent; KFI (NBC-Red), 683 times, or 33.8 per cent; KHJ (Mutual), 122 times, or 6.1 per cent, and KECA (NBC-Blue), 96 times, or 4.8 per cent.

The balance of the poll is divided among the five remaining non-network stations in the city.

The surveys represent 412,000 completed telephone calls.

KNX, incidentally, recently closed three important new contracts. Lehn & Fink uses three periods a week for Tussey Lip Stick; two quarter-hour programs a week have been reserved for Malto Milk, and Listerine will sponsor a five-time-a-week series.

Bernard Barton with Oxley

Bernard Barton, artist representative of Washington, D. C., is now located in the New York office of Harold F. Oxley, handling bookings for the Edgar Hayes orchestra.

Signing of Johnson For Air Confirmed

Stack-Goble yesterday formally announced the signing of Gen. Hugh S. Johnson for a network commentary series, news of which was published exclusively here in Wednesday's issue.

The series starts the week of Sept. 27, and will be heard over the NBC-Blue, Mondays and Thursdays from 8 to 8:15 P. M., and on Tuesdays and Wednesdays from 10 to 10:15 P. M. Grove Laboratories will sponsor.

The signing of General Johnson, incidentally, puts an end to the muddle involving Grove Laboratories, Gabriel Heatter and the Rogers Peet Co. Heatter inadvertently had signed contracts granting his exclusive services to both clients, and for a period it appeared as if the case would go to the courts. The way is now clear for Heatter to begin his Rogers Peet series on WOR.

WHN Adds 3 New Commercial Series

Three commercial accounts were set at WHN yesterday. They are:

Lehn & Fink, for Hind's Honey and Almond Cream, a serial script show, "Life of Mary Sothern," beginning Oct. 4, Mondays through Fridays from 4:15 to 4:30 P. M. WHN will feed the program to WLW, in Cincinnati, in addition to broadcasting it locally. The contract is for 52 weeks, through the William Esty agency.

Starting Aug. 9, for one week, "Top of the Morning," script program, Monday through Friday only of that week, from 7:15 to 7:30 A. M., emanating from the studios of WLW. Mitchel Faust & Co. is the agency. The limited schedule is probably in the nature of a test.

Spot announcements once daily for 13 weeks in behalf of the Axton Fisher Tobacco Co., beginning Aug. 16, through McCann-Erickson.

Cincy Talent for Exposition

CINCINNATI, Aug. 5.—The Smoothies, Four Modernaires, and the Frim Sisters, appearing on WLW and WSAI, will be among the guest artists to be heard from Radioland at the Great Lakes Exposition, Cleveland, Aug. 7 and 14.

Eric Palmer, Jr., to WQXR

Eric Palmer, Jr., has joined the engineering staff of WQXR and is stationed at the WQXR laboratories and transmitter in Long Island City. Palmer is the author of "Riding the Airwaves," and is a well known amateur operator.

Paul Wing to Lecture

Paul Wing, director of children's programs for NBC, will lecture before the students of the Wharf Theatre School, in Provincetown, Mass., on Saturday. His subject will be "Footlights and Microphones."

To Broadcast on "Zola"

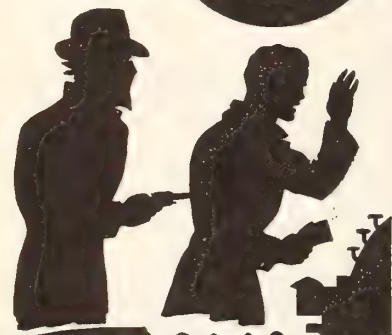
Brice Disque, producer of the "Movie Pilot" program on WEAF will broadcast a review of "The Life of Emile Zola" next week, tying the picture in with the world premiere at the Hollywood Aug. 11.

Adele Purcell Open Office

Adele M. Purcell, former secretary to the NBC artists service bureau, has inaugurated offices which will render secretarial service to radio artists.

leads in
PROGRAM
PLANNING

WMCA
NEW YORK'S
OWN STATION



**Swirling
DETECTIVE
DRAMAS**

9-9:30 PM • MON • WED • FRI

Radio Personals

THE wife and daughter of Dinty Doyle, radio editor of the *New York Journal-American*, are in the Paine Hospital, Bangor, Me., recovering from operations. . . . Walter Ahrens, WOR baritone, and Jane Murray were married Wednesday. . . . George Engels, NBC artists service head, left the same day on his annual vacation. . . . Elinore "Pat" Hurley, secretary to Johnny Johnstone, WOR-Mutual publicity director, has returned from a Lake George vacation. . . . Returned from vacations also are Louise and Jack Wilcher, the former the staff organist at WOR. . . . A second son, Anthony, was born to the Walter O'Keefe's Wednesday. . . . Lux "Radio Theatre" returns Sept. 13. . . . Howard Barlow is on his first vacation in many years today. . . .

Three NBCites this month celebrate 10 years of service with the network. They are Vincent J. Gilcher, manager of Technical Services, engineering department; John M. Flynn, assistant station engineer at the WEAF transmitter, and Andrew J. Waddekk,

maintenance engineer. . . . Jan Peerce is set for the CBS "Hit Parade."

Orrin H. Dunlap's "Marconi—The Man and His Wireless," has been selected by the "Catholic Bulletin" and Cardinal Hayes' Literature Committee on behalf of 20,000,000 Catholics as the August book recommendation. Dunlap is radio editor of the *New York Times*. . . . Gertrude Niesen will be the guest star on the Al Pierce show Aug. 10. . . . Jessica Dragonette will present "The Prince of Pilsen" on her "Beauty Box" series Aug. 11 over CBS. . . . Marion Talley is recuperating after a sudden appendicitis operation. . . . Elinor Harriot, of the "Amos 'n' Andy" script, will wed Frank Nathan, Los Angeles insurance man, Aug. 18. . . . Among those given auditions for the new Energine program at NBC Wednesday were Mrs. Stella Crater, wife of the missing jurist, and Isabel Hallin, the drama teacher who was accused of offering champagne to her students. . . . Fred Weber, Mutual executive, left for Chicago last night.

Power—with a purr

... *that's Columbia*

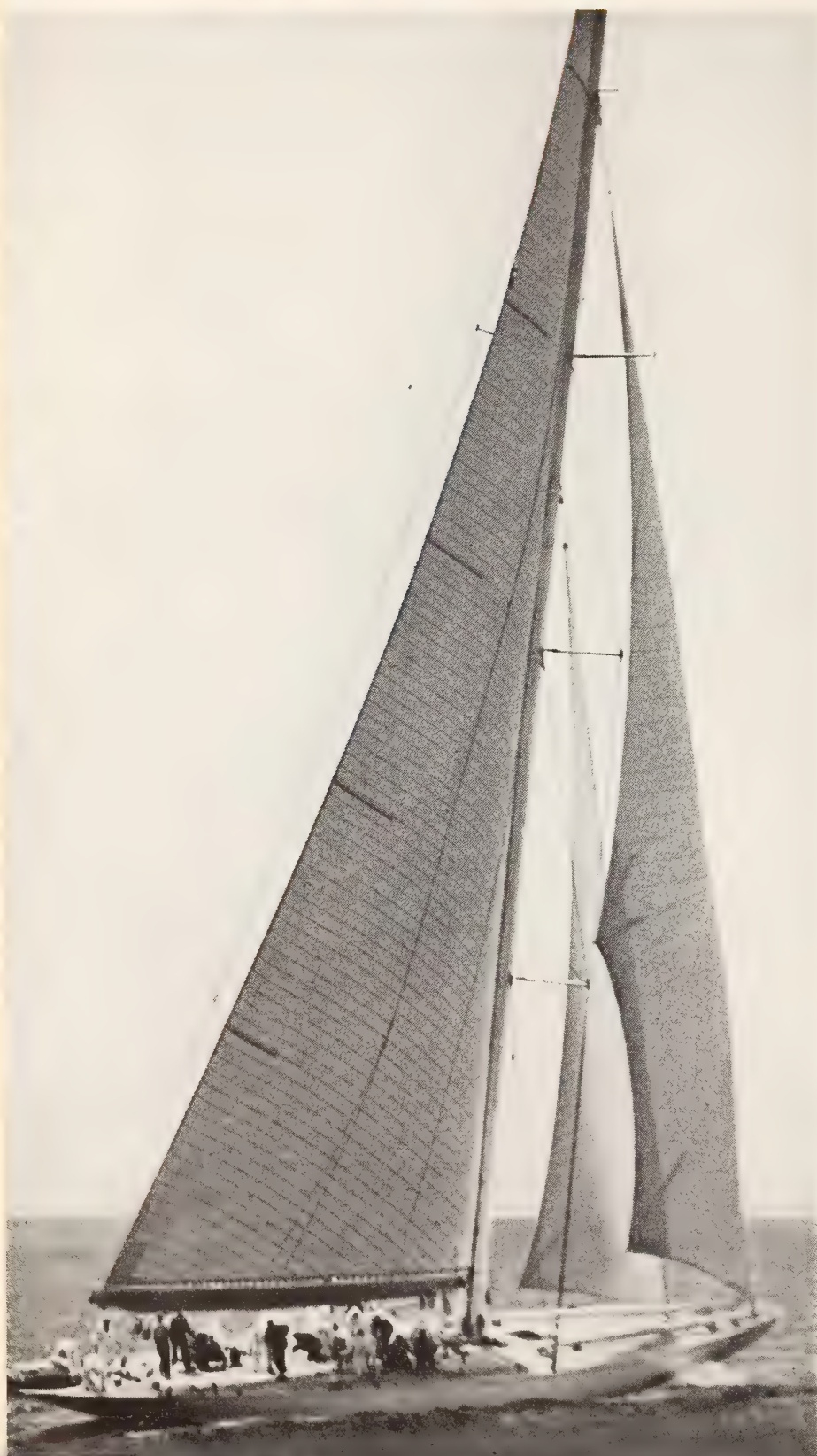
Power to drive a message *home* — geared to the most precise measurements in radio to tell you *whose* home and *where*. Power to make that message live—with all the soft-spoken strength of radio. Power to cover a continent—delivered by the world's largest radio network. *That's Columbia*—year after year, the choice of more leading advertisers than any other network.

Columbia, for example, has carried in 1937 (as in 1936) more hours of automobile advertising than the other major networks combined. Automobile advertisers on Columbia in the first six months of 1937, included: CHEVROLET · CHRYSLER · DE SOTO · DODGE · FORD · LINCOLN-ZEPHYR · LINCOLN · NASH · PLYMOUTH · PONTIAC

The COLUMBIA *Broadcasting System*

A Showing To Be Proud Of

4 out of 4
Consecutive
Victories
for America's
RANGER



The same kind of consistent
performance that you will see
demonstrated in 1937-38 by
the unparalleled program of
WARNER BROS

For Instance, in September:

DICK POWELL, FRED WARING and His Pennsylvanians
in "VARSITY SHOW"
(Plus approximately 694 others)

BETTE DAVIS, HENRY FONDA in "THAT CERTAIN WOMAN"
(Anita Louise, Donald Crisp, Hugh O'Connell)

KAY FRANCIS in "CONFESSION"
(Ian Hunter, Basil Rathbone, Jane Bryan)

"BACK IN CIRCULATION"
Pat O'Brien, Joan Blondell, Margaret Lindsay

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 32

NEW YORK, SATURDAY, AUGUST 7, 1937

TEN CENTS

Wilcox Wants To Do 3 Each For Para., RKO

Discussing Arrangement With Two Companies

Herbert Wilcox, British producer, is negotiating with RKO and Paramount to make three pictures a year in England for each company, he said yesterday. None of the pictures will be made for less than \$500,000, Wilcox said.

Arrangements for the Paramount films are being discussed with Barney Balaban, president, and John W. Hicks, foreign manager. With RKO, Wilcox is dealing with Leo Spitz, Ned E. Depinet and Phil Reisman.

Wilcox will sail Wednesday on the *Queen Mary* to attend the premiere of "Victoria the Great" in England and also to attend the Paris Exposition. He will return in a month to

(Continued on page 3)

CEA Pleads Quality Clause Before M.P.'s

LONDON, July 27.—A deputation from the Manchester branch of the Cinematograph Exhibitors' Ass'n was received at the House of Commons by a party of roughly one score Members of Parliament for Lancashire constituencies.

The meeting was arranged by J. F. Emery, M. P., who is a circuit proprietor in Lancashire. The case for the quality clause was stated by Ken Nyman, vice-president of the C.E.A. and others, and promises of support for the association's case were made by the members. The C.E.A. plans similar deputations from all constituencies, obtaining practically a 100 per cent presentation of its case to M.P.s.

Large Gains Shown By CBS in August

An analysis of the 1936 and 1937 time sales on CBS for the first week of August—a period exactly midway in the summer season—reveals substantial increases in most categories, an unprecedented leap in daytime expenditures, and generally reflects the growing status of summer radio advertising.

During the 1937 mid-summer week,
(Continued on page 4)

More Radio—P. 4

Chicago Sets Back Ticket Tax Moves

CHICAGO, Aug. 6.—City Finance Committee today sidetracked plans for a theatre admission tax when several councilmen protested that such a tax would put small exhibitors at the mercy of big theatre owners.

Alderman B. A. Cronson said such a tax would hurt kid trade most and Alderman John F. Healy said small theatre owners couldn't survive such a tax. As a result the ordinance was held up until the council can find a workable plan for increasing revenue from theatres. Alderman Jacob M. Arvey said a new plan would be worked out before work on next year's budget begins.

Ten days after an approved ordinance has been passed by the council and signed by Mayor Kelly it becomes effective, so whenever an acceptable plan is found theatres will be affected almost immediately. Latest reports indicate that increased license fees and no ticket tax will be the outcome of the situation which finds theatres called upon to provide approximately \$1,000,000 to help meet a deficit in the budget due to a city payroll increase starting Oct. 1.

Detroit's Raids on Screeno Are Resumed

DETROIT, Aug. 6.—Following dissolution of a temporary injunction granted the Granada restraining police from interfering with the operation of Screeno games by Judge Henry B. Nichol of Circuit Court police have started a series of raids on theatres using the game.

The first two theatres to be given tickets for violation of the anti-lottery laws were the Lincoln Square, where Burton London was served, and the Dix, where police gave a ticket to Clair Winnie, operator.

Nathaniel Goldstick, assistant corporation counsel assigned to police, said that the raids would be kept up until every house in the city using the games had been haled into court.

Attorneys for Screeno say they will demand jury trials in each instance.

Last Opposition to K.C. Giveaway Ends

KANSAS CITY, Aug. 6.—With the start of a "dish deal" by E. E. Webber, operator of the Mary Lue, the last opposition to giveaways disappeared here. Webber has vigorously opposed premiums throughout their rapid growth here the past several years. Recently he gave away a refrigerator.

Mrs. Rosa Baier of the Lindbergh
(Continued on page 3)

Drive by 306 Aims at 100% In September

Only Few Smaller Houses Not in, Say Officers

Every theatre in the metropolitan area will be employing union projectionists by the first of September, officials of Local 306 stated yesterday in reporting on the results of a drive to unionize smaller houses, which is now nearing its conclusion.

Contracts were signed by the local yesterday with Morris Jacobson, president of Manhattan Circuit, Inc., for the Chelsea, Chatham and Morning-side. They brought the total of such contracts closed during the past week by Local 306 to seven, and leave only 18 houses in the metropolitan area without union projectionists. The local expects to close with these houses by the end of the month, it was stated.

The contracts with Manhattan Circuit, union spokesmen said, establish
(Continued on page 3)

Louisville Pool in Offing, Says Dolle

Negotiations will be continued for the pooling of four Indianapolis theatres by Monarch Theatres and the Fourth Ave. Amusement Co., Fred Dolle, president and general manager of the latter circuit, stated yesterday prior to his departure for Louisville with Charles Krebs, booker for the circuit.

"The deal is all in the offing," Dolle said, "and nothing is definite."

Discussing general conditions, Dolle stated that "business is much better since the Louisville floods. Considerable rehabilitation is under way. Homes are being rebuilt, factories are active and stores are doing a lively trade. All this is reflected at the box-office."

Dolle added he did not plan to re-
(Continued on page 3)

K. C. Men Will Start Sunday for Colorado

KANSAS CITY, Aug. 6.—Elmer C. Rhoden, president of Fox Midwest, will head the group of circuit representatives leaving Sunday for the annual National Theatres' meeting in Colorado Springs Aug. 10-13.

Included in the local group which will attend the sessions are Lon Cox, assistant to Rhoden; Senn Lawler, advertising and publicity head; District
(Continued on page 3)

Allied Heads Have Talks at Justice Dep't

Believed Paramount Was Subject of Session

By BERTRAM F. LINZ

WASHINGTON, Aug. 6.—Possibilities that the Dept. of Justice may be asked to take a hand in the Allied attack on Paramount were seen here today with the disclosure that Nathan Yamins, president of Allied; Abram F. Myers, general counsel, and Max Levinson, New England exhibitor, this week had a long conference with Assistant Attorney Robert H. Jackson, head of the department's anti-trust division.

None of the principals in the matter would divulge the purpose of the visit to the department, but as it occurred almost coincidentally with the filing of the Paramount complaint with the Federal Trade Commission the presumption is that the discussion with Jackson was directed at some phase of the same subject.

In an effort to provide the commission with as much information as
(Continued on page 3)

Trendle Takes Over Cinderella, Detroit

DETROIT, Aug. 6.—George W. Trendle, president, today announced that the Cinderella, 2,000-seat second-run house on the east side, had been taken over by United Detroit Theatres.

The house formerly was operated by James N. Robertson, who also operates the Roosevelt, another second run house, which passes into control of Wisper & Wetsman on Sept. 1. Robertson is president of Co-Operative Theatres of Michigan and the booking-buying combine will be dealt a blow by the loss of the two theatres which automatically drop
(Continued on page 3)

Two New Roadshows Opening Next Week

Two new two-a-day pictures will open on Broadway next week, making a total of three roadshows going at the same time. Paramount will open with "Souls at Sea" at the Globe on Monday and Warners will start an indefinite engagement of "The Life of Emile Zola" at the Hollywood on Wednesday night.

"High, Wide and Handsome," current at the Astor, will be followed by "The Firefly." Paramount has the
(Continued on page 3)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MARTIN QUIGLEY

Editor-in-Chief and Publisher

MAURICE KANN, Editor

J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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LONDON: 4 Golden Square, W. 1; Bruce Allan, Representative. Cable address, Quigpubco, London.

MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.

PRAGUE: Uhelný trh 2, Prague I; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Sonotone Net \$120,428

Sonotone Corp. for the six months ending June 30 reports a profit of \$120,428 after depreciation, amortization, etc., but before Federal taxes. On June 30 cash amounted to \$87,735; accounts receivable after reserves were \$420,595, and inventories, \$504,530.

Technicolor to Pay 50c

Technicolor, Inc., has declared an interim dividend of 50 cents on the common. A dividend of 50 cents also was paid on this stock Dec. 26.

Dividend for Columbia

Columbia has declared a quarterly dividend of 25 cents on the common stock, payable Oct. 1 to holders of record Sept. 17.

Plan Yiddish Operettas

Eron Pictures Corp., formed recently by Arthur Block and Samuel M. Segal, plans the production of six Yiddish film operettas under the direction of Sidney M. Goldin. The first will be an original by Louis Freiman with musical score by Alexander Olshanetzky.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Souls at Sea"

(Paramount)

HOLLYWOOD, Aug. 6.—Paramount's strong story of the sea and the slave trade met with mixed response at the Paramount in Los Angeles Thursday night. Alongside the foyer groups buzzing with praise were others humming with dissent on the ground that the essentially sound material had been diluted with incidental sentimentalism. Nevertheless, the picture held both professionals and payees present throughout with tension at a high pitch in the crucial passages and laughter was general where sought.

The chances are that the fresh, basic subject matter and a fine production technique will carry the picture into the upper box-office bracket. The unusual story concerns a supposed slave dealer, actually a confidential Government agent, who is tried for mass murder after saving half of the survivors of a shipwreck at the cost of the other half. The scene in which the sacrifice is made is adroitly handled by Henry Hathaway, director, and scores its points effectively without shocking. Two romances are worked out incidentally. Gary Cooper, George Raft, Frances Dee, Henry Wilcoxon, Harry Carey and Olympe Bradna play the principal roles with understanding and restraint.

The screenplay by Grover Jones and Ted Lesser is based on Dale Van Every's story of a century-old historical incident. It is notable for its dexterity and the retention of the manners, customs and speech of the period. Leo Robin's and Ralph Rainger's songs, written as of the date represented, are a fine example of the production composition. A courtroom time lapse device employed to get into the story handicaps the audience interest somewhat and makes the closing minutes anticlimactic. The narration is strictly chronological. Otherwise Cooper and Raft are effective together and Miss Bradna's performance is possibly prophetic of a bright future. The picture as a whole is one to exploit with a wide open throttle, as it is powerful drama.

Running time, 90 minutes. "G."

M-G-M London House
Is Fined Over Quota

LONDON, July 28.—At Bow Street Police Court the Empire Leicester Square, M-G-M show window in England was fined £15 and £10:10s costs for quota default in the year ended Sept., 1936. Evidence was that 16.67 per cent of British films were shown, against the statutory 20 per cent.

H. Sydney Wright, solicitor for M-G-M, pleaded that the only British films available were of a character which would have had a hostile reception from the public. Cross-examining Walter Craddock, the Board of Trade representative, he asked: "Is it reasonable to assume that the failure of a number of companies ceasing production in this country shows that British films do not appeal to the public?" The reply was "No, I don't agree," and Mr. Craddock also said "No" to a suggestion that West End audiences in particular were "very hostile to British films."

Flash Previews

"Flight from Glory"—The story of flying freight services in the Andes, this is a commendable sustaining attraction.

"Nazar Stodolya"—Russia's latest—in the usual propagandistic vein. A tale of two serfs seeking freedom.

These films will be reviewed in full in a coming edition of MOTION PICTURE DAILY.

M-G-M Signs MacArthur

HOLLYWOOD, Aug. 6.—Charles MacArthur has signed a contract to produce for M-G-M. His first will be "Only Unto Thee."

Principal Sues on
"Crusade" Contract

The alleged repudiation of a contract involving distribution of the picture, "Crusade against Rackets" is the basis of a suit for \$5,000 damages filed in the N. Y. Supreme Court yesterday by Principal Film Exchanges, Inc., against Jay Dee Kay Prod., Inc., and its president, J. D. Kendis.

"Crusade against Rackets," originally titled "Slaves in Bondage," is being shown at the Gaiety. Principal alleges that it arranged for the Gaiety showing and for sole distribution of the picture elsewhere in New York and in New Jersey and that the defendants violated this agreement which allegedly was made on July 22. The defendants are accused of having appropriated the Gaiety contract without reimbursing Principal and it is charged that they refused to furnish the plaintiff with additional prints for distribution elsewhere. The \$5,000 asked for by Principal is based on alleged receipts of the Gaiety from the present run.

Bartholomew Enjoined

HOLLYWOOD, Aug. 6.—M-G-M has obtained an injunction to prevent Freddie Bartholomew from working for any other company as a result of his aunt's refusal to let him work unless he is given a raise to \$2,500 per week.

Moesser Joins Imperial

BUFFALO, Aug. 6.—George Moesser, former branch manager for United Artists here, has been named sales head for Imperial Pictures in Buffalo and Albany.

◀ Purely
Personal ▶

HARRY H. BUXBAUM yesterday played host to numerous police officials at the local 20th Century-Fox exchange. A special short on traffic problems in New York was screened for the policemen.

CHARLES MOSES came within 18 inches of scoring a second hole in one at the Milburn Country Club the other day. It almost happened on the 17th hole where Moses scored previously.

MITCHELL LEISEN, who arrived in New York Thursday on the *Rex*, left yesterday for the coast to start preparations for directing "The Big Broadcast of 1938" for Paramount.

FRED DOLLE, president of the Fourth Ave. Amusement Co., and CHARLES KREBS, his general manager and booker, returned to Louisville yesterday following a few days here.

GLADYS SWARTHOUT and her husband, FRANK CHAPMAN, left for Boston yesterday by plane and next week will fly to the coast and report at the Paramount lot.

MIKE MARCO will leave by plane for the coast tomorrow. He left yesterday for Peekskill where he will spend 10 days at HARRY C. ARTHUR's Camelot Farms.

MARC CONNOLLY's play, "The Wild Man of Borneo," which he wrote in collaboration with HERMAN MANKIEWICZ, has been purchased by M-G-M.

MARCO MONTEDORE, chief scenic and costume designer and assistant stage producer at the Music Hall, has gone to the coast for a three-week vacation.

ROBERT R. FRENCH, sound projection consulting engineer, has joined the executive staff of Consolidated Theatre Supply Corp.

DAVID BERNSTEIN, vice-president and treasurer of Loew's, is due back from Carlsbad early next month.

O. C. DOERING, of counsel to the RKO trustee, left yesterday for a vacation in northern Wisconsin.

ED OLMSTEAD's new book, "Nightly She Sings," will be published by Alfred A. Knopf, Inc.

SOPHIE TUCKER will cut short her Saratoga engagement and leave for the coast Aug. 18.

I. FREY of Loew's legal department will return from Europe Monday on the *Queen Mary*.

MARGARET RUSSELL, BOB GILLHAM's secretary, left yesterday for a week's vacation.

ARTHUR ISRAEL of the Paramount legal department left yesterday on an annual vacation.

CHARLES GARRETT of G-B left yesterday on a two-weeks vacation.

BOB MINTZ left yesterday for a couple of weeks in Canada.

Allied Heads Have Talks at Justice Dep't

(Continued from page 1)
possible, so that its preliminary investigation may be shortened, Myers this week submitted to the F.T.C. additional exhibits to support the complaint filed recently. The material, it was said, was largely advertising of Paramount product over a period of several years, intended to support the contention that the company's policies of which complaint is made are not new, but have been followed consistently for some time.

Ohio ITO Bulletin Cites Para. Suits

COLUMBUS, Aug. 6.—The I.T.O. of Ohio in a message sent to members and participants in the exhibitors' "buyer strike" against Paramount today interpreted the restraining orders obtained by the distributor in Federal courts at Philadelphia and Minneapolis as "admissions that the strike is effective."

Pointing to the statement in Paramount's court complaints that unless the exhibitors are enjoined from mass demonstrations against the company it "will suffer immediately from the loss of large sums of money," the bulletin admonishes exhibitors to "make up your mind to play no Paramount pictures or sign any 1937-'38 contracts until this strike is finally settled."

"This battle will be won by touching Paramount's most vulnerable spot—its pocketbook," the message adds.

Local exhibitors anticipate the filing of an action by Paramount to halt mass demonstrations against the company here, similar to those obtained by the distributor in Philadelphia and Minneapolis.

The I.T.O. of Ohio yesterday addressed a memorandum to every member of Congress asking support for the passage of the Hobbs resolution calling for Federal investigation of the industry. The memorandum charges that the industry "is dominated and controlled by the five large producers and distributors" and cites the recent Allied States' complaint against Paramount filed with the Federal Trade Commission, and salaries paid to officers of the company, as evidence of "ruthless business methods" and the fruits of "monopoly."

Two New Roadshows Opening Next Week

(Continued from page 1)
theatre for six more weeks. Definite decision by Paramount for out-of-town roadshow engagements for "High, Wide and Handsome" has not been reached. There is a likelihood that the picture may not be shown as a two-a-day in any other situation.

D. E. Griffiths Coming

D. E. Griffiths, president of Kine-matograph Renters' Society of Great Britain and managing director of First National in England, will arrive Monday on the *Queen Mary* for a vacation.

Wilcox Wants To Do 3 Each For Para., RKO

(Continued from page 1)
resume negotiations on the two pending deals.
RKO will roadshow "Victoria the Great" in Canada, Wilcox said. On his return, he will stop over at Quebec on the *Empress of Britain*. W. G. Van Schmus has booked the film for the Music Hall the latter part of September, Wilcox added.

Under the new proposed quota law for England, pictures produced at £15,000 may be regarded as one quota film. Productions geared at £45,000 may count as three quota films provided the pictures gross a guaranteed figure in the United States, Wilcox added.

Cheap quota pictures in England are at an end. The trend is toward big pictures for international release, he said.

Local 306 in Drive For 100% by Sept.

(Continued from page 1)
a 30-hour work week and a \$51 minimum weekly salary, and will result in the employment of five additional projectionists in the houses involved. The terms represent more than a 50 per cent reduction in working hours and a 150 per cent increase in pay, union officials said. The contracts are for one year and were negotiated for the local by Bert Popkin and Charles Kilburn.

Refuses Closed Shop

OMAHA, Aug. 6.—Still adamant against demands of the local exchange union, M. G. Rogers, head of Film Transport, declares he will not sign a closed shop agreement for his drivers. Rogers' offer to raise drivers' wages on a parity with the Omaha teamsters' union has been rejected by the exchange union, which demands a still greater increase.

Another setback has been received by the union with announcement that Paramount will not negotiate the demand that any pay increase be made retroactive to the date negotiations started.

C. I. O. Busy in New Orleans

NEW ORLEANS, Aug. 6.—C.I.O. organizers are attempting to organize theatre employees which include ushers, ticket sellers, doormen and porters and others. Not only are the downtown houses contacted but the neighborhood houses as well. The only difficulty is that the organizers do not "talk the language" of those sought, they being mostly of other professions.

Sunday Vote Delayed

NEW HAVEN, Aug. 6.—The petition for Sunday stage shows under the local option clause of the new State law failed to come to a vote at the August meeting of the Board of Aldermen. No active opposition developed at the public hearing early last month, but several written objections from church quarters are believed to have prompted the postponement of consideration.

Accurate Detail

Ogunquit, Me., Aug. 6.—The Ogunquit Playhouse currently is running "Boy Meets Girl," which has a great deal to say about Hollywood and its ways.

Motion Picture Herald and *Motion Picture Daily* are used throughout in the props. Walter Hartwig, director of the theatre, always insists on accuracy in his detail.

Hits British Lack Of School Machines

LONDON, July 28.—Kenneth Lindsay, M.P., Parliamentary Secretary to the Board of Education, deplored, in opening the London Film School, a summer course at the University of London, that only 810 schools out of 32,000 in the British Isles had film projectors, against 17,000 in Germany, 10,097 in the U. S. A. and 9,400 in France.

"I think," he said, "the time has come to put some fresh life into this important aspect of education."

Trendle Takes Over Cinderella, Detroit

(Continued from page 1)
out of the organization. The only second run remaining in now is the Hollywood of the Ben and Lou Cohen circuit. Trendle also stated that construction had been started on a new 1,500-seat key run house, to be known as the Vogue, on the east side for the U. D. circuit.

K. C. Men Will Start Sunday for Colorado

(Continued from page 1)
Managers H. E. Jameyson, Wichita; Fred Soutter, St. Louis; Harry McClure, Ed Haas, and Martin Finkelstein, Kansas City; L. E. Pope, purchasing agent, and Bookers John Meinardi, H. F. Brown, Frank Ritter, Harold Hume and Chester Hylton.

Another "Karenina"

Moscow, July 26.—N. D. Volkov, author of the stage version of "Anna Karenina" now running at the Moscow Art Theatre, is preparing a film version in which players of the Moscow Art will collaborate. The film will be directed by V. I. Nemirovich-Danchenko.

Stainer in Three Deals

William Stainer has closed distribution arrangements for "The Eagle's Vengeance" with Preferred Pictures, Inc., for Washington and Philadelphia; with Times Pictures, Inc., for Greater New York and New Jersey, and with Teitel Film Exchange, Chicago, for northern Illinois.

Watts Sees Mussolini

LONDON, July 28.—Fred Watts, production manager of Pathe Pictures, returned from a trip to Rome in the course of which he had a personal interview with Signor Mussolini. Watts also viewed the Mussolini "film city" with Signor Pavlucci, director of the Italian industry, reporting three pictures in production.

Last Opposition to K. C. Giveaway Ends

(Continued from page 1)
still opposes premiums and does not use them, but has used money giveaways in the past.

The film patron of Kansas City today gets more for his money than at any previous time. In fact he probably gets more at the box-office than at any other retail outlet, not excluding the dime store. For 15 cents he can see two features (cost running as high as \$1,500,000), newsreel, cartoon, with air conditioning, and an 11-cent dish.

Texas Court Denies Stay on Buck Night

HOUSTON, Aug. 6.—An application for a temporary injunction by Charles Proctor, Anderson County attorney, to prevent three Robb & Rowley houses at Palestine, Tex., from playing *Buck Night*, was denied today by Judge Rex Smith in 78th District Court.

Proctor said he would appeal or shift the action to a criminal court.

Louisville Pool in Offing, Says Dolle

(Continued from page 1)
turn to New York in the next few months and that the negotiations with Monarch will be continued in Louisville. The Lyric, Indianapolis, operated by M. Olsen, will be included in the deal, if and when it goes through, with bookings to be handled by Dolle from Louisville.

Rites for G. M. Townsend

DETROIT, Aug. 6.—Funeral services were held Thursday for George Marvin Townsend, 28, former booker for the W. S. Butterfield circuit, who died suddenly at his home the previous day. He had been in a hospital for several months, but was thought to be on the road to recovery when he suffered a relapse. He is survived by his widow, a son and a brother.

Wall Street

Many Off on Board				
	High	Low	Close	Net Change
Consolidated Film..	3	3	3	
Eastman Kodak ..	180 1/4	180 1/4	180 1/4	- 3/4
Eastman, pfd.	158	158	158	- 1
General T. Equip. .	22 1/2	22 1/2	22 1/2	- 1/8
Loew's, Inc.	84 1/2	84 1/2	84 1/2	+ 3/4
Paramount	22	21 1/2	21 1/2	- 3/8
Paramount 1 pfd. .	151 1/2	151 1/2	151 1/2	- 1 1/2
Paramount 2 pfd. .	20	19 1/2	19 1/2	- 1/2
Pathe Film	9 1/2	9 1/4	9 1/2	+ 3/8
RKO	8 1/2	8 1/4	8 1/4	- 1/4
20th Century-Fox. .	36 1/2	36 1/2	36 1/2	- 1/8
20th Century pfd. .	45 1/4	45 1/4	45 1/4	- 3/4
Warners Bros.	14 1/2	14 1/2	14 1/2	- 1/8

Curb Rises Lightly				
	High	Low	Close	Net Change
Grand National ..	3 1/4	3 1/4	3 1/4	
Sonotone	2	1 7/8	2	+ 1/8
Technicolor	28 1/2	28 1/2	28 1/2	+ 3/8
Trans-Lux	4 1/2	4 1/2	4 1/2	
Universal Crp.	3 1/2	3 1/2	3 1/2	- 1/4

Short Bond Gains				
	High	Low	Close	Net Change
Loew's	100	100	100	+ 3/4
Paramount Pict. .	100 1/4	100 1/4	100 1/4	
6s '35	92 1/2	92 1/2	92 1/2	
Paramount '47 ..	92 1/2	92 1/2	92 1/2	
Warner Bros. 6s .	95 1/4	95	95 1/4	+ 1/8
'39 wd.	95 1/4	95	95 1/4	+ 1/8

(Quotations at close of Aug. 6.)

Radio Personals

FRANK E. Mason, NBC vice-president, now in Europe, will return here Aug. 20. . . . Vivienne Brown, of WHN, leaves on her annual vacation today. . . . The "Kidoodlers" have been signed for Brunswick recordings. . . . Betty Goodwin, NBC's fashion editor, begins her vacation today. . . . Adam J. Young, Jr., NBC statistician, and H. Weston Conant, sound effects technician, are fathers of baby boys, born this week. . . . Arthur Gabarani, announcer, has been signed to "voice" screen trailers for National Screen, Inc. . . . Charles Van Bergen, photo press section, NBC, begins his vacation today. . . . Paul Kennedy, *Cincinnati Post* radio editor, arrives here Monday to take over the radio page of the *World-Telegram* during Al Cook's vacation. . . . Raymond Scott's "Quintet," it is reported, has been signed for Eddie Cantor's show on CBS. . . .

Grace McDonald and her brother, Ray, the dancing stars of "Babes in Arms," are being given an audition for a singing spot in radio. . . . Jerry Danzig will return to New York this morning after several weeks in Hollywood. . . . Lee Wiley will headline the guest talent on the Harry Von Zell show over CBS next Sunday. . . . Tommy Dorsey is back directing his band after a brief illness. . . . Jolly Gillette will go on a theatre tour in September. . . . Cab Calloway will appear on the CBS "Swing Club" this evening. . . .

Ted Royal, son of the NBC vice-president, sailed for Europe aboard the *De Grasse* yesterday. . . . Roger Bowler, chief production man at WOR, has returned from a three-week vacation. . . . Clyde W. Burke is now singing over WMCA. . . . Nat Brusiloff, newly appointed musical director of WMCA, makes his initial appearance over that station Sunday. . . . Martha Deane has been named winner of this year's annual award of the Wall Paper Institute. . . . Alice Brady will appear on Chase & Sanborn Sunday. . . . Raymond and Mrs. Page are stopping at the Warwick. . . . Ozzie Nelson will leave for California next month. . . .

Phil Napoleon, bandleader now at the New Yorker, will be the guest on WMCA's "Grand Stand and Band Stand" series Monday. . . .

Kaye's Orchestra Gets Hour

Sammy Kaye's orchestra will be accorded a weekly full hour of broadcasting time over the Mutual network, beginning this Sunday from 1 to 2 P. M.

To Air Editorial Opinions

A digest of editorial opinions appearing in all metropolitan newspapers will be offered daily in a new program over WMCA beginning Aug. 27. The program idea is by Donald Flamm, president of the station.

Graham McNamee Re-Signed

Graham McNamee has been re-signed for a full year as announcer on the Rudy Vallee program, sponsored by Standard Brands. J. Walter Thompson handled the pact.

Large Gains Shown By CBS in August

(Continued from page 1)

41 CBS advertisers, (a 46 per cent increase over 1936) spent \$422,105, an increase of 51 per cent over the same weekly period last year. Average expenditures for facilities per advertiser rose in this week from \$9,978 to \$10,295.

Evening time sales for the week in 1936 totaled \$246,638, not counting the time sale revenue for the 1936 political campaign. This year the total is \$296,530, an increase of 20 per cent. Daytime expenditures for the week jumped 284 per cent, from \$32,740 to \$125,575, and daytime advertisers increased from four to 14.

"Woman's Newsreel" on WSAI

CINCINNATI, Aug. 6.—"Woman's Newsreel" is the title of a new series to start next week over WSAI, at 8:45 A. M., E.S.T., daily except Sunday. Charles Woods, formerly of Detroit, who recently joined WSAI, will present the programs which will embrace interesting notes about women nationally and locally known, discussion of women in all walks of life, including screen stars, business women, housewives, mothers and debutantes, as well as discussions of current events.

Another Dip Into Classics

LONG BEACH, Cal., Aug. 6.—With the present popular trend toward serious drama emphasized by network Shakespeare and O'Neill, Hal Nichols of KFOX announces a series of classic radio dramas to be offered immediately that scripts and production plans are completed. The series will include Dickens' "David Copperfield," Ibsen's "Doll House," Hawthorne's "Scarlet Letter" and a group of Royal Romances in the historical vein.

Magazine Signs with Mutual

Commentator Magazine will sponsor a new series over a coast-to-coast hookup of Mutual stations, beginning Sept. 19. Cecil Warwick & Legler is the agency.

The magazine program was formerly heard over WEAFF only.

"Magic Key" from Coast

RCA "Magic Key" program Aug. 15 will emanate from Hollywood and will offer preview scenes from "Flight from Glory," with Chester Morris, Whitney Bourne and Onslow Stevens. Vocalists will include Doris Weston and Frank Forrest.

Fan Sends Cake

Milwaukee, Aug. 6.—A regular follower of the Early Risers' club, since the program's inception eight years ago over WISN, has always honored the birthday of the announcer on duty by sending him a cake.

Several days ago Milton Brandl, announcer of this program, received an attractive one with the following message written in frosting: "Dear Milton: Happy Birthday. Please play a Duke Ellington piece for me on Saturday at 7:10. Thank you. . . . Jinnie."

KOIL to Experiment On High Frequencies

OMAHA, Aug. 6.—Experiments in high frequency broadcasting in preparation for the development of television will be carried on by KOIL of Central States Broadcasting Co.

Chief Engineer Mark Bullock says the F. C. C. has granted a construction permit for a new high-frequency station of 100 watts power to operate on 31,600, 35,600, 38,600 and 41,000 kilocycles.

Lucy Monroe on Again

Lucy Monroe will make her fifth appearance with the Philadelphia Orchestra in the Robin Hood Dell Monday evening, broadcasting over both CBS and the NBC-Blue networks, from 8:30 to 9 P. M. Appearing with Miss Monroe will be Jan Peerce. Jose Iturbi will conduct. The program, which will feature an all-American score, was arranged by James E. Sauter of radio's Air Features, Inc.

Lambert to Start New Series

The Lambert Co., for Listerine, will start a new half-hour dramatic show over the NBC-Blue network Sept. 28. The program, titled "Grand Central Station," will be heard Tuesdays from 9:30 to 10 P. M. The contract is for a full year, through the Lambert & Feasley agency.

Auerhaan Quits WNYC

Joseph T. Auerhaan, publicity director of WNYC, Municipal broadcasting station, has resigned his post there, effective immediately. Prior to his affiliation with the station, which started in 1934, Auerhaan was an executive with the Macy Co. of Brooklyn, a film organization.

Chattanooga Times Asks Radio Station

WASHINGTON, Aug. 6.—Application for a new broadcasting station at Chattanooga, to operate on 1,120 kilocycles, with 500 watts power night, 1,000 watts day, has been filed by the Times Printing Co. with the F. C. C.

The commission also has received applications from WFBR, Baltimore, for increase of power from 500 watts night, 1,000 watts day, to 1,000 watts night, 5,000 watts day, and KVOL, Lafayette, La., for increase of day power from 100 to 250 watts.

Claim Record for Millican

KPRC, NBC affiliate in Houston, Tex., claims a record with the 1,500th broadcast this week in a series of talks on ethical security trading. The programs are sponsored by Sterling & Baker, broker and investment counselors of Houston, and consists of 1,000-word talks given by Kenneth A. Millican. There has been no break in the daily series since it started in Sept., 1932.

Kate Smith Back Sept. 30

Kate Smith will return to radio Sept. 30, when she begins her new series for the General Foods Corp. over a coast-to-coast CBS hookup—her first trans-continental show in more than two years. The series will be a full-hour variety show, 8 to 9 P. M. Jack Miller's orchestra will provide the music. The commercials will be in behalf of Swandown Baking Powder and Calumet. Young & Rubicam is the agency.

WINS Has "Ghost Reporter"

A new series titled "The Ghost Reporter" will make its debut on WINS Monday at 7 P. M., to be heard thereafter every Monday, Wednesday and Friday night thereafter.

WINS is making much of a mystery of the "ghost" reporter's identity, and will pick up his voice from a remote point, so, the station says, that "his identity will not be known even to the studio workers."

Pontiac to Open October 1

The Pontiac Motor Co.'s "Varsity" show, which will return to the NBC-Blue network Oct. 1, will open with a broadcast from the campus of the University of Alabama. The balance of the schedule set to date follows: Oct. 8, Purdue; Oct. 15, Southern Methodist; Oct. 22, Virginia; Oct. 29, Fordham; Nov. 5, Indiana.

Ford Hour Resumes Sept. 12

The Ford "Sunday Evening Hour" will resume Sept. 12 over CBS for its sixth year. The current Ford program on CBS, "Watch the Fun Go By," will be moved back to a Saturday broadcast schedule when the symphony series returns. N. W. Ayer & Son, Inc., is the agency.

Boher WINS Chief Engineer

William M. Boher has been named chief engineer at WINS, succeeding C. H. Pease, who has resigned. Boher goes to WINS from WCAE, Pittsburgh.

Redmond Joins W. F. Rudge's

Richard J. Redmond has resigned from the promotion department of CBS to join William E. Rudge's Sons, Inc., advertising printers.

Summer Shows on the Air

The Open Spaces Again

"Gun Smoke Law," new NBC-Blue sustaining adventure serial, is a typical product of its kind, full of dialogue in the vernacular, and loaded down with adventurous situations. Its villains are deep-dyed blackguards; its hero and heroine handsome, virtuous and honorable. The program's entertainment quality is fairish, but it does seem that smarter programming would have given it a better chance for popularity. It is an 8 to 8:30 P. M. offering; at 6 P. M. or thereabouts it would reach the children who usually can

be depended on to follow loyally a strip of this kind.

The story deals with ranching and cattle smuggling. The hero arrives in an unfriendly atmosphere when the foreman and his cohorts suspect he has been sent there by the absentee owners of the ranch to check up on cattle losses. Just to complicate matters, the hero has to fall in love with the local school marm, who is also the adored of the villainous ranch foreman. They'll probably be gun-shooting in the next installment, pards.

BANNER

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 33

NEW YORK, MONDAY, AUGUST 9, 1937

TEN CENTS

Bills Hitting Ascap Appear In 22 States

**Enacted in Only Four;
Two Court Tests On**

Anti-Ascap legislation was introduced in 22 state legislatures during the sessions just ended and was enacted in four states, according to a compilation completed by the society yesterday.

Anti-Ascap measures were passed by two additional state legislatures, Michigan and Wisconsin, but were vetoed by the Governors of these states. States in which the legislation was enacted are Montana, Washington, Nebraska and Florida. Actions to test the constitutionality of the statutes have been heard in Montana and Washington, where decisions are being awaited from the courts. A contesting action has been filed by Ascap in Nebraska, but has not been heard by the court. The provisions

(Continued on page 21)

Divorcement Bill Lost in 7 States

Measures designed to bring about divorcement of exhibition from production and distribution were introduced in eight states during the legislative sessions just ended and were enacted in one, North Dakota, a reapitulation completed by the M.P.P. D.A. on Saturday showed.

The seven states in which the legislation failed of enactment were: California, Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin. In California the bill was held in the

(Continued on page 21)

WOL to Train Young Talent in Studios

WASHINGTON, Aug. 8.—Enlarging its educational program for the fall, WOL will begin a children's course in radio technique in September. The course consists of 13 weeks' training in microphone work and is available to children of Washington and vicinity.

WOL will conduct the school without charge to the students. Members of the staff and invited instructors will participate in conducting the courses.

More Radio—Pp. 24-25

About 100 of National Men At Convention

**Gather for 3-Day Meet
At Colorado Springs**

COLORADO SPRINGS, Aug. 8.—From 80 to 100 executives and other personnel of all National Theatres' subsidiaries will convene here today and tomorrow for the four-day annual convention which will get under way at the Broadmoore on Thursday.

Rick Ricketson, operating head of Fox Intermountain, is in charge of convention details. Present plans call for a three-day business session with Friday free. However, it is likely that holdover sessions may have to be held on the last day.

Those arriving from intermediate points today and tomorrow will turn to their favorite sports to pass the extra time away. All operating heads, bookers and individual buyers will speak.

Attending from the home office in New York will be Syros Skouras, William T. Powers, J. J. Sullivan, Edward Zabel, Milt Hossfeld, Aubrey Schenck, Irving Barry, Jack Edmondson, Frank S. Irby, Harry Cox, Alan May and John Healy. Charles Skouras,

(Continued on page 21)

Loew's-F. & M Deal Awaits Stipulations

Loew's is holding up a deal for the Missouri, St. Louis, until F. & M. executives meet certain requirements specified by the major circuit before it takes over the house, it was learned Saturday.

According to F. & M. franchise deals with Warners and RKO, none of the theatres involved in St. Louis anti-trust suit can change hands until all parties agree to specified stipulations made at the time of the settlement in the U. S. District Court here.

F. & M. interests are reported to be discussing the releases and attorneys for this circuit and Loew's will meet this week to iron out a number of details in the contract.

U. A. Accessory Plan To Be Up This Week

Definite plans for the adoption of a rental plan for United Artists' accessories will be made this week by home office executives, it was stated Saturday. Harry D. Buckley, who will have charge of the plan, will announce the date when it will go into effect either today or tomorrow.

Just Grub

Paris, Aug. 8. — When Erich Pommer and Charles Laughton, heads of the new British Mayflower Pictures, arrived in Paris for a few days, Laughton declared:

"I have come to Paris to spend the weekend only for gastronomic purposes. I like good food and there are in Paris some small restaurants of which I am fond. I leave diets to my friends in Hollywood. I do not think that the art of good food is incompatible with the cinema."

Associated British Reaches New Highs

LONDON, July 29.—Almost all the items in the balance sheet of Associated British Pictures Corp. Ltd., for the year ending March 31 establish new records.

Already briefly cabled was the fact that the gross trading profit was £1,265,829 and the net, after deducting interest on loans, and on mortgage stock, and after making allowance for income tax, £869,644. Adding £88,998 brought forward, an available total of £958,643 was reached. From this £91,500 for preference dividend and £86,734 for interim ordinary dividend of seven per cent are to be deducted. Out of the final balance of £780,408, £175,000 is allocated to reserve for depreciation and £375,000 to general reserve. Payment of a final dividend on ordinary shares of 11 per cent absorbs £134,062 and £96,346 is carried forward.

The total ordinary dividend of 18 per cent for the year is the largest ever paid by the company. Last year's return was 12½ per cent and a 15 per cent distribution this year, on a quarter of a million pounds less profit than is actually shown, was the general expectation.

Referred to in the Report of the company, of which John Maxwell is

(Continued on page 21)

Warners Select 24 Spots for Showings

Gradwell L. Sears, general sales manager for Warners, has set 24 situations for the national trade showings Aug. 23-24. Pictures to be exhibited include "The Life of Emile Zola," "Back in Circulation," "It's Love I'm After," "Varsity Show," "That Certain Woman" and "Confession."

Cities and theatres lined up for the screenings include the Madison, Al-

(Continued on page 2)

Exchange Men Are Called in Federal Probe

**Reported Century Circuit
Is Behind Complaint**

Having completed an investigation into major and independent circuit operations for the past 10 years, Dep't of Justice agents last week called in several local exchange managers for informal conferences in connection with a restraint of trade complaint filed by unnamed independent exhibitors.

Harry Decker, Brooklyn branch manager for Warners; Sam Lefkowitz, office manager for the same exchange; Arthur Greenblatt, assistant to George W. Weeks and now in charge of the local G. B. exchange, last week appeared before U. S. District Attorney Leo Hickey in Brooklyn. I. Levinson, attorney for Warners, and Jack London of the Fitelson & Mayers legal firm, also attended the sessions.

Although Hickey would not name the complainant, it was reported that Century Circuit is behind the action. Al Hovell of Hovell, McChesney, Clarkson and Klupt, attorneys for Century, and Fred Schwartz, general manager of the circuit, have refused to comment on the report. Hovell stated that he is not in a position to discuss his client's business affairs

(Continued on page 21)

Production Falls; Forty Now in Work

HOLLYWOOD, Aug. 8.—Production dropped to a normal figure for the week, as 16 pictures finished, and only six started, bringing the total before the cameras to 40. Twenty-two are preparing, and 80 are in the cutting rooms.

Started were: Columbia, "Women

(Continued on page 2)

Legion Approves 15 Films During Week

The National Legion of Decency added 15 features to its list of films approved for either general or adult patronage during the week just ended. None of the pictures reviewed during the week was placed on either the objectionable or condemned list.

New additions to the Legion's list are: Class A, Section 1—Unobjectionable for general patronage: "Boots of Destiny," "The Firefly," "It's Love

(Continued on page 21)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neutorgasse, 54 Vienna VII; Hans Loran, Representative.

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Production Falls;
Forty Now in Work

(Continued from page 1)

of the Night," Paramount, "Bulldog Drummond No 2" (tentative title); Republic, "Trouble for Two" and "Treasure Hunt," 20th Century-Fox, "The Great Diamond Robbery," Warners, "Without Warning."

The tally by studios:

Columbia, finished zero, shooting five, preparing two, editing two; Goldwyn, zero, two, zero, two; Grand National, three, zero, zero, four; M-G-M, one, six, three, four; Monogram, one, zero, two, one; Paramount, zero, six, five, 12; Principal, two, zero, zero, two; Republic, zero, two, two, four; RKO, two, four, five, eight; Roach, zero, zero, zero, zero; Selznick International, one, one, zero, one; 20th Century-Fox, one, five, two, eight; Universal, two, two, one, four; Wanger, one, one, zero, two; Warners, two, six, zero, 26.

No short subjects are before the cameras now. The only activity in this line was Columbia's starting and finishing one within the week. Five are preparing, 10 editing.

Insiders' Outlook

By RED KANN

ON a pre-holiday checkup, this memory of ours appears to be in reasonably good working order. We recall quite distinctly how, when we saw the stage version of "Dead End" a while back now, the conclusion was Sidney Kingsley's play would never make a comparable motion picture. The reasons were several. The intensity which the drama reached, to our way of figuring it out, was accomplished by the concentration of the action in one set. The swank apartment building on the East River front and its squalid tenement neighbors provided an expressive contrast in which the characters did their pieces. In a word, the setting was a completely inseparable adjunct of the play. . . .

Because of that, it seemed then that any effort by any producer in Hollywood to set a roving camera at work and thereby remove the play from its peculiarly indivisible background would end up in a film, but not in "Dead End." This morning we are here to tell you Sam Goldwyn has made the picture in a way which vindicates his judgment and proves that we were wrong—again. And not for the first time, by a long shot. This department went sarcastic or something akin to it over Goldwyn's acquisition of "The Children's Hour," but it also tried gracefully to acknowledge its error when Lillian Hellman's play finally unfurled itself in Hollywood as "These Three." . . .

For the simple and complete truth now is that Goldwyn again has turned out a fine job. Some changes in the original have been made, it is essential to report, but they, like all else in the film, are in direct keeping with the spirit of the stage version. The camera roams from street scene to slum apartment. It follows characters through dark and foreboding alleys. Yet it never gets substantially away from its locale with

its depressing flavor and pungency and bite. There can be no charge this time that Hollywood has desecrated or even emasculated an important Broadway stage property. . . .

The story told is not a pretty one. Those whose sensibilities are disturbed easily will find much to upset them in this emphatic picture of comfortable wealth and extreme poverty brushing shoulders in the same street. Of kids who drag themselves up by dirty bootstraps and head for careers of crime and murder. This is a thought-inducing film. It has its slight love story between Joel McCrea and Sylvia Sydney and it has its comedy. It has the unusual bunch of youngsters who appeared for so long in the play and it has its arch villain, portrayed grippingly and very expertly by Humphrey Bogart. But it has much more in a direction approached without objective attained. "Dead End,"

There is nothing of sunshine designedly or otherwise and we think designedly, is documented with social significance. Telling the story of the under-privileged, it suggests nothing by way of a solution, if, indeed, there is one. By such an appraisal, it falls short. . . .

There is nothing of sunshine and honeysuckle about this attraction. It is grim and depressing, leavened with its occasional flashes of comedy but always undertoned in relentless tragedy. William Wyler has caught this in his direction. Where audiences prefer something removed from trifles and trash, "Dead End" will be their fare. We think it falls into that very limited category of distinguished and noteworthy films. As a superior effort and if merit is synonymous with success which too frequently it is not, "Dead End" should rank comfortably up front among the season's outstanding enterprises. . . .

Warners Select 24
Spots for Showings

(Continued from page 1)

bany; Majestic, Boston; Court St., Buffalo; Forest, Cincinnati; Lake, Cleveland; Cass, Detroit; Lawrence, Detroit; New Amsterdam, New York; Aldine, Philadelphia; Schenley, Pittsburgh; Ambassador, Washington; Village, Toronto; Ponce de Leon, Atlanta; Melrose, Dallas; Dearborn, Chicago; Forest, Des Moines; Apollo, Kansas City; Boulevard, Los Angeles; Lamar, Memphis; Bell, New Orleans; Ritz, Oklahoma City; Muse, Omaha; Oriental, Portland; and Ritz, Indianapolis.

Zukor Coming East

HOLLYWOOD, Aug. 8. — Adolph Zukor plans to leave for New York on Wednesday and will spend several days in the east before sailing for Europe on the *Queen Mary* Aug. 25. This will be the first time in eight years that Zukor has made a crossing.

Set Two Roadshow Scales

Scales for the run of "Souls at Sea," which will open tonight at the Globe, and "The Life of Emile Zola," which will start at the Hollywood Wednesday evening, have been set from 50 cents to \$1.50 at matinees and 50 cents to \$2.00 at night.

Purely
Personal

HARRY C. ARTHUR will leave for St. Louis tomorrow. MIKE MARCO, new Universal producer, left for the coast yesterday after conferences with home office executives.

F. P. YOUNG has been named manager of the Western Electric office in Singapore. He sails from San Francisco Aug. 21 on the *President Coolidge*.

WENDEL CORRIGAN, who has been a student salesman at the 20th Century-Fox exchange in Pittsburgh for the past four months, arrived in town and is now awaiting an assignment.

ARTHUR PRATCHETT, general manager for Paramount in Central America, plans to leave for home shortly. He has been here a month and is being delayed by personal business.

JOSEPH BERNHARD, Warner theatres general manager, has postponed the company's zone manager meeting until Aug. 23.

HELEN O'TOOLE, secretary to ED KUYKENDALL, M. P. T. O. A. president, will be married to RICHARD F. DALY on Aug. 21 at New Dorp, S. I.

SAM LEFKOWITZ today moves over from the local Warner exchange to Prudential Playhouses as general manager.

SIMONE SIMON, RAY SCOTT and WALTER MEYERS arrived on the coast over the weekend and will report today at the 20th Century-Fox lot.

EDWARD L. ALPERSON has gone to Omaha and from there will head for the Grand National studios on the coast.

ALBERT DEANE's book, "Spelling Bees," published by Stokes recently, is being considered by PETE SMITH for a short subject.

KENNETH CLARK, M. P. P. D. A. press contact, returns today from a vacation in Maryland.

CHARLES KURTZMAN left for Washington Saturday to manage the Capitol there for Loew's.

JOE ORNSTEIN, cashier at the 20th Century-Fox exchange in Pittsburgh, is in town for a two-week vacation.

LUCILLE JACOBY, U. A. casting head on the coast, left for Hollywood by plane yesterday.

LOUIS SMITH will leave shortly for the coast with stopovers at Bristol and Nashville, Tenn.

BETTY WYMAN flew to the coast over the weekend.

BETTY FURNESS has arrived from Hollywood for a short visit.

EDGAR B. HATRICK is due to return from Hollywood in a few weeks.

MARTHA ALBERT is vacationing at Swan Lake, N. Y.



WHAT ARE THEY INTERESTED IN?

Grim Tragedy? Stark Realism?

Shakespeare? Mother Love?

Autobiography? Soil Conservation?

A THOUSAND TIMES **NO!**

they want



...



"Mountain Music" with Bob Burns and Martha Raye—handed audiences laughs a-plenty!

LAUGHTER



"Waikiki Wedding" plus everything entertaining gave 'em songs that they're whistling, singing and humming.

MUSIC



Claudette Colbert and Melvyn Douglas offered a new pattern for love that young lovers will follow.

GAY LOVE

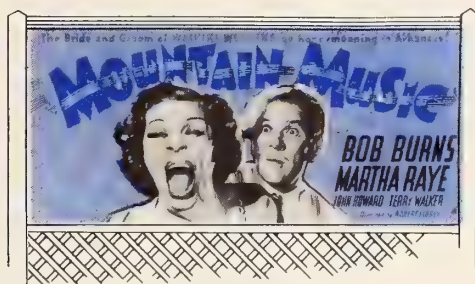


Jean Arthur and Ray Milland set the pace for action plus comedy of a high order in "Easy Living."

ACTION

LAUGHTER! **MUSIC!** **GAY LOVE!** **ACTION!**

That's why pictures like these



do grosses like these . . .



"WAIKIKI WEDDING"

—160% of average business for all runs.



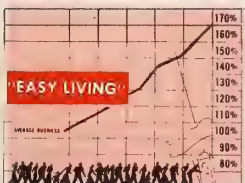
"I MET HIM IN PARIS"

—130% of average business in 36 key runs.



"MOUNTAIN MUSIC"

—150% of average business in 28 key runs.



"EASY LIVING"

—165% in New York—140% in 17 key runs.

That's why Paramount is PARAMOUNT



Look at this 1936-37 record. Every one of these pictures an outstanding box office success!

"RHYTHM ON THE RANGE"

Laughter, Music, Gay Love, Action

"TEXAS RANGERS"

Action

"GENERAL DIED AT DAWN"

Action

"THE BIG BROADCAST OF 1937"

Laughter, Music, Gay Love, Action

"SWING HIGH, SWING LOW"

Laughter, Music, Gay Love

"I MET HIM IN PARIS"

Laughter, Gay Love, Action

"EASY LIVING"

Laughter, Gay Love, Action

"GO WEST, YOUNG MAN"

Laughter, Music

"COLLEGE HOLIDAY"

Laughter, Music, Gay Love

"THE PLAINSMAN"

Action, Gay Love

"CHAMPAGNE WALTZ"

Laughter, Music, Gay Love

"WAIKIKI WEDDING"

Laughter, Music, Gay Love

"MOUNTAIN MUSIC"

Laughter, Music

"EXCLUSIVE"

Action, Gay Love

That's why

this theatre is

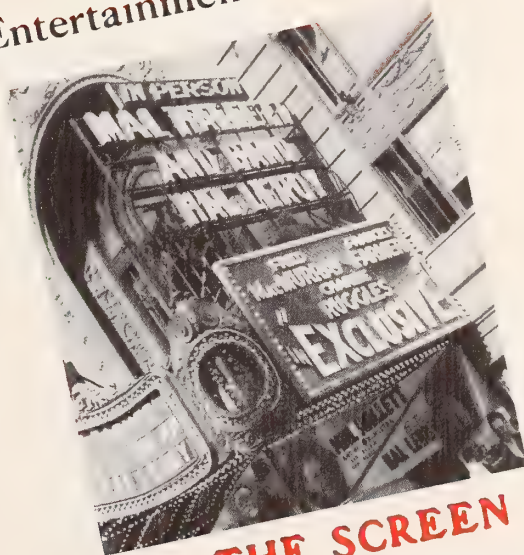


the most successful
theatre operation in
the United States

ON THE STAGE!

Name Bands and Sock Entertainment

Laughter, Music, Action!



ON THE SCREEN!

Paramount Pictures Exclusively

Laughter, Music, Gay Love, Action!

That's why

we predict that



PARAMOUNT'S



PROGRAM

will be the most

successful in

its history!



Look at this line-up
(Just to mention a few of the pictures)

**"ARTISTS
and MODELS"**

starring JACK BENNY with Ida Lupino, Richard Arlen, Gail Patrick, Ben Blue, Judy Canova, The Yacht Club Boys, Louis Armstrong and Specialties by MARTHA RAYE, Andre Kostelanetz and His Orchestra, Russell Patterson's "Personettes," Judy, Anne and Zeke, Connie Boswell. Screen Play by Walter DeLeon and Francis Martin. Directed by Raoul Walsh.

LAUGHTER!

MUSIC!

GAY LOVE!

ACTION!

**"SOULS
AT SEA"**

starring GARY COOPER and GEORGE RAFT with Frances Dee, Henry Wilcoxon, Harry Carey, Olympe Bradna, Robert Cummings, Porter Hall, Virginia Weidler, Joseph Schildkraut. Screen Play by Grover Jones and Dale Van Every. Based on the story by Ted Lesser. Directed by Henry Hathaway.



ACTION!

**"DOUBLE or
NOTHING"**

starring BING CROSBY, MARTHA RAYE with Andy Devine, Mary Carlisle, William Frawley, Fay Holden, Samuel S. Hinds, William Henry, Benny Baker. Screen Play by Charles Lederer, Erwin Gelsey, John C. Moffitt and Duke Atteberry. Directed by Theodore Reed.

LAUGHTER!

MUSIC!

GAY LOVE!

ACTION!

"ANGEL"

starring MARLENE DIETRICH with Herbert Marshall, Melvyn Douglas, Edward Everett Horton, Laura Hope Crews, Ernest Cossart, Herbert Mundin. Screen play by Samson Raphaelson. From the play by Melchior Lengyel. English play adaptation by Guy Bolton and Russell Medcraft. Produced and Directed by ERNST LUBITSCH.

LAUGHTER!

GAY LOVE!

"THIS WAY PLEASE"

with Charles "Buddy" Rogers, Betty Grable, Ned Sparks, Fibber McGee and Molly, Porter Hall, Lee Bowman, Romo Vincent, Cecil Cunningham and MARY LIVINGSTONE. Screen play by Grant Garrett, Seena Owen and Howard J. Green. Based on a story by Maxwell Shane and Bill Thomas. Directed by Robert Florey.

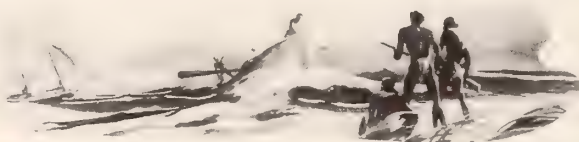
LAUGHTER!

MUSIC!

GAY LOVE!

"EBB TIDE"

starring OSCAR HOMOLKA, FRANCES FARMER, RAY MILLAND with Lloyd Nolan, Barry Fitzgerald. Photographed in Technicolor. Screen play by Bertram Millhauser. Based on a story by Robert Louis Stevenson and Lloyd Osbourne. A Lucien Hubbard Production. Directed by James Hogan.



ACTION!

"THE BARRIER"

with James Ellison, Leo Carrillo, Jean Parker, Robert Barrat, Otto Kruger, Sarah Haden. Screen play by Bernard Schubert. Based on the story by Rex Beach. A Harry Sherman Production. Directed by Les Selander.

ACTION!

Jerome Kern and
Oscar Hammerstein's

**"HIGH, WIDE
AND
HANDSOME"**

starring

IRENE DUNNE with RANDOLPH
SCOTT, Dorothy Lamour, Akim Tamiroff,
Raymond Walburn, Ben Blue, Charles

Bickford, Elizabeth Patterson, William Frawley. Music by
Jerome Kern. Original story, screen play and lyrics by
Oscar Hammerstein II. A Rouben Mamoulian Production.
Directed by Rouben Mamoulian.

MUSIC! **GAY LOVE!** **ACTION!**

**"BLOSSOMS
on
BROADWAY"**

starring EDWARD ARNOLD with Shirley
Ross, John Trent, Weber & Fields, Rufe
Davis, George Bancroft, Radio Rogues.

A B. P. Schulberg Production. Directed by Richard Wallace.

LAUGHTER!

MUSIC! **GAY LOVE!** **ACTION!**

**"SUMMER
ROMANCE"**

with The Yacht Club Boys, Ben Blue,
Judy Canova, Betty Grable, Leif Erikson,
Eleanore Whitney, Johnny Downs. Screen

play by Grant Garrett, Seena Owen, Maxwell Shane and Bobby
Vernon. Directed by George Archainbaud.

LAUGHTER!

MUSIC! **GAY LOVE!**

**"TRUE
CONFESSION"**

starring CAROLE LOMBARD and FRED
MacMURRAY. Based on a French play
by Louis Verneuil and Georges Barr.

Directed by Wesley Ruggles.

LAUGHTER!

GAY LOVE!

**"THE BIG
BROADCAST
OF 1938"**

with W. C. FIELDS, GEORGE BURNS
and GRACIE ALLEN, MARTHA RAYE
Shirley Ross, Ben Blue, Leif Erikson.

Specialties by Kirsten Flagstad, Shep Fields and Orchestra,
Tito Guizar, Rufe Davis. Directed by Mitchell Leisen.

LAUGHTER!

MUSIC!

GAY LOVE!

ACTION!

**"SAPPHIRE
SAL"**

starring MAE WEST

An Emanuel Cohen Production

LAUGHTER!

MUSIC!

**"WELLS
FARGO"**

A FRANK LLOYD PRODUCTION
with BOB BURNS, JOEL McCREA,
FRANCES DEE, LLOYD NOLAN.

Directed by Frank Lloyd



ACTION!

**AN UNTITLED
PRODUCTION**

starring

BEATRICE LILLIE and BING CROSBY

Produced by Emanuel Cohen.

LAUGHTER!

MUSIC!

GAY LOVE!

**"THE
BUCCANEER"**

a CECIL B. DeMILLE Production
starring FREDRIC MARCH with
Franciska Gaal, Akim Tamiroff, Anthony
Quinn, Olympe Bradna, Larry Crabbe, Charles Bickford.
Directed by Cecil B. DeMille.



GAY LOVE!

ACTION!

**"BLUEBEARD'S
EIGHTH WIFE"**

starring CLAUDETTE COLBERT.
An ERNST LUBITSCH Production

LAUGHTER!

GAY LOVE!

**"PROFESSOR,
BEWARE"**

starring HAROLD LLOYD.

LAUGHTER!

ACTION!

**"SPAWN OF
THE NORTH"**

with
Randolph Scott, Gail Patrick, Charles
Bickford, Beulah Bondi. Directed by
Henry Hathaway.

ACTION!

**"COLLEGE
SWING"**

with MARTHA RAYE, JACK OAKIE,
GEORGE BURNS and GRACIE ALLEN
CHARLES BUTTERWORTH, BEN
BLUE, Betty Grable, Johnny Downs, Eleanore Whitney,
Marsha Hunt, Slate Brothers, John Howard, Rufe Davis,
Benny Baker, Olympe Bradna, Robert Cummings, Edward
Everett Horton. Directed by Raoul Walsh.

LAUGHTER!

MUSIC!

GAY LOVE!

**"THE YELLOW
NIGHTINGALE"**

starring

GLADYS SWARTHOUT
and JOHN BOLES

MUSIC!

GAY LOVE!

**... and
such
pictures
as
these ...**

**The "HOPALONG
CASSIDY'S"**

Harry Sherman Productions

**The "BULLDOG
DRUMMOND'S"**

**The
"SOPHIE LANG'S"**

**The
"FU MANCHU'S"**

Paramount's 1937-38 pictures have YOUTH!

They **C** attract YOUTH!

They've got what YOUTH wants! And they have what

it takes to meet your REAL competition . . .



Magna Cum Laudes in line!

AUTOMOBILES

RADIO

DANCE HALLS



"There's a honey of a picture over at the Paramount with Jean Arthur and Ray Milland. What say?" P. S. She said, "Let's go!"



He: "I'd rather go over to the Paramount Theatre and see Bing Crosby and Martha Raye in 'Waikiki Wedding.'" P. S. They went!



She: "Let's go see Johnny Downs and Eleanore Whitney do those new jamming steps!" P.S.—They went!

PARAMOUNT PICTURES are tough competition for every kind of amusement!

Ask the man who has played against them!

THEY WON'T DRAW FLIES!



STARS? NAMES? Swell . . .

but put them in outmoded vehicles,

dated stories, problem pictures and they

WON'T DRAW FLIES!

THEY DON'T MEAN A THING IF

THEY AIN'T GOT THAT SWING . . .



the SWING
that Paramount's got!



The Paramount **SWING!**

The **SWING** that puts gay young people like Claudette Colbert and Jean Arthur into pictures like "I MET HIM IN PARIS" and "EASY LIVING," Carole Lombard in "TRUE CONFESSION." The swing that brings out pictures such as "WAIKIKI WEDDING," "MOUNTAIN MUSIC," "ARTISTS & MODELS," "DOUBLE OR NOTHING," "BIG BROADCAST OF 1938" and puts laughter in them by casting them with W. C. Fields, Bing Crosby, Jack Benny, Martha Raye, Mary Livingstone, Judy Canova, Fibber McGee and Molly, Ben Blue, Yacht Club Boys, Louis Armstrong, Andre Kostelanetz, Russell Patterson, with music from such composers as Harold Arlen, John Burke, Sam Coslow, Hoagy Carmichael, Ralph Freed, Frederick Hollander, Oscar Hammerstein II, Jerome Kern, Ted Kohler, Burton Lane, Vee Lawnhurst, Arthur Johnston, Ralph Rainger, Leo Robin, Tot Seymour, Al Siegel, Victor Young.

LAUGHTER!

MUSIC!

GAY LOVE!

ACTION!



or



HEROES

HEELS

HEROES or HEELS no longer! There's laughter, singing, gay love (three marriages in the last three months) and even some action in Paramount's advertising department. WHY? PARAMOUNT PICTURES practically sell themselves to the public...no more filling up space with instructions on how to sell a difficult picture...how to attract customers (generally unsuccessfully) to a picture with limited appeal. Laughter! Music! Gay Love! Action!



**Paramount's
GOT THAT SWING!**

Take your EAR off the ground



. . . and put it to the radio and you'll know why such pictures as "WAIKIKI WEDDING" and "MOUNTAIN MUSIC" (called "freaks" by non-showmen) go over. The air is full of PARAMOUNT TALENT (names including Fields, Benny, Crosby, Burns, Raye, Mary Livingstone, Fibber McGee and Molly, Lamour, DeMille, Kostelanetz, Armstrong, Shep Fields, Kirsten Flagstad) . . . The air is full of PARAMOUNT SONGS—"Whispers in the Dark," "Public Melody No. 1," "Stop! You're Breaking My Heart," from "ARTISTS AND MODELS;" "High, Wide and Handsome," "Can I Forget You," "The Folks Who Live on the Hill," "Will You Marry Me, Maria," from "HIGH, WIDE AND HANDSOME;" "All You Want to Do is Dance," "It's the Natural Thing to Do," "The Moon Got Into My Eyes," "After You," "It's On, It's Off" and "Smarty" from "DOUBLE OR NOTHING;" "Good Morning" and "If I Put My Heart in My Song" from "MOUNTAIN MUSIC;" "Blue Hawaii" and "Sweet Lelani" from "WAIKIKI WEDDING;" "ANGEL," "EBB TIDE," "EASY LIVING."

*The air is full of PARAMOUNT plugs
and theatres are full with PARAMOUNT PICTURES.*

LAUGHTER!

MUSIC!

GAY LOVE!

ACTION!

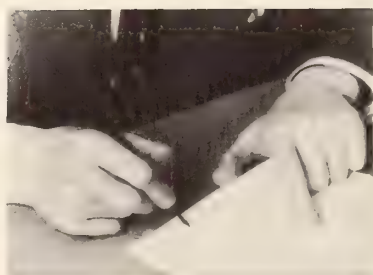
Paramount's **Hot!**

So What?

STRIKE!

while the iron's hot and put your John Henry

on a Paramount Contract



before

your competitor beats you to it!



Exchange Men Are Called in Federal Probe

(Continued from page 1)

and that as far as he knew "there is nothing to it."

Decker, Lefkowitz and Levinson spent two hours on two different days answering questions on bookings for Brooklyn and Jamaica. Greenblatt and London were down to Hickey's office at least once.

According to one of the men who sat in at the meetings, Hickey declared that there was nothing formal about the hearing. No testimony was taken.

In the case of exchange personnel, Hickey confined his questions to developments within the trade during the past five years. These men may be called upon again, it was intimated. A number of other local branch and office managers are expected to be notified to appear in Hickey's office this week, according to report.

Probe of Long Standing

The investigation into the Long Island and Brooklyn theatre situation has been going on for some time. Prominent independent circuit heads have been interrogated from time to time by Hickey and his staff. The investigators have also gone over the files of film companies and circuits. This has been admitted by several concerns.

At the time of the NRA code, Century circuit waged a fight to upset the RKO clearance in Rockville Center and Far Rockaway. Louis Nizer represented the major circuit and Mitchell Klupt acted for Century. Half of the case was decided when the NRA was declared unconstitutional by the Supreme Court.

About two years ago when RKO and Warners were having some difficulty getting together on a product deal, Century succeeded in getting Warner films first run in a few spots. Then RKO closed a four-year deal with Warners. Century is said to have been experiencing difficulty getting major product first run and the understanding is that it filed another complaint against RKO and Loew's with the Dep't of Justice.

One Session in Newark

On July 23, Assistant Attorney General Hubert Harrington held an informal preliminary session in Newark with attorneys from Paramount, M-G-M, Warners, Columbia, RKO and G. B. The complaint here involved the Mosque, Newark. No testimony was taken at the meeting with Harrington stressing the informality of the meeting. A report on his findings was sent to Washington.

Universal and 20th Century-Fox did not send representatives to the meeting because of the secrecy of the complainant in the letter sent out by Harrington.

On May 17, when MOTION PICTURE DAILY first heard of the reported Government investigation in the local territory, efforts were made to check with Washington officials. The following comment was made:

"Dep't of Justice officials today refused to comment upon reports of immediate action on complaints filed

Associated British Reaches New Highs

(Continued from page 1)

chairman and managing director, is the issue of 300,000 Ordinary shares of five shillings value at a premium of £175,000, but there is no direct reference to the company's investment in Metropolis & Bradford Trust, G. B. holding company. "Sundry Investments" appear at £841,375 in the balance sheet and there is an item of £1,062,856 "Sundry Trade Investments" in the consolidated statement. Freehold and leasehold properties are valued at £12,284,719 against £7,945,227 in 1936.

Reference is made to the issue in Feb. 1937 of £2,000,000 of 4½ percent first mortgage stock of Associated British Properties, Ltd., for the purpose of "funding temporary finance employed in the expansion of the corporation's activities."

The total of theatres owned or controlled by A.B.P. is stated to be 325. The figure in last year's report was 283.

Divorcement Bill Loses in 7 States

(Continued from page 1)

Judiciary Committee; in Illinois it was struck from the calendar; in Indiana it passed the House by a vote of 72 to nine, but the Legislature adjourned before the Senate acted on the measure; in Michigan the State Affairs Committee, to which the measure was referred, took no action on it; in Minnesota it was defeated after having come out of committee with a unanimous recommendation for passage; in Ohio it was defeated in the Judiciary Committee and in Wisconsin action on the Senate bill was indefinitely postponed after a companion measure had been passed by the Assembly by a vote of 70 to seven.

The measures were sponsored by Allied States. Paramount may file an action this week to test the constitutionality of the statute enacted in North Dakota.

Legion Approves 15 Films During Week

(Continued from page 1)

I'm After," "Law for Tombstone," "Legion of Missing Men," "London by Night," "Outlaws of the Orient," "The Outer Gate," "The Small Town Boy," "Victoria the Great." Class A, Section 2—Unobjectionable for Adults: "Artists and Models," "Blonde Trouble," "Confession," "Dead End," "You Can't Have Everything."

by the Century circuit against Loew's and RKO, explaining that a number of motion picture complaints were under consideration, but that the department policy precluded any discussion of such matters in advance of formal action.

"Officials engaged in the studies of motion picture matters, however, are reported to have been exceptionally active during the past few weeks and there are indications that the department is considering new moves."

Major circuit heads are not concerned by the investigation and have cooperated with Dep't of Justice agents wherever possible, it was stated.

Bills Hitting Ascap Appear In 22 States

(Continued from page 1)

of the Florida statute are not regarded by Ascap as being enforceable and there is little likelihood that the legislation will be contested in that state.

For the most part, the legislation aimed against the society proposed either drastic taxes by the states or restrictions to prohibit an agency within the states from representing more than a limited number of owners of music copyrights.

To offset the wave of unfavorable legislation and to obtain aid in combating it when introduced in the future, Ascap is now considering an alliance with the American Federation of Labor. One plan under consideration involves an affiliation between the society and the American Federation of Musicians. Another would determine whether or not Ascap qualifies as a labor union within the meaning of the anti-trust laws. If so, the society would be inclined to seek its own charter from the A. F. of L.

If neither affiliation is possible, and many Ascap members believe this to be the case for practical reasons entirely apart from the question of Ascap's eligibility to become a part of the A. F. of L. or A. F. of M., the society would content itself with any cooperative understanding which could be reached with organized labor and which would give it the benefit of labor's influence in combating adverse legislation.

Continued in AFL Post

BOSTON, Aug. 8.—John Gatelee, business manager for the local operator union in Springfield, has been overwhelmingly reelected head of the New England chapter of the A.F.L. in Lowell.

John Gatelee has been sitting in as I.A.T.S.E. representative at negotiations with distributors for local exchange union contracts. Lou Krouse, executive vice-president of the international, made the appointment when he found he could not attend all of the sessions.

Gatelee is expected in town this week to resume talks with home office representatives on at least two situations to be worked out.

Bell Heads Screen Club

DENVER, Aug. 8.—Chet Bell is the new president of the Rocky Mountain Screen club, moving up from the vice-presidency to fill the vacancy left by Harry Golub, who has left the city. Bell is the local Paramount exchange manager, and is succeeded in his old position by Joe H. Dekker. Frank Culp was elected second vice-president.

Tri-States Meet Set

DES MOINES, Aug. 8.—Tri-States Theatres Corp. executives will hold their second annual convention for managers at Excelsior Springs, Mo., Aug. 31-Sept. 2. No convention was held last year.

About 100 of National Men At Convention

(Continued from page 1)

Jr., and Margie Skouras, Charles Skouras' children who have been spending a vacation in the east with their uncle, will be on the same train with the home office group. Spyros D. Skouras, nephew of the Skourases who recently returned from a visit to Greece, will accompany the Skouras children to the coast.

From Kansas City will be Elmer C. Rhoden, president of Fox Midwest; Lon Cox, Senn Lawler, L. E. Pope, Charles Shafer, R. G. Montgomery, Harry McClure, Ed Haas, Martin Finkelstein, H. E. Jameyson, Fred Souttar, H. F. Brown, John Meinardi, Frank Ritter, Harold Hume and Chester Hylton.

From the coast: Charles Skouras, Al Hanson, Mike Rosenberg, George Topper, O. A. Collins, Irving Epstein, W. H. Lollier, R. H. McCullough, Thornton Sargent, Cullen Espy, B. V. Sturdivant, George Bowser, Richard Dickson, Homer Gill, Lou B. Christ, Larry Kent, Fred Stein, Charles Piercy, Bert Pirosh, Lee Wentz, Leo Miller, George Milner, Andy Krappman, Milton B. Arthur, Dave Bershon, Willard Keith, Arch M. Bowles, Charles Thall, Phil Phillips, James Chapman, Charles Maestri, Nick Turner, Richard Spier, Harry Seipel and Elmer Hanks.

From Detroit: David M. Idzal.

Milwaukee Well Represented

From Seattle: Frank L. Newman, John Hamrick, Al Rosenberg, A. M. Ahlskog, K. B. Schultz, Frank Cahristie and Vic Gauntlett.

From Portland: Al Finkelstein and Roy Brown.

From Milwaukee: Harold J. Fitzgerald, Joseph Strother, John Bergant, George Blatchford, Robert Jacobson, Verne Touchett, William Geehan, Charles Lowenberg, Roy Pierce, James Keefe and George Brown.

From Salt Lake City: William Steege and Max Goldstein.

From Denver: Ricketson, M. Gould, Bernie Hynes, Harry Huffman, Ray Davis, Fred Glass, Bob I. Weiner, Dan Driscoll, Jack McGee, William Agren, Herbert Hillman and C. H. Butler.

Seek Customs Restraint

Action was filed here on Saturday in U. S. Customs Court by Jewel Prod., Inc., against Henry Morgenthau, Jr., Secretary of the Treasury, and Harry M. Durnin, collector of customs in the Port of New York, to restrain an attempted seizure of a film entitled "Science of Mankind," a Viennese picture with German dialogue.

The print of the film in question cleared customs on Jan. 14. Subsequently, the negative, which bore the title "Mysteries of Sex" and which used French dialogue, was seized. Attorneys for Jewel maintain that the only difference between negative and print is the nationality of the dialogue. Customs officials state that a decision to confiscate the negative was reached after studying the print which had originally been passed.

"Saratoga" Up In Washington With \$30,300

WASHINGTON, Aug. 8.—It was all "Saratoga" last week, as Loew's Capitol rolled up its third largest gross, to take \$30,300 and to top average by \$9,400.

A return engagement of "The Emperor's Candlesticks" at Loew's Columbia was great at \$5,000, topping the first run average by \$1,400. A return engagement also of the "Singing Marine" at the Metropolitan took a like amount, but exceeded the first run par by only \$700.

"The Road Back" clicked for a par \$10,600 at RKO-Keith's and was held for an extra five days.

Total first run business, excluding the Rialto, was \$79,700. Average is \$73,700.

Estimated takings exclusive of tax:

Week Ending July 29:

"MIDNIGHT MADONNA" (Para.)

EARLE—(2,218), 25c-77c, 7 days. Stage: Ruth Hughes, the Aarons Viktor Barna; Forsythe, Seamon & Farrell; Tommy Trent; Enrico & Movello. Gross: \$15,800. (Average, \$18,400)

"SARATOGA" (M-G-M)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Red Skelton (third week), m. c., Gus Van, Carter & Holmes, Gae Foster Girls (second week), Dorothy Crocker. Gross: \$30,300. (Average, \$20,900)

"THE EMPEROR'S CANDLESTICKS" (M-G-M)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$5,000. (Average, first run, \$3,600)

"EASY LIVING" (Para.)

LOEW'S PALACE—(2,370), 35c-55c, 7 days. Gross: \$13,000. (Average, \$15,900)

"THE SINGING MARINE" (W.B.)

METROPOLITAN—(1,591), 25c-40c, 7 days (return engagement). Gross: \$5,000. (Average, first run, \$4,300)

"THE ROAD BACK" (Univ.)

RKO-KEITH'S—(1,836), 25c-55c, 7 days. Gross: \$10,600. (Average, \$10,600)

Week Ending July 31:

"ELEPHANT BOY" (U.A.)

RIALTO—(1,064), 15c-40c, 7 days, 2nd week. Gross: \$2,700.

"Saratoga" \$11,000 New Haven Grosser

NEW HAVEN, Aug. 8.—"Saratoga" doubled with "The Devil Is Driving," at Loew's-Poli, achieved record summer business, and was close to the record for the house, grossing \$11,000, over par by \$3,000. The bill was held at the College.

The dual revival of "Naughty Marietta" and "Trader Horn" at the College reached the \$2,800 normal; while other first runs fell short of par.

Total first run business was \$19,800. Average is \$19,300.

Estimated takings for the week ending July 30:

"NAUGHTY MARIETTA" (M-G-M)

"TRADER HORN" (M-G-M)

COLLEGE—(1,499), 25c-35c, 7 days. Gross: \$2,800. (Average, \$2,800)

"SARATOGA" (M-G-M)

LOEW'S-POLI—(3,040), 35c-50c, 7 days. Gross: \$11,000. (Average, \$8,000)

"THE GREAT GAMBINI" (Para.)

"POPPY" (Para.)

PARAMOUNT—(2,348), 35c-50c, 5 days. Gross: \$2,200. (Average, \$4,800)

"NEW FACES OF 1937" (RKO)

"TALK OF THE DEVIL" (20th-Fox)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$3,800. (Average, \$4,700)

Retitle "Two Platoons"

HOLLYWOOD, Aug. 8.—Warners has changed the title of "Two Platoons" to "She Loved a Fireman."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Love Under Fire"

(20th Century-Fox)

HOLLYWOOD, Aug. 8.—Bewildering things happen to a Scotland Yard officer who is ordered to arrest a girl with whom he flirts. The situation becomes more absorbing when a revolution breaks about them. The yarn hits a fast pace when, with the aid of adventure, music and plenty of comedy, it develops into a game of hide and seek to find who has looted the valuable jewels. It is cleverly complicated yet it is always understandable enough to make interesting entertainment. The film always contrasts on-again, off-again romance with riotous action—anti-aircraft guns shooting planes down and a gunboat chasing a tramp steamer. The comedy compensates for the drama.

Given glib lines to read, Don Ameche and Loretta Young repeat their success with performances of "Love Is News" quality. On the dramatic side capable support is provided by Harold Huber, Sig Rumann, John Carradine, Francis Drake and Katherine DeMille.

The film's rich comedy is expertly handled by Borrah Minevitch and his harmonica band. Walter Catlett and E. E. Clive deliver characterizations the patrons will talk about.

It is based on Walter Hackett's stage play, "The Fugitives." Gene Fowler, Allen Rivkin and Ernest Pascal did the screenplay. George Marshall's direction makes good use of the comedy to lighten the dramatic tension and keep the picture in the realm of story book plausibility.

Running time, 75 minutes. "G."

"She's No Lady"

(B. P. Schulberg Prod.—Paramount)

HOLLYWOOD, Aug. 3.—This B. P. Schulberg production is quite evidently designed to fill out a double feature bill in which the other picture is of major significance. It is one of those button-button things, with stolen jewels popping up first in one place and then in another, and departs in no important particular from the pattern established for its kind way back in the cinema dawn. John Trent, the aviator turned actor and still, by this evidence, a good aviator, is paired with Ann Dvorak as the two crooks in love, and competition destined, as everybody knows from the first, to reveal themselves in the finale as honorable young people engaged in tracking down their dishonest associates.

Harry Beresford, Guinn William, Aileen Pringle, Arthur Hoyt and Paul Hurst are the others who do what they can toward making the hoary plot seem to move along. The lines given them aren't very funny and Director Charles Vidor has allowed plenty of time for the laughs that do not come. What may have looked like sparkling repartee in the typed script flows like cement from the lips of the grinning principals and forms, in time, an insurmountable wall against interest.

These observations are predicated upon the reaction of a preview audience, sparsely sprinkled with professionals, which yawned through the picture at the Alexander, Glendale. It is conceivable, just, that other audiences may find the film amusing. This one was half asleep before the picture was half over.

Running time, 63 minutes. "G"

Looking 'Em Over

"Roundup Time in Texas"

(Republic)

A substantially different western. The plot is rather far-fetched, but for the general run of audiences will prove adequate.

Gene Autry is breakfasting in Texas. He receives a cable from his brother in South Africa appealing for horses. In the next scene Autry and Smiley Burnette are off to the Dark Continent. In the meantime Autry's brother is the victim of dirty work by renegades. When Autry arrives he suspects various individuals. He disposes of his horses and with a few encounters with diamond mine claim-jumpers leaves for the interior. The usual dramatics follow. Romance is woven with Maxine Doyle the focal point. Burnette's comic antics relieve the situation from time to time. The music is better than usual. The entertaining Cabin Kids are spotted in a few scenes.

Joseph Kane directed from a screenplay by Oliver Drake.

Running time, 63 minutes. "G."

(Additional Reviews on Page 26.)

New Synchronizing Device Is Tested

A new synchronized dubbing process designed to eliminate superimposed titles entirely has been developed by Language Synchronizing Patents Co., a New York firm, and is being demonstrated to export managers of large distribution companies and to heads of local circuits.

Under the process a new sound track is made in such a way that the translated version and sound effects may be synchronized with every lip movement and incident of the original print. On the play-back of an original an electrical spotter marks every spoken syllable on a new record sheet. Translations are made to correspond as accurately as possible with the lip movements and duration of speech of the original. The translations are written in on the new record sheet, with syllables matching the sound markings of the original.

Features Traveling Letters

The translations are projected on a screen by a process which matches the traveling lettering of an electric sign. The screen is marked with a center hairline for recording accuracy and the words are spoken by the actors at the instant they travel past this guide line in the recording of the translation. Thereafter, the process is the routine one of supplying the negative with the new sound track.

Due to the fact that most important foreign nations require that dubbing be done within the country in which the film is to be distributed, the process is of greatest interest to export managers for use in Spanish speaking territories, such as Mexico, Central and South America, Cuba and the West Indies, where restrictions of this kind are not as stringent. Local circuits, however, having theatres in neighborhoods of preponderantly foreign population, are interested in the process for its possibilities in eliminating the need for superimposed titles in a native language.

Cost Not Prohibitive

If the process proves acceptable, American representatives of foreign producers see the possibilities of a greatly enlarged market here for foreign films, the dialogue for which would be supplied by American actors, thus eliminating many of the problems involved in the use of superimposed titles. The cost of the complete new sound track runs from \$3,000 to \$5,000 per feature.

The process was developed by Michael Hoffman, a former orchestra conductor and theatre operator. Hoffman relates that he first conceived the idea for the process when, as musical director for Adolph Zukor in 1912, an improved system of furnishing pit orchestras with cues was being sought for the musical accompaniments for the presentation of Sarah Bernhardt's "Queen Elizabeth."

A demonstration of the process in which a German made sound drama had been supplied with an English dialogue sound track showed marked improvement over the use of superimposed titles and frequently impressive results in synchronizing.

"Winkie" Does \$41,000

"Wee Willie Winkie" finished a second week at the Roxy with \$41,000. "The Road Back" will open at the theatre Friday.

Monday, August 9, 1937

"Earth" Piles Up Big Takes On the Coast

LOS ANGELES, Aug. 8.—"The Good Earth," on a dual with "The Lady Escapes," was a mid-summer sensation at both the Chinese and Loew's State. The take at the former was \$16,542, over par by \$4,042, and at the latter it was \$20,887, up by \$6,887.

"Love from a Stranger" at the 4 Star was the only other first run to go over normal. It took \$5,551, up by \$2,301.

Total first run business was \$86,822. Average is \$90,900.

Estimated takings for the week ending Aug. 4:

"THE GOOD EARTH" (M-G-M)
"THE LADY ESCAPES" (20th-Fox)
CHINESE—(2,500), 30c-55c, 7 days. Gross: \$16,542. (Average, \$12,500)

"LOVE FROM A STRANGER" (U.A.)
4 STAR—(900), 30c-55c, 7 days. Gross: \$5,551. (Average, \$3,250)

"SODER OM LANDSVAGEN"
GRAND INTERNAT'L—(900), 35c-40c, 7 days. Gross: \$1,800. (Average, \$1,200)

"THE ROAD BACK" (Univ.)
"LOVE IN A BUNGALOW" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days, 2nd week. Gross: \$5,900. (Average, \$8,000)

"THE GOOD EARTH" (M-G-M)
"THE LADY ESCAPES" (20th-Fox)
LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$20,887. (Average, \$14,000)

"THE ROAD BACK" (Univ.)
"LOVE IN A BUNGALOW" (Univ.)
PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. Gross: \$5,700. (Average, \$8,000)

"EXCLUSIVE" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: Eddie Peabody and his KFWB Rancho Show. Gross: \$14,750. (Average, \$18,000)

"SAN QUENTIN" (F.N.)
"MARRY THE GIRL" (W.B.)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. Gross: \$7,300. (Average, \$14,000)

"SAN QUENTIN" (F.N.)
"MARRY THE GIRL" (W.B.)
WARNER BROS. (DOWNTOWN) — (3,400), 30c-65c, 7 days. Gross: \$8,392. (Average, \$12,000)

"Dawn" Holds Up In Montreal Slump

MONTREAL, Aug. 8. — "Another Dawn," on a twin bill at the Princess, stood at the top of the first run list last week with a gross of \$7,000 which was equal to par.

"The Emperor's Candlesticks," at the Palace with "Meet the Missus," collected \$7,500 as against average of \$11,000 while second week of "A Day at the Races" earned \$5,000 at the Capitol, compared with \$9,500 for the first seven days.

Total first run business was \$25,000. Average is \$35,500.

Estimated takings for the week ending July 31:

"A DAY AT THE RACES" (M-G-M)
"THE 13TH CHAIR" (M-G-M)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days, 2nd week. Gross: \$5,000. (Average, \$9,500). First week: \$9,500.

"LOVE FROM A STRANGER" (G.B.)
"THE COUNTERFEIT LADY" (Col.)
LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$5,500. (Average, \$8,000)

"EMPEROR'S CANDLESTICKS" (M-G-M)
"MEET THE MISSUS" (RKO)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. Gross: \$7,500. (Average, \$11,000)
"ANOTHER DAWN" (W.B.)
"FLY AWAY BABY" (W.B.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$7,000. (Average, \$7,000)

Out Hollywood Way

HOLLYWOOD, Aug. 8. — Paramount has tentatively set FRED MACMURRAY and RANDOLPH SCOTT in the leads of "Men with Wings," its aviation epic announced a year ago and which is now set to start Nov. 15 with WILLIAM A. WELLMAN directing.

DAVE DIAMOND has discovered FRANCESCA UDALOFF, blonde Russian girl, working in a department store here, and has signed her to a film contract. She draws the feminine lead in DIAMOND's first Grand National picture which CLARENCE MARKS is writing. . . . Coronet Pictures' first for Columbia release, a BUCK JONES film, will be "Hollywood Roundup." . . . "Gorgeous" has been set back as an ANNA STEN vehicle for Grand National and "At Your Service, Madame," by HANS KRALY and ALBERT J. COHEN has been substituted. . . . M-G-M has set back "Molly, Bless Her," with SOPHIE TUCKER starring, to put the actress in an important role in "Thoroughbreds Don't Cry." . . . M-G-M has changed the title of "This Is My Wife," to "My Wife," because of complications over the former name. LES WHITE, who was photographing it, had to cancel the assignment because of a back ailment and JOE RUTTENBERG is guiding the cameras.

PETE SMITH's short, "Radium," will be released Sept. 1 as "Romance of Radium." . . . BLANCHE FORST, RKO publicity department typist, has become HOWARD BENEDICT's secretary, taking the post of HELEN VARNEY, who is taking a prolonged eastern vacation. . . . JOHN ARNOLD, of M-G-M's camera department, has returned from his vacation. . . . BILL WILSON, stunt man on Goldwyn's "The Adventures of Marco Polo," was thrown from his horse near Chatsworth, where the battle scenes are being taken and suffered a broken arm and lacerations.

RAYMOND MASSEY is expected to be out of the Good Samaritan Hospital this weekend to report for further scenes in "The Hurricane." . . . KATHERINE BRUSH, novelist, has been assigned by M-G-M to write a juvenile romance story, tentatively titled "Listen, Darling."

Casting—GUY KIBBEE and LEWIS STONE in "Bad Man of Brimstone," M-G-M. . . . HUNTLEY GORDON in "Madame X," and ROBERT CONVERSE in "My Dear Miss Aldrich," both M-G-M. . . . WALTER BRENNAN in "The Buccaneer," of DeMille-Paramount. . . . LUCIEN LITTLEFIELD in new untitled Bulldog Drummond feature, Paramount.

Writers and Stories—M-G-M has purchased "Razzle Dazzle," football story by FRANCIS WALLACE to appear serially in the *Saturday Evening Post*. . . . JAMES CREELMAN has joined M-G-M's writing staff. . . . PERRY CHARLES shifts from the studio's shorts department to the cartoon writing bureau.

Contracts—RKO has renewed the contracts of WHITNEY BOURNE and PARKYAKARKAS, players; JOHN TWIST, writer, and LEW LANDERS, director.

Sends Fans to Boys

HOLLYWOOD, Aug. 8.—During the hot spell this week, a Japanese newspaper correspondent sent a gross of hand fans to members of the Warners publicity department.

The gift was appreciated—but the department's offices are air-cooled.

Work Together on Film

HOLLYWOOD, Aug. 8.—Author, composer and lyricist for RKO's "The Joy of Loving," worked as a unit in the preparation of the film. This is a departure from the usual method of operating separately and piecing the parts together after they are finished. Author, composer and lyricist, respectively, are Herbert Fields, Jerome Kern and Dorothy Fields.

Para. Signs Youngsters

HOLLYWOOD, Aug. 8. — Paramount has signed Marie Burton, Paula De Cardo, Nora Gale, Harriette Haddon, Lola Jensen, Gwen Kenyon, Joyce Mathews, Helaine Moler, Carole Parker, Suzanne Ridgeway, Alma Ross and Dorothy White. The dozen newcomers will be developed and trained for future pictures.

Refuse Mauch Loans

HOLLYWOOD, Aug. 8.—Warners are determined that the Mauch twins, Billy and Bobby, will not be separated for film work. Other studios have requested loans of one of the youngsters, and all have been turned down unless both are used.

The boys' next screen vehicle will be a Booth Tarkington "Penrod" yarn.

"Iron Man" Retitled

HOLLYWOOD, Aug. 8.—Universal has changed the title of "Iron Man" to "Blonde Dynamite," a name the studio had previously registered at the Hays office for another story. Preston Foster will play the lead, and others in the cast will include Carol Hughes, Frank Jenks, Astrid Allwyn and George Meeker.

Butler for 'Man's Fancy'

HOLLYWOOD, Aug. 8.—Universal has signed David Butler to direct the B. G. DeSylva production, "A Young Man's Fancy."

Maynard Film Renamed

HOLLYWOOD, Aug. 8.—The title of "Silent Sinclair," Kermit Maynard film for Maurice Conn, has been changed to "Roaring Six Guns."

"High Flyers" New Title

HOLLYWOOD, Aug. 8.—RKO has changed the title of "Kangaroos" the next Wheeler-Woolsey starrer, to "High Flyers."

House for Century

Century Circuit plans to build a 1,000-seat air-conditioned house at Gerritsen and Ave. R, Brooklyn, in the King's Highway district, where they operate the Avalon and Marine.

"Saratoga" Is Philadelphia Top, \$24,000

PHILADELPHIA, Aug. 8.—"Saratoga," getting off to a flying start for a \$6,000 first day gross at the Stanley, ended its first week with \$24,000, a remarkable Summer figure. It stays at least two weeks and possibly a third.

The only other house to top its average was the Earle, where the combination of Herman Bing on the stage and "Ever Since Eve" on the screen grossed \$14,000.

"Wee Willie Winkie" dropped in its second week at the Fox and left after five days with \$8,500 for the period.

Total first run business was \$70,900. Average is \$67,800.

Estimated takings for the week ending July 29:

"MOUNTAIN MUSIC" (Para.)
(2nd run)
ARCADIA—(600), 25c-40c-50c, 7 days. Gross: \$2,500. (Average, \$2,800)

"KNIGHT WITHOUT ARMOR" (U.A.)
BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$10,500. (Average, \$14,000)

"EVER SINCE EVE" (W.B.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Herman Bing, Brown Ames, Billy Wells and Four Fays, the Jansleys. Gross: \$14,000. (Average, \$12,000)

"WEE WILLIE WINKIE" (20th-Fox)
FOX—(3,000), 40c-55c-65c, 5 days, 2nd week. Gross: \$8,500. (Average, 7 days, \$14,000)

"BORN RECKLESS" (20th-Fox)
KARLTON—(1,000), 25c-35c-40c, 7 days. Gross: \$2,100. (Average, \$4,000)

"EASY LIVING" (Para.)
(2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. Gross: \$3,300. (Average, \$4,000)

"SARATOGA" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 7 days. Gross: \$24,000. (Average, \$14,000)

"THUNDER IN THE CITY" (Col.)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$6,000. (Average, \$7,000)

Miss Messinger at Studio

HOLLYWOOD, Aug. 8.—Little Messinger, New York RKO story editor, is substituting for Robert Sparks, story editor here, during the latter's vacation. He will return Aug. 16.

**NATION-WIDE
AIR EXPRESS**

**NORTH-SOUTH
EAST - WEST**



For air
or rail-air service
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RAILWAY EXPRESS
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Division**

Radio Personals

KENNETH COX, control operator, K WNOX, Knoxville, is visiting here. . . . D. Caldwell Davis, editor of NBC's house organ, *The Transmitter*, left on vacation Saturday. . . . Lou Breese and his orchestra, fresh off the Chicago airlines, open at the French Casino Aug. 20, with a twice-weekly NBC wire. . . . Fred Waring's band begins a limited stay at the Drake in Chicago, starting Aug. 27, which has an exclusive Mutual wire. . . . Edward Blainey, after several months' apprenticeship, has been made a sound effects technician. He has been succeeded as apprentice by F. Tilden Brown of the guest relations staff. . . . Claude Rains and Fay Wray will be the Kraft "Music Hall" guests Aug. 12, and the same evening will find Miriam Hopkins before the mike on the Vallee show. . . . Joe Louis will be interviewed over NBC at 5:15 P. M., Aug. 12, by Clem McCarthy.

Chicago Town Pump

CHICAGO, Aug. 8.—Little Jack Little will open at the Trianon Ballroom Aug. 14 for a week's stay and then to the Aragon Ballroom for two weeks. . . . Frances Wallertz, 18-year-old lyric soprano who won a WBBM staff job with her unusual performance in WBBM's high school day broadcast last month, is now starred in her own CBS network program, "Bon Voyage." . . . Steve Trumbull, former Chicago CBS publicity chief, visited Chicago last week to sail with Fran Byrne, Chicago photographer, to sail in the Mackinac race. Trumbull is now a member of the staff of the *Miami Tribune*, and a citrus fruit grower. . . . Hal Makelim, newly appointed WIND sales manager, was formerly manager of KXBY, Kansas City. . . . John Harrington, busy WBBM, news, sports and man-on-the-street commentator, has the Sinclair Refining Co. for his sponsor on a daily 15-minute news review.

Cincinnati Town Pump

CINCINNATI, Aug. 8.—Margaret "Peg" Maloney, publicity chief of WKRC, is on her vacation. . . . Bill Seymour, newsroom editor, and brother of Ann Seymour of the ether lanes, is pinch-hitting. . . . Charlie, the six-year-old son of France Raine, radio editor, *Cincinnati Times-Star*, interviewed by Ken Williams, WCKY announcer, displayed an unusual knowledge of radio programs.

Omaha Town Pump

OMAHA, Aug. 8.—Grounds of WOW's transmitting station, located on a high hill northeast of Omaha, are being beautified. . . . Harry Burke, program manager for WOW, has returned from a vacation trip to Yellowstone Park and west coast points. He visited his parents in Portland while away. . . . Dorothy Delfs, formerly with the Cathedral choir of Lincoln, Neb., has become WOW's day hostess. She also is doing vocal and piano numbers for the station.

Philadelphia Town Pump

PHILADELPHIA, Aug. 8.—Wedding bells will ring next fall for WIP's night supervisor, John Facenda, and

Einstein a Visitor

Prof. Albert E. Einstein was an unexpected Radio City visitor the past weekend, and naturally he was escorted through the broadcasting plant by NBC officials. Finishing the tour, the father of relativity remarked:

"Ha! It's all quite complicated."

Dorothy Hunger. . . and similar music for Doris Havens, WCAU accompanist, and E. Samuel Lonholm, radio singer. . . . Jacqueline Ash, member of Hal Roach's movie gang, is a guest star with Uncle Wip on WIP. . . . The Sleepy Hollow Gang, having left WCAU, and their mountain music is now on WEEU, Reading, Pa. . . . Jim Aull, KYW press chief, is vacationing. . . . Harold Davis pinch-hitting for Pat Stanton's WDAS shows while the latter is honeymooning in Canada.

Don Martin, former WIP announcer, will leave this week to join the staff at WTAR, Norfolk, Va. . . . while he is recuperating from a recent accident that dislocated his hip, Stoney McLinn, WIP sports director, is broadcasting all his sport programs directly from his bedside at his home.

San Antonio Town Pump

SAN ANTONIO, Aug. 8.—Kenny Hyman, former control man at KABC, has gone back to his old job as supervisor with Western Electric in Houston. . . . Grand Prize Beer is now sponsoring KABC's "Voice of the Crowd" from in front of the Gunter Hotel. . . . Tee Casper of KAND, Corsicana, Tex., was a recent visitor at the Alamo Broadcasting Co. and other local stations. . . . "Knight Knappers" is a new program on WOAI Wednesday, Friday and Saturday at 9:15 P.M., sponsored by Knight Kap Corp. It will go on the Texas Quality Network beginning Aug. 15, says Steven Wilhelm, head of Payne's Radio Agency.

San Francisco Town Pump

SAN FRANCISCO, Aug. 8.—Purchase of a launch, in which shortwave equipment will be installed for remote pickups along the waterfront, was announced by KGGC's new manager, S. H. Patterson. . . . John Nesbitt's "Passing Parade" will return to Mutual Sept. 12, after six months on NBC's red network. . . . M. H. Sears, KJBS announcer, has resigned to join KYOS, Merced. . . . KFRC's Enes Canata, program traffic head, is recovering from injuries incurred when struck by an auto recently on the way to work.

Pepperell Series to Go on NBC-Blue Net

The Pepperell Mfg. Co., which last spring tested a series of philosophical talks by Dr. Karl Reiland over two southern stations, will bring the program to the networks beginning in November.

The talks will be presented over the NBC-Blue network, Fridays, 7:15 to 7:30 P. M. Batten, Barton, Durstine, & Osborn is the agency.

The series will mark Pepperell's first attempt at network advertising in more than six years.

Packard Re-Signs for 13 More NBC Weeks

Packard Motor Corp., sponsors of the Tuesday night NBC-red program, has placed a 13-week renewal order for the series, effective Sept. 7. The Packard show, heard from 9:30 to 10:30 P.M., shortly will undergo talent changes which will bring Charles Butterworth, Lanny Ross and Raymond Paige's orchestra to the hour. Young and Rubicam is the agent.

WNBC Adds News Periods

NEW BRITAIN, Conn., Aug. 8.—Milt Berkowitz, WNBC news editor, has inaugurated a new news setup. The regular Transradio news periods now are being augmented with bulletins from Transradio Press at intervals during the day, usually on the hour and half-hour station breaks. The station has received many favorable comments since the idea was put into effect this week.

George Bijur Returns

George Bijur, former vice-president of Fletcher & Ellis, Inc., has returned from a six-month survey of advertising technique in Europe. He will open offices shortly after Labor Day at Rockefeller Plaza, where he will head his own agency, to be known as George Bijur, Inc.

WOR to Discuss Films

"Motion Pictures and Their Effects Upon Growing Children" will be discussed at the meeting of the Parents' Club of the Air over WOR tomorrow from 12 noon to 12:15 P. M. A *Parents Magazine* speaker will make the address.

Complete "Like It" Cast

CBS has completed casting for "As You Like It," sixth production in the network's Shakespearean cycle, which will be broadcast Aug. 16. Assigned to the lead roles are Wendy Barrie, Frank Morgan and Moroni Olsen.

Air "Romeo" in Spanish

Tiajuana, Mex., Aug. 8.—NBC and CBS may battle over the Bard, but it means nothing to this Spanish-speaking community just across the border from San Diego. They've got their own Shakespearean troupe covering the town with 100 watts power behind them.

A flowery Mexican version of "Romeo and Juliet" thrilled native listeners this week on XEC. Studio, transmitter, sound effects department and everything else are all located in one room. The announcer doubles as a member of the cast recruited from local townsfolk and the engineer spins recorded sound effects. Those who speak the language say the results are just as exciting as NBC's.

Makers of Receivers Raising Ad Budgets

Prospects for radio receiver sales this fall are brighter than they have been in many years, with set manufacturers consequently hiking their advertising budgets an average of about 15 per cent. Radio will receive a goodly share of the budgets.

Among the set manufacturers who will try radio as a consistent medium for the first time in a considerable period are Zenith and Stewart-Warner.

Zenith has signed a 52-week contract for a network program on NBC. Program details are lacking, but the program will begin late this fall. The network will be large enough to make Zenith one of the largest users of radio, it is said.

The Stewart-Warners radio campaign has not been fully formulated as yet, although it is believed the company will devote the greater part of its radio budget to spot and transcribed series on stations throughout the country.

Philco and General Electric have programs currently on CBS and NBC.

WOW Appeal Secures 1,500 Subscriptions

OMAHA, Aug. 8.—Approximately 1,500 subscriptions to the *Radio News Tower*, publication of WOW, were received following a single 15-minute broadcast by Foster May. May decided to use the time when renewal subscriptions for the publication were slow in coming in.

Chevrolet sponsors May's "man-on-the-street" series, but May is given latitude in selecting any subject he chooses. In choosing the *Radio News Tower* he adopted a bantering style, asking that his listeners prove their loyalty to him by subscribing.

Returns were beyond the station's wildest hopes, many of the letters containing as much as \$2 or \$3. The yearly rate is 50 cents, but some subscribers asked for two or more years or sent in names of friends.

Garrett Gets Atlas Radio Foreign Post

Herbert R. Ebenstein, president of the Atlas Radio Corp., has appointed Sidney Garrett as foreign sales representative. Garrett sails aboard the *Georgic* Saturday to take up his duties in London.

Garrett has long been identified with the film industry and has for many years been the representative abroad for Harold Lloyd and Sidney Chaplin.

"Ma Perkins" on Four Years

"Ma Perkins," NBC serial sponsored by Procter & Gamble through Blackett-Sample-Hummert, will be on the air four years with the Aug. 14 broadcast. The program began over WLW on that date in 1933, and shortly thereafter moved to the NBC network, where it is now heard over both the Blue and Red webs.

Atlantic Gets Ohio State

AKRON, O., Aug. 8.—The Atlantic Refining Co. has signed to sponsor the five Ohio State home games on WADC. Games to be aired from Columbus will be Texas Christian, Sept. 25; Purdue, Oct. 2; Northwestern, Oct. 23; Indiana, Nov. 6, and Illinois, Nov. 13.

Monday, August 9, 1937

Train to Broadcast From Cincy to N. O.

NEW ORLEANS, Aug. 8.—A continuous broadcast from a moving train from Cincinnati to New Orleans, with announcers, musicians, singers and other radio artists on the programs, will be made over six radio stations in cooperation with the Louisville & Nashville Railroad on Aug. 14 and 15. The program is being offered in commemoration of the fourth anniversary of the daily "Pan-American" broadcast.

One of the railroad's air-conditioned dining cars is being converted into a traveling studio. WSM, Nashville, is installing a short-wave transmitter on the car which is known as short wave station WBPA. The transmitter will be used during the entire trip.

WSM states the F. C. C. advised it, when application was made for a permit for the installation of the special equipment, that no request for such a broadcast had ever before been made.

At 7:30 A. M. Sunday, Aug. 15, WWL at New Orleans will send out a program from the train for 25 minutes before the train reaches the L. & N. station there. After the train arrives at New Orleans, its final destination, WWL will continue its broadcast, interviewing passengers and broadcasting a short talk by city officials of New Orleans. Jack Harris, announcer for WSM, will be in general charge throughout the trip.

"Kiddies' Review" Celebrates

KANSAS CITY, Aug. 8.—The Kansas City "Kiddies' Review," WHB feature, celebrated its fifth birthday anniversary last week and moved into its sixth year. Now sponsored by Jenkins Music Co., it is broadcast at 10:15 each Saturday morning from the Jenkins auditorium. Charles Lee Adams is director.

More than 25,000 persons have watched the broadcast in the five years. Adams has conducted 122 outside engagements of the revue in theatres, at fairs, etc. At Bethany, Mo., the units have played 12 return engagements. In another spot they have been back nine times.

KFSD Adds Programs

SAN DIEGO, Aug. 8.—A transcribed series of "True Story Court" is a new half-hour weekly feature on KFSD, local NBC-Blue outlet. Sponsored by Lipton's Clothery, the series is aired Sundays at 4:30 P. M. The program was set through the Gracemill agency.

Another new transcribed program, spotted for Sunday, on the same station, is a 15-minute broadcast of religious talks and music, titled "St. Germaine's Teachings." The program is heard at 9:30 A. M. and is a sustainer.

Resume "Heatrolatown Herald"

CINCINNATI, Aug. 8.—Wells Ginn, WLW actor-announcer, again will be editor of the "Heatrolatown Herald" when it returns to the air for another season tomorrow. It will be heard Mondays from 9 to 9:30 P. M., E. S. T., and will include "Who Said That?" flashbacks of famous sayings and their origin; "Fashions in Music," a comparison of music of one era with another, and "Candid Musical Pictures," embracing candid camera shots of melodies from various sections of the country.

New Mexico Station May Use 500 Watts

SAN DIEGO, Aug. 8.—Reports along radio row that the proposed 150,000-watt transmitter at Rosarito Beach, 20 miles south of San Diego, on Mexican soil, may eventually come on the air with only 500 watts fail to surprise local men. Current information is that the station will go on the air in about a month using 1,040 kilocycles.

The biggest threat to a crowded ether is seen in XELO which will use high power just a notch on the dial away from KPO, NBC Red network key station.

Already on the air just over the line from San Diego are: XEC, XEMO, XEAC, XEBG, XEOK. XEMO is installing its own power plant.

Increase Mexican News

MEXICO CITY, Aug. 8.—Thrice daily news bulletins, formerly the exclusive feature of but one local radio station, are now being dispensed from four stations. One station gives these bulletins in English.

"Fireside Reveries" to KSL

SALT LAKE CITY, Aug. 8.—"Fireside Reveries" for the Independent Coal Co. will be a quarter hour release each Thursday evening over KSL. The contract calls for 39 performances. Talent will be composed of Miriam Erickson, soprano; Ramp-ton Barlow, baritone, and a String Ensemble. Commercial dialogue will conform with contemporary and current happenings throughout the territory the coal producers serve with occasional salutes to honor cities in its territory. Placed by Edward J. Broman, the first program will be aired Aug. 6.

KSFO Adds Four Accounts

SAN FRANCISCO, Aug. 8.—New spot announcement business signed for KSFO, CBS outlet, includes Baldwin Laboratories, Saegertown, Pa.; Beaumont Laboratory, St. Louis; Carter Co. and Maryland Pharmaceutical Co. of Baltimore.

Radio Beau Geste

Boston, Aug. 8.—A nice gesture has been made by WBZ and WBZA in the NBC *Air Way to Sales*, in which is featured a photograph of Lewis Whitcomb. Whitcomb is with CBS here.

The caption reads: "WBZ contemporaries salute gallant Lewis S. Whitcomb, assistant manager of WEEL, winning his battle with critical illness."

Auburn Firm Seeks Facilities of WMBO

WASHINGTON, Aug. 8.—Taking over the facilities of WMBO, Auburn, N. Y., is sought by the Auburn Publishing Co. of that city with the filing of an application with the F. C. C. for a construction permit for a new broadcasting station to operate on 1,310 kilocycles with 100 watts power night, 250 watts day.

The commission also received an application from KOL, Seattle, for authority to change its frequency from 1,270 to 1,020 kilocycles and increase its night power from 1,000 to 5,000 watts.

Two Nets to Carry Game

CHICAGO, Aug. 8.—The fourth annual football game between the College All-Stars and the professional champions—this year the Green Bay (Wisconsin) Packers, will be described from Soldiers' Field, Sept. 1, by both the Mutual Broadcasting System and the NBC-Blue network.

However, no NBC station within a 150-mile radius of Chicago will carry the event. WGN, of the Mutual System, owned and operated by the *Chicago Tribune* which is sponsoring the football classic, will be the only station in the Chicago area broadcasting the game.

Hollywood Town Pump

HOLLYWOOD, Aug. 8.—Foster Goss, city editor of the *Illustrated Daily News*, has resigned to take over the editorship of the News Bureau. Pete Pringle remains as his assistant. Goss will move in tomorrow. . . Black Drug Co. of New York, through Husband & Thomas, Inc., has placed a contract calling for a Monday through Friday daily 100-word news announcement, from Oct. 4 to Feb. 18, on KFI plugging Omega Oil.

Returning from a tour of the West coast, Tommy Tucker and his orchestra have been booked into the Pasadena Civic Auditorium for Friday and Saturday nights and KNX and the Columbia Pacific stations will broadcast from a remote each night from 11 to 11:30 P. M., P. S. T. . . Hill-billy swing music, whatever that might be, will be introduced on the KNX "Hollywood Barn Dance" Saturday night by the trio of "Lizzie, Dizzie and Frizzie," who are billed as "Queens of Quaint Swing."

Paul Richards will be heard on the Fire Dep't. broadcast on KNX Saturday from 7:45 to 8 A. M., P. S. T.

Richards is a Los Angeles youth who, as a baritone, made good in New York air shows. . . Ray Buffum has been appointed by the Robert S. Taplinger office as publicity executive for the Ruthrauff & Ryan radio shows. He will be the contract man on the Al Jolson, Joe Penner and Milton Berle programs and will start Sept. 1, working through both the Hollywood and the New York offices of the firm.

KMTR, with its portable transcription equipment, is conducting a "Man in the Street" survey of the current anti-gambling drive being conducted by city and county officials. The results of the poll are being aired from 7 to 7:15 P. M., Mondays, Wednesdays, Thursdays, Fridays and Saturdays. Frank Robinson Brown, who also conducts the station's "Hollywood Chatterbox," film gossip commentary, is doing the series. . . Capt. J. M. de Beaufort, who was in the British Intelligence service during the World War, has begun a series of interviews on his experiences on KMTR. Frank Ellissen is handling the series, which will be heard Wednesdays at 7:45 P. M., P. S. T.

Birmingham's Radio Lineup Is Shifted

BIRMINGHAM, Aug. 8.—The city's radio lineup has been altered considerably, with WSGN, the *News-Age-Herald* station joining the new southern Blue network of NBC, and WAPI undergoing a change in ownership.

Taking over WAPI under terms of a 15-year lease are Thad Holt, former assistant national director of the WPA, and Ed Norton, real estate operator. WAPI will continue to broadcast Red network programs of NBC and such Blue network programs as were originally sold nationally for WAPI until Jan. 1.

WAPI, however, now has pending before the FCC a contract whereby it will transfer its affiliation from NBC to CBS while under terms of the same arrangements, WBRC, now a CBS station, will switch to NBC's Red network. The F. C. C. will approve the proposed transfers, it is expected.

WTMJ Party Draws Crowd

MILWAUKEE, Aug. 8.—Despite rainy weather WTMJ's 10th anniversary celebration attracted some 25,000 fans to the station's transmitter grounds 12 miles west of Milwaukee. People viewed WGMJ's radio progress exhibit, the station's new 400-foot radiator transmitter and the advertiser's midway featuring displays of 23 firms.

The occasion was a homecoming for Louis Roen and Don McNeill, both of NBC; Merle Blackburn of WCFL, Chicago, and Johnny Olson, who is conducting his own program for the Pure Oil Co., all of whom were formerly connected with WTMJ.

Stations Must Pay License

SPOKANE, Aug. 8.—KHQ and KGA must pay regular \$200 carnival license fee for "A Night in Old Mexico," which the stations will sponsor Aug. 13, 14 and 15 in the Gonzaga University stadium. The stations had asked the City Council to lower the fee, pleading that the show was educational and non-profit.

The talent includes an 86-piece band, 20 entertainers and a trick motorcycle squad and pistol team from the Mexico City Police Dept. It will be a good will stunt to open the fall buying season.

Fuller Joins Dispatch

COLUMBUS, O., Aug. 8.—Adrian Fuller is now radio editor for the *Columbus (O.) Dispatch*. Fuller, formerly dramatic editor of the paper and editorial writer there, has handled the *Dispatch* programs on WBNS for several years. He has had an 11 P. M. spot with "Day Is Done" and the noon newscast under the name of the "Globe Trotter." Fuller has traveled extensively abroad and was with the British Army in the Near East during the world war. The *Dispatch* now features a new Sunday radio page in its magazine section.

Seeks Massachusetts Station

BOSTON, Aug. 8.—Thomas Dorgan, former state representative, has filed with the clerk of the House a bill directing the state superintendent of buildings to establish and maintain in the State House a broadcasting station to be used by departments, commissions and officers of the state for distribution of information, particularly about health, education and public welfare. Commercial matters and political discussions would be barred.

Short Subjects

"Vitaphone Broadway-ites"

(Vitaphone)

A fair collection of moderately entertaining vaudeville acts. The turns are presented in straight vaudeville style and include eccentric dancing, comedy and other light material. Running time, 10 mins. "G."

"The Paper Hangers"

(Educational)

There are a few laughs in this entertaining Terry-Toon cartoon, in which the pig-paper hanger arrives with his rooster and dog assistants to paint and paper a house, but who is more than a little upset by a pair of playful kittens.

Running time, 7 mins. "G."

"Porky's Railroad"

(Vitaphone)

Here are some highly entertaining and excitingly executed cartoon scenes that make first rate amusement. The porcine character races his decrepit equipment against a streamliner. With the aid of an infuriated bull he wins and becomes pilot of the new train. Running time, 7 mins. "G."

"Vitaphone Pictorial Revue No. 12"

(Vitaphone)

In this reel there is shown a clever child golfer, the manufacture of pianos, questioning a child genius, and the early stages of the execution of a mural. Mildly interesting. Running time, 10 mins. "G."

"Flowers from the Sky"

(Vitaphone)

A more or less effective variation of the backstage romance idea. Josephine Huston is the focal point. At various points throughout the thin plot she offers light songs which she renders pleasantly. It is an entertaining tabloid musical. Running time, 22 mins. "G."

"Speaking of the Weather"

(Vitaphone)

Here is a gem of a color cartoon that has all the favorable aspects of the recent Warner animated offerings. It is brilliant stuff, highly imaginative, at times slightly satiric, but always hilarious. Various popular magazine titles are used to illustrate a funny little narrative of cops and robbers. Screen personalities are worked in with clever burlesque. It has Academy Award potentialities. Running time, 7 mins. "G."

Permit Okla. Smoking

OKLAHOMA CITY, Aug. 8.—The City Council has passed ordinances permitting smoking in theatre balconies. In the ordinance was a provision for smoking in the Municipal Auditorium during sports events.

Claire Trevor Quits Cast

HOLLYWOOD, Aug. 8.—Because of illness Claire Trevor has withdrawn from the cast of "The Great Diamond Robbery" and has been replaced by Phyllis Brooks at 20th Century-Fox.

Looking 'Em Over

"Borneo"

(Martin Johnson-20th-Fox)

Truman Talley, as producer; Lowell Thomas, as narrator, and Lew Lehr, as continuity man and humorous commentator, have combined their talents to make excellent use of the negative shots by the late Martin and Mrs. Johnson on their last trip to Borneo. Sepia tints are used throughout and they add considerably to the pictorial values and general attractiveness of the film.

As in their last African picture, the Johnsons used a plane as well as native canoes and rafts for navigating. Most of the earlier scenes show various kinds of monkeys and the building of a camp site in the jungle. Lehr's comments on these are intended to supply the humor in the picture.

The action builds up after a party with the natives and the really exciting moments of the film come near the close with the capture of an orang-utang. The huge animal leaps around among tree branches, escapes when a tree is cut down, but finally is subdued after getting tangled in slip knots.

It's good double bill fare and has plenty of interest for children.

Running time, 74 minutes. "G."

"The Case of the Stuttering Bishop"

(Warners)

The adventures of Perry Mason, Earle Stanley Gardiner's fiction character enacted on the screen by various up-and-coming players, are unvaryingly bright and thrilling entertainment. This is no exception. The dialogue is snappy and the story mixes pungent action into the building of suspense.

Donald Woods plays the Mason role. Ann Dvorak is his "Della." The bishop's case comes their way in cleverly handled introductory passages that clearly establish the situation—the plight of a woman who seeks to unmask an imposter posing as her daughter in order to become heir to a great fortune. As the clues become apparent the wealthy benefactor is murdered. The mother of the girl is accused and goes on trial. Woods takes her case. In a fast-moving courtroom scene he breaks down the prosecution witnesses' testimony and draws out the culprit. It has a really clever conclusion that will keep the audience guessing.

Woods acquits himself of the attorney's part with distinction. Miss Dvorak's sophisticated secretary is good. The support features Linda Perry, Ann Nagel, Robert McWade and Craig Reynolds.

Running time, 69 minutes. "G."

"River of Unrest"

(B.I.P.-G.B.)

The Irish rebellion that has served admirably as background for a number of fine films is offered again here as the setting for an ordinary story. There is little new in the development of the plot and the dramatics are rather obvious.

Basically the action concerns the operations of Mick O'Day, who first appears on the scene when he liberates two prisoners taken by the Black and Tans. It is later revealed that he is the brother of Antoinette Cellier, who is engaged to John Lodge, British district officer. But she becomes the center of John Loder's interest, not without a mutual liking on her part. The climax is arrived at during the trial of an informer. The British raid the hideout. There is good suspense in the scene depicting the taking of the revolutionaries.

A young officer discovers O'Day hiding up a chimney. O'Day kills him, but is taken. Following his identification as Miss Cellier's brother, he makes his escape and is killed by Loder. A pair of confederates seeking to avenge O'Day's death lure Loder to Miss Cellier's home. They take Loder for a ride, but the British army comes to his rescue. Lodge, seeing Miss Cellier's love for him fading, takes the blame for her brother's death and leaves the pair to their happiness.

The film moves excitingly enough at times and the characters are colorful although the story is set in troubled times. Niall MacGinnis plays the O'Day role. The performances of the principals are good. Brian Desmond Hurst directed.

Running time, 70 minutes. "G."

Start Free Parking

ALBANY, Aug. 8.—The Grand, a Fabian house, has started a free parking service for patrons on Bank Nights.

Paul Fine Joins G. B.

DES MOINES, Aug. 8.—Paul Fine, formerly with Universal, has been appointed manager of G. B., replacing Lester Rosenthal.

Variety Club

Indianapolis

INDIANAPOLIS, Aug. 8.—About 140 persons participated in Tent No. 10's annual golf tournament and dinner at the Highland Golf and Country Club and 114 of them played. The winner was STUART TOMLINSON, who took first honors two years ago. He was awarded a trophy and will receive \$100 from the Plantation, new night spot near Indianapolis, which will go to the tent's charity fund.

LOUIS (SHORTY) PHILLIPS placed second and JOHN HOWARD was third. Winner in the guest division was BILL REED, who stroked 67; set a new record for amateurs at the country club.

Chicago, Cincinnati and St. Louis tents sent representatives. A dinner and floor show closed the day's festivities.

Kansas City

KANSAS CITY, Aug. 8.—Directors of Variety Club have set Sept. 13 as the date of the Variety Club-Film Row picnic. Earnings from the affair, for which exchanges suspend activities for half a day, go to the charity fund the industry maintains for its own needy.

ROBERT F. WITHERS, Republic-Midwest exchange manager, is general chairman this year.

Pittsburgh

PITTSBURGH, Aug. 8.—Another initiation night is to be held by Tent No. 1 on Aug. 14 for resident and non-resident members who were not present July 17.

Among last week's visitors were: GEORGE WEEKS, HARRY GOLDSTEIN, JACK HOLLISTER, FABIAN WRIGHT and HOWARD ADELSBERGER, who now is in Atlantic City for a two-week vacation.

MRS. JOSEPH MISRACH will be chair-lady at a Ladies' Night Aug. 20, with Mrs. J. J. McGREEVEY as assistant.

Odeon in Manchester

LONDON, July 31.—The Odeon circuit is to open a 3,300-seat house in the center of Manchester, a key city in which it is not so far represented. A site has been acquired in the same area as the Oxford St. Picture House and the Gaumont. Cost is estimated to be £250,000. Odeon has also acquired a site in Southport, Lancashire holiday resort, for a £100,000 theatre seating 2,200.

Wall Street

Board Active in Fractions

	High	Low	Close	Net Change
Eastman Kodak...	180	180	180	— 1/4
Loew's Inc.....	85	84 3/4	85	+ 1/4
Paramount	21 1/2	21 1/4	21 1/2	+ 1/4
Paramount 2 pfd..	19 3/4	19 3/4	19 3/4	+ 1/4
Pathe Film.....	9 1/2	9 1/4	9 1/2	— 1/4
RKO	8 3/4	8 1/4	8 1/4	
20th Century-Fox.	36 1/2	36 1/2	36 1/2	— 1/4
Warner Bros.....	14 1/4	14	14	— 1/4

Technicolor Lone Curb Issue

	High	Low	Close	Net Change
Technicolor	29	28 3/4	28 3/4	+ 1/4

Keith Bond Up a Point

	High	Low	Close	Net Change
Keith B. F. 6s	46.100	99 3/4	100	+ 1

(Quotations at close of Aug. 7.)

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 34

NEW YORK, TUESDAY, AUGUST 10, 1937

TEN CENTS

Broadcasters Charge Music Union Unfair

N. A. B. Sends Out Letter Criticizing Demands

Broadcasters throughout the nation were recipients yesterday of a letter from the National Ass'n of Broadcasters in which it was charged that the American Federation of Musicians, in its move against stations, recording and transcription companies was using "an approach that is not a fair one."

The N.A.B. letter is signed jointly by James M. Baldwin, of the N.A.B.; Mark Woods, treasurer, NBC; Lawrence W. Lowman, vice-president,

*Additional developments in
radio on pages 6 and 7.*

CBS; Fred Weber, general manager, Mutual; John Shepard, 3rd, president Yankee and Colonial networks, and Willett H. Brown, vice-president of the Don Lee Broadcasting System.

The reproach states in part: "Both the purpose and tactics of the A. F. of M. are obvious. The A. F. of M. insists that many more musicians be regularly employed by broadcasting stations. It has elected not to follow

(Continued on page 6)

Building Active in England-Griffiths

England is now in the midst of an extensive theatre building program that will carry into next year, D. E. Griffiths, head of the Kinematograph Renters' Society and managing director for First National in England, stated yesterday upon his arrival on the *Queen Mary* for a three-week vacation.

Because of this, there is a danger of overbuilding, he added, although he could not estimate the number of new structures in progress.

General conditions are excellent, he

(Continued on page 7)

Wilcox Talks Deal For Four "A" Films

Herbert Wilcox will produce four "A" pictures annually in England for RKO Radio Pictures on a long term deal if the negotiations now under way between himself and the company are consummated successfully, according to a statement yesterday from Leo Spitz, RKO president.

Spitz also revealed that RKO has

(Continued on page 7)

National Theatres Changes Predicted

COLORADO SPRINGS, Aug. 9.—Several important changes in the executive setup of National Theatres and some of its subsidiaries are expected to materialize after the annual convention of the circuit here. The moves have been under consideration for some time and are scheduled to become effective shortly after the sessions here on new product and operating policies.

Representatives from all over the country began arriving today for the three-day meeting which will begin tomorrow with Spyros Skouras, executive vice-president of National, at the helm. About 100 will attend.

All major product deals have been closed with the exception of United Artists. This deal has been in work for several months and is expected to be concluded following the return of Skouras, William T. Powers, Edward Zabel and Aubrey Schenck to New York.

A number of equipment men are here to demonstrate new apparatus. This is scheduled for Thursday. Final meetings will be held Friday, following which the men will entrain for their headquarters.

New U. A. Accessory Plan Starts Aug. 23

United Artists will inaugurate a rental plan for its advertising accessories on Aug. 23, Harry D. Buckley, vice-president, stated yesterday. The plan was originally announced at the regional convention here last June.

According to Buckley, exhibitors using the plan will save from 35 to 50 per cent. Accessories not included in the plan are 24-sheets, window cards, heralds, slides and mats.

"Souls at Sea" Is Opened In Spite of a Picket Jam

By J. M. JERAULD

Paramount got "Souls at Sea" off to an auspicious start at the Globe last night in spite of neighborhood complications. The crowd was large and enthusiastic, as the press agents say. That is, that portion of the crowd which saw the picture was enthusiastic.

For months no opening has been complete without a few pickets. Last night's was more than complete. There were almost as many pickets as film patrons.

It so happens that the Globe is sandwiched in between Child's and Horn & Hardart's biggest Automat and that at the latter there is a strike. From

Federal Probe Here Turns to Para.'s Deals

RKO Retains Louis Nizer To Handle Matter

Continuing its informal investigation of the local exhibition field, the Dep't of Justice yesterday called in Henry Randel, Brooklyn and Long Island exchange manager for Paramount, and Lillian Bergson, booker, for questioning. Louis Phillips, who played an important part in the Paramount legal defense lineup in the St. Louis anti-trust trial, also represented the company at yesterday's hearing before Assistant U. S. District Attorney Leo Hickey in Brooklyn.

Louis Nizer of Phillips & Nizer has been retained by RKO to represent the circuit. At the time of the Century Circuit clearance complaint before the NRA against RKO, Nizer acted for the defense, while Mitchell Klupt of Hovell, McChesney, Clarkson & Klupt represented the plaintiff. The issue involved was RKO's clear-

(Continued on page 7)

Report Justice Men Are Busy in Phila.

PHILADELPHIA, Aug. 9.—Dep't of Justice agents will sit in at the Federal court hearing here on Wednesday as "observers" when Paramount application for an order restraining exhibitors in this territory from mass demonstrations in the "buyers' strike" against the company is argued before

(Continued on page 7)

Two Millions Offered Para. To End Suits

Action on Move Expected During the Week

A proposal for a \$2,000,000 cash settlement of the recovery actions brought by the Paramount trustees against former officers and directors of the company may be acted upon late this week, it was learned yesterday.

Stanton Griffis, chairman of the executive committee of Paramount, will submit the proposal, drafted here recently, to Arthur A. Ballantine, of counsel to the Paramount trustee, in London this week. Griffis arrived in London yesterday, while Ballantine has been there for some time in the course of a vacation trip abroad.

The tentatively agreed upon payments to be made by the 24 defendants in the two recovery actions aggregate about \$2,000,000. If approved by the trustee and counsel, the cash settlement would be paid over to Paramount. Indications are that further negotiations will be necessary as the trustee is reported to be opposed to having the payments spread over a period of years, as some of the defendants have requested, and, in addition, regards the settlement figure as inadequate.

Associates of Kuhn, Loeb & Co., who are defendants in the actions, and include Sir William Wiseman and the

(Continued on page 7)

"Dallas" Expected To Gross \$100,000

With \$63,750 already in the till for the first four days, the Music Hall is expected to wind up the first week of "Stella Dallas" with approximately \$100,000.

"Artists and Models" is doing capacity business at the Paramount where it garnered \$46,000 in five days. The seven-day gross is expected to exceed \$60,000. The picture is definitely set for three weeks and may be held a fourth.

The weekend take for "Wee Willie

(Continued on page 7)

Studio Makeup Men Insist on Contract

HOLLYWOOD, Aug. 9.—Its leaders charging the I.A.T.S.E. with interfering with the contract already approved by the producers, the makeup men's local of the Painters' Brotherhood met tonight to consider a course of action

(Continued on page 4)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Missouri to Audit Firms in Tax Drive

KANSAS CITY, August 9.—An audit is to be made of every retail establishment in Missouri, including theatres, covering business back to Jan. 15, 1934, when the first sales tax levy went into effect.

Forrest Smith, state auditor and collector of the sales tax, said he expected the auditing would secure several million dollars for the state. About 50 auditors working out of Smith's department will start within a few days, beginning with the larger cities.

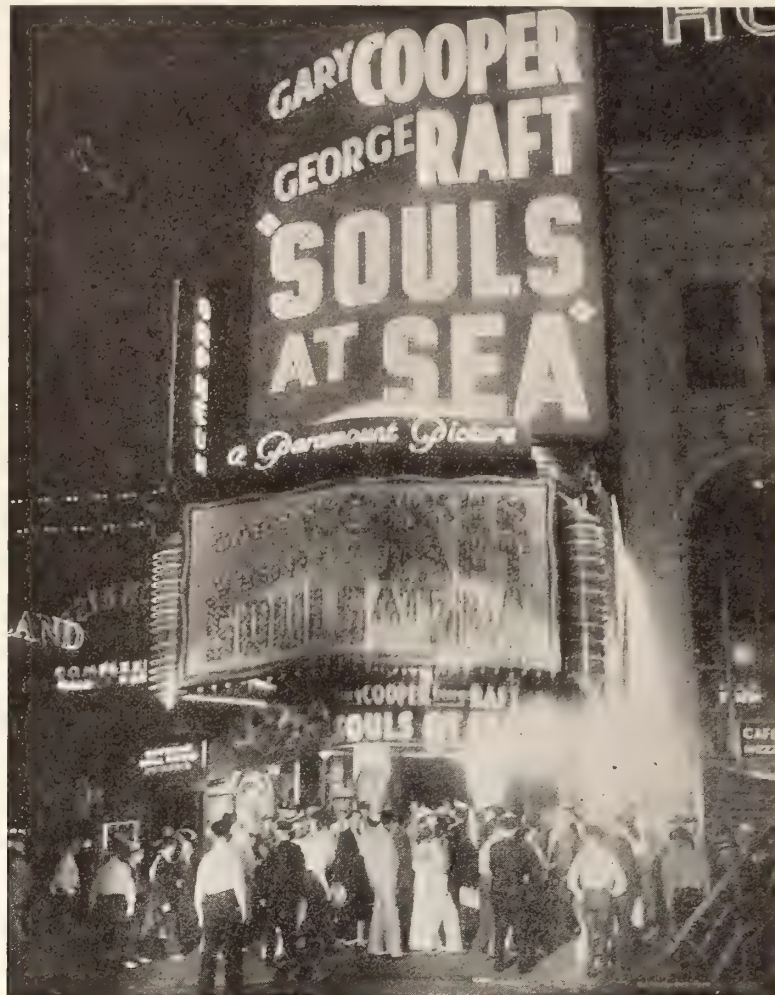
From Jan. 15, 1934, to Aug. 27, 1935, the one-half of one per cent levy was in effect. On June 8, this year, the two per cent levy became effective.

"Zola" Dated for Oct. 2

Warners have set Oct. 2 as the national release date for "The Life of Emile Zola," which opens tomorrow night at the Hollywood Theatre.

Heavy advertising is to be concentrated in national magazines, with full page review layouts scheduled for some. The company expects the film to run at least eight weeks at the Hollywood.

"Souls at Sea" Is Opened In Spite of a Picket Jam



Scene on Broadway last night as Paramount opened "Souls at Sea" at the Globe.

Seize Bank Night Outfit

ORLANDO, Fla., Aug. 9.—On authority of a Circuit Court order obtained by the City of Orlando, Sheriff Frank Karel entered a theatre here and confiscated all Bank Night equipment.

City officials said they approved the action because of the fire and traffic hazards caused by crowds collecting in the street outside the theatre on the night of the weekly drawing.

End Bank Night at Blair

BLAIR, Neb., Aug. 9.—By order of the Attorney General's office, C. N. Robinson has dropped weekly Bank Night drawings at the Home.

Previously County Attorney Grace Ballard, only woman holding this office in Nebraska, had refused merchants' requests to bar Bank Night until the State Supreme Court rules in September on the Fox-Midwest case at Beatrice.

Set Bank Night Hearing

LINCOLN, Aug. 9.—Through a stipulation granted by the Nebraska Supreme Court, the Attorney General's case against the Fox-Midwest Theatre Corp. of Nebraska seeking to bar Bank Night in the state will be heard during the first fall term opening Sept. 20.

(Continued from page 1)

were the only ones to get a hand. She had a tricky white hat that could be seen a city block away.

Among those noted in the arriving crowd were Barney Balaban, John W. Hicks, Abe Montague, Herbert Wilcox, Neil F. Agnew, Mrs. Adolph Zukor, Leah Walker, C. C. Moskowitz, Alec Moss, Joe Moskowitz, Russell Holman, Harry Charnas and W. G. Van Schmus, who had just come over from the Music Hall, where he had marveled at the agility of customers who could leap the new subway excavation and weave over and around the steel beams that clutter up the corner of 6th Ave. and 50th St. Getting into any theatre is becoming a stunt.

Some bright exploitation man will soon figure out how to open a picture without a sidewalk blockade. He'll reserve the balcony for the pickets and let them rest their weary feet.

"Souls at Sea" was reviewed from Hollywood in MOTION PICTURE DAILY on August 7.

Brandt After 7 Houses

Harry Brandt is now negotiating for seven theatres in the local area. He expects to add the group to the Brandt circuit by the end of the present week.

Purely Personal

T. H. FLIGELSTONE, former president of the British Cinematograph Exhibitors Ass'n, is due in from London on the Champlain tomorrow. After a week here, FLIGELSTONE will leave for a Hollywood visit.

MIKE MARCO left for the coast by plane yesterday after auditioning about 20 people for "The Daughter of Rosie O'Grady," on which he will be associate producer with EDMUND GRATNGER for Universal.

FELICE GREENBERG, assistant treasurer of F. & M., will leave for San Francisco today for a brief vacation, then go to Hollywood for conferences at the F. & M. office. She will be gone six weeks.

WALTER J. HUTCHINSON, foreign head of 20th Century-Fox, left for the coast yesterday. On Aug. 18 he will sail on the Mariposa from Los Angeles for Sydney, Australia.

FRED McCONNELL of Columbia has returned from a trip to the coast, where he supervised the news serials being produced on the lot.

FRANK ROGERS of the Sparks circuit, Florida, and BILL HOROWITZ of the Hoblitzelle circuit, Texas, are in town for a few days.

MADELEINE WHITE yesterday celebrated in honor of her 16th year as secretary to W. Ray Johnston, president of Monogram.

W. G. VAN SCHMUS will tender Walter Wanger a cocktail party this afternoon at the stuido apartment of the Music Hall.

OSCAR HANSON is recuperating from a recent illness. He managed to escape an operation and hopes to report to work shortly.

AARON ROSENTHAL, Grand National studio comptroller, is in New York for 10 days of home office conferences.

FAY ROTHMAN of Columbia will leave Friday for a vacation in the Adirondacks.

JACK SHEA has returned from a visit to Feiber & Shea houses in Cincinnati.

HARRY C. ARTHUR has postponed his departure for St. Louis a few days.

LEONARD MORRIS of Paramount flew to Chicago yesterday.

... Denver

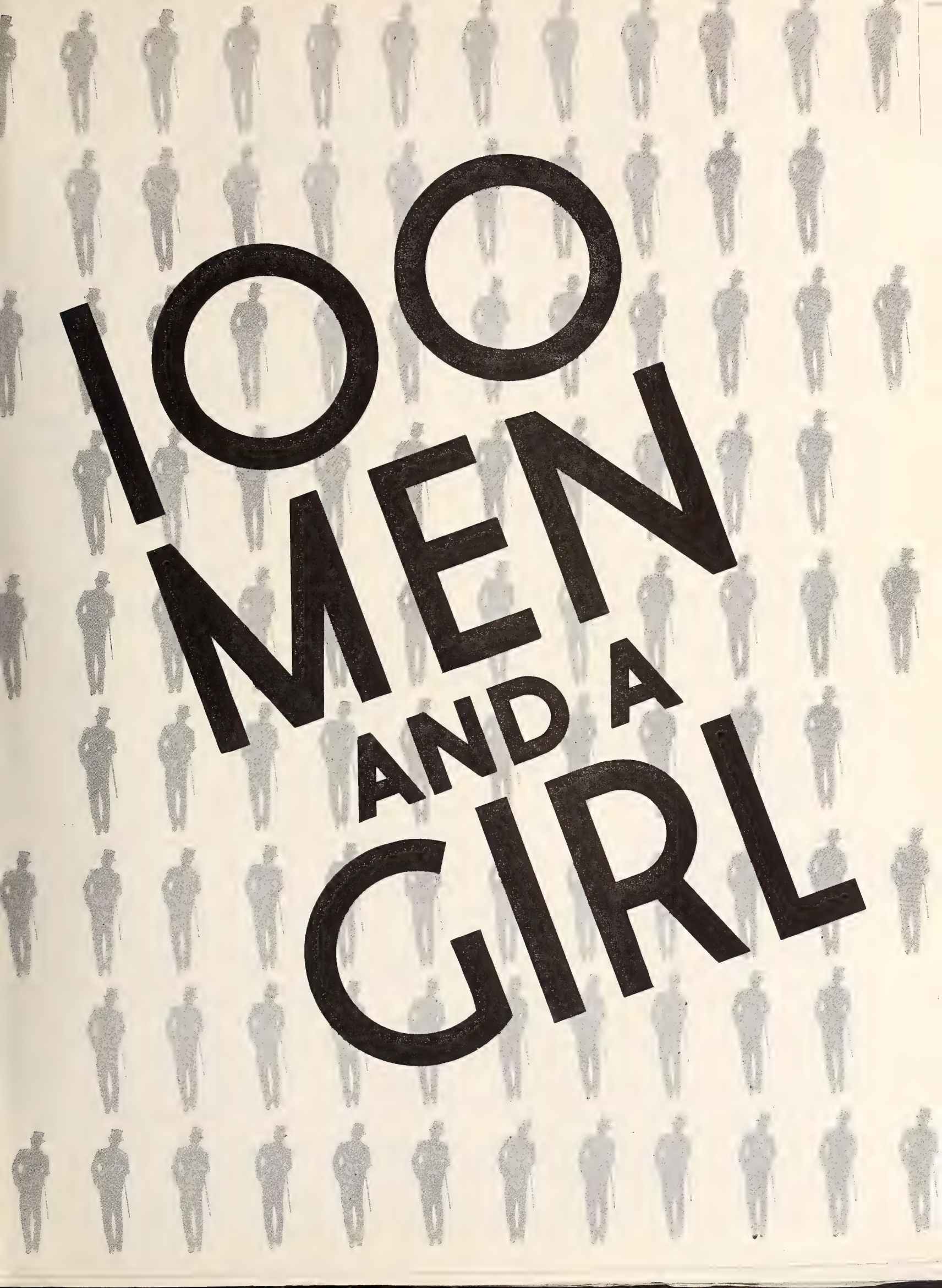
LON FIDLER is back from a two-weeks trip to Salt Lake City.

L. L. DENT is touring Europe, and his letters say he is having a grand time.

IRVING JACOBS has gone north for a 10-day business trip.

CLAUDE EZELL, Dallas, Tex., and RAY COFFIN, Des Moines, Ia., in town to confer with C. U. YAEGER, all of Affiliated Enterprises.

Tommy Melton has gone to Montana for fishing and hunting.



100 MEN AND A GIRL

Reopen Wage Talks With Oklahoma City

Major home office representatives will meet today with George Snodgrass, president, and Paul Kearns, vice-president of the Oklahoma City Film Exchange Employees union for a re-discussion of an agreement reached three weeks ago.

Members of the Oklahoma City unit of the I.A.T.S.E. rejected the arrangement concluded here by I.A.T.S.E. executives and distributor members. Snodgrass and Kearns came on to talk over changes with distributor representatives.

According to Ed Chumley, business agent for the Oklahoma City organization, 76 employees are represented.

Home office representatives stated yesterday that the points in dispute will be cleared up without any trouble. It is also expected that agreements for one or two other cities will be settled this week at the Warner home office where meetings are being held.

Push Cleveland Union Moves

CLEVELAND, Aug. 9.—Electrical engineers and theatre maintenance employees, including theatre managers and ushers will be marshalled into the A. F. of L. under the banner of the Film Exchange Employees' Union, subsidiary of the I. A. T. S. E. in a move to follow the complete unionization of the film exchanges, J. K. Johnson, president of the Film Exchange Employees union reports.

Ira G. Beckstead, business manager is negotiating with local independent exchanges for a wage scale based on the amount of material handled. As soon as an agreement has been reached, an effort will be made to organize front office employees.

AIR EXPRESS

For

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FLY TWA

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"It Happened in Hollywood"

(Columbia)

HOLLYWOOD, Aug. 9.—A pleasingly entertaining picture, "It Happened in Hollywood" will probably cut no great swath in the line of box-office records, but will satisfy thoroughly. Added to its normally reckoned pull by virtue of the name quality of Richard Dix and Fay Wray, who top the cast, will be that psychological reaction of film fans whose appetite for back-of-the-scenes material of the film industry has been whetted by such recent pictures as "A Star Is Born" and "Super Sleuth."

Tim Bart, a western silent star, is thrown out of pictures when he fails in a sound test. His feminine lead, Gloria Gay, goes on in films. Bart, refusing a comeback part in which he would appear as a killer of policeman, is dispossessed from his large ranch home and thrown into consternation by the arrival of a former crippled boy, whose recovery was spurred by Bart's previous invitation while on a visit to a hospital to come to Hollywood for a visit. Bart takes over his former home for a day, and throws a party for the boy, inviting doubles of the stars to fete him. The boy is hurt riding Bart's trained horse, and Bart is about to rob a bank to obtain money for his care when a gang decides to do likewise. Bart shoots them down and on the strength of the publicity created, is signed anew to star in a new type of Westerns, but with Gloria, who, in the meantime, had fallen from the cinema firmament.

The story was written by Myles Connolly, who also produced. Ethel Hill, Harvey Ferguson and Sam Fuller wrote the script, and Harry Lachman directed, all combining their talents for a workmanlike job.

Running time, 60 minutes. "G."

"Flight from Glory"

(RKO)

HOLLYWOOD, Aug. 9.—In "Flight From Glory," turned out in record breaking time by Producer Robert Sisk and Director Lew Landers, RKO has a commendable sustaining attraction. Presented in two sets, an interior and an exterior, the picture is grim personal drama and differently conceived romance contrasted by sequences of sensational aerial acrobatics. Though occasionally wordy, the film primarily is exciting melodrama that won the respect of the preview audience.

Played by a capable cast with Chester Morris, Onslow Stevens, Van Heflin, Solly Ward, Douglas Walton, Whitney Bourne and Rita LaRoy giving performances not ordinarily expected in low budgeted and quickly produced pictures, the show is a noticeable departure from formula aviation films.

Operating a flying freight service in the Andes, Stevens keeps his crew in almost penal servitude. Pilots Morris, Walton, Paul Guilfoyle and Richard Lane know that only the death that is sure to come if they continue flying Stevens' "crates" will bring escape. To the scene comes Heflin and his wife, Miss Bourne, to be quickly disillusioned. As Morris and Walton try to convince the girl Delgado is no place for a woman, Richard Lane and Walter Miller fly to death and Walton sacrifices his life. On the verge of going to pieces, Heflin lures Stevens into a plane whence, after terrorizing him, he leaps to death and Stevens is left to his own fate. Morris embarks to America with Miss Bourne.

In the main the story is told with deft, sure and impressive strokes. That it will go over with the masses is hardly to be questioned. Based on a story by David Silverstein and John Twist, with screenplay by Robert Andrews, the film is crowded with fundamental dramatic elements.

Running time, 60 minutes. "G."

"Buckaroo" New Title

HOLLYWOOD, Aug. 9.—Paramount has changed the title of "Arizona Ames," Zane Grey story featuring Gilbert Roland, Marsha Hunt and Charles Bickford, to "Buckaroo."

RKO Changes Titles

HOLLYWOOD, Aug. 9.—RKO has changed the title of the Lily Pons film, formerly titled "Born to Sing" and then "The Girl in a Cage," to "It Never Happened Before."

To Reopen Hippodrome

Ben Brodie, who operates the Miami and Progress, will reopen the Hippodrome Aug. 27. Opera will be featured three times a week, Thursday, Friday and Saturday.

'Samurai' to Modern Film

Modern Film Corp. has acquired the American distribution rights to "The Daughter of the Samurai," a Japanese film. It will be released in the Fall.

Fleischer to Appeal Labor Board Ruling

Max Fleischer Studios will appeal to the U. S. Circuit Court of Appeals here from the National Labor Relations Board decision directing the company to hold an election of employees to determine their collective bargaining representative, Louis Nizer, attorney for Fleischer, said yesterday.

Nizer conferred on the N.L.R.B. decision and the company's appeal move yesterday with Mrs. Elinore M. Herrick, regional director for the N.L.R.B. The latter's decision, handed down in Washington last week, directed the company to call the election within 10 days and indicated the classifications of employees who would be entitled to vote. Former Fleischer employees who are members of the Commercial Artists & Designers Union have been on strike since early in May.

Studio Makeup Men Insist on Contract

(Continued from page 1)

to follow in order to push through the agreement which gives them a 10 per cent pay increase.

Three courses were discussed—a strike, the calling in of labor conciliators and the seeking of a restraint against the activities of the I.A.T.S.E. At a late hour tonight a decision had not been reached.

The new wage scale was to have gone into effect last Monday, but as a result of some confusion the producers called it off, reportedly after I.A.T.S.E. influence has been exerted.

IATSE to Meet in Seattle

SEATTLE, Aug. 9.—The mid-summer session of the general executive board of the I. A. T. S. E., will start here Aug. 15, according to Basil Gray, business agent of Stage Employees' local No. 15.

The board members will be headed by George E. Browne, president, and will number about 25, including secretaries. A two-week session will be held, with headquarters at the Olympic Hotel here.

Wall Street

Stock Issues Generally Increase

	High	Low	Close	Net Change
Consolidated	3	3	3	
Consolidated, pfd..	13	13	13	+ 1/4
Eastman	180 1/2	180 1/2	180 1/2	+ 1/2
Eastman, pfd.....	158	158	158	
Gen. T. Equip.....	23	23	23	+ 1/8
Loew's, Inc.	86 1/2	85 1/2	86 1/2	+ 1 1/2
Paramount	22 1/2	21 1/2	22 1/2	+ 3/8
Paramount 2 pfd..	20 1/4	19 1/2	19 3/4	
Pathe Film.....	9 1/2	9 1/4	9 1/2	+ 1/4
RKO	8 1/2	8 1/4	8 1/2	+ 1/8
20th Century-Fox.	36 3/4	35 1/2	35 1/2	- 7/8
Warner Bros. ...	14 3/4	14 1/4	14 3/4	+ 3/8

Technicolor Near Year's High

	High	Low	Close	Net Change
Grand National ..	3 1/4	3 1/4	3 1/4	- 1/8
Sonotone	2 1/2	2	2	
Technicolor	30 1/2	29 1/4	30 1/4	+ 1 1/2
Trans-Lux	4 1/2	4 1/2	4 1/2	- 1/8

Paramount Bonds Gain

	High	Low	Close	Net Change
Loew's	99 1/2	99 1/2	99 1/2	- 1/4
Paramount	66 1/2	66 1/2	66 1/2	+ 1
Paramount Pict. ..	100 1/4	100 1/4	100 1/4	
Paramount '47.....	92 3/4	92 3/4	92 3/4	+ 1/4
Warner Bros. 6s ..	95 1/2	95	95	- 1/4

(Quotations at close of Aug. 9)

**FROM COAST TO COAST
"YOU CAN'T HAVE EVERYTHING"
IS TOPPING 20TH'S TOP MUSICALS!**

Six days bigger than full week of "Wake Up and Live" in MEMPHIS! Beating "Wake Up and Live" and "One In A Million" in BALTIMORE! Opening tops "Wake Up" in SAN FRANCISCO! Leading "Wake Up" and "On the Avenue" in RICHMOND, KANSAS CITY, SYRACUSE! Opened bigger than "Wake Up", "On the Avenue" and "One In A Million" in ROCHESTER! Opening tops all (including "One In A Million's" record) in BUFFALO! And this is summer!



...and it gave the Rivoli, N.Y. the biggest summer week-end in 8 years!

Broadcasters Charge Music Union Unfair

(Continued from page 1)

the ordinary practice of approaching broadcasting stations individually through local chapters of the A. F. of M. and considering the problem of each radio station locally and on its own merits, but, rather, to put pressure on broadcasting stations by attempting simultaneously and by national action to deprive them of the services of union musicians, not only at the station and by remote control, but also through the medium of electrical transcriptions, net work programs and phonograph records. We have urged that this approach is not a fair one."

The N.A.B. letter also criticizes the A. F. of M. for not making it clear how many union musicians will have to be employed at each station. It reads: "The International Executive Board of the A. F. of M., rather than the local unions, has assumed exclusive jurisdiction to determine whether the number of musicians employed by any particular station is 'satisfactory,' although rates, and, presumably hours will be determined by local regulation. What number will be satisfactory to the board it declines to say, and we have no means of knowing."

The signers urge upon each broadcaster that he address himself to the problem because "the solution of the present difficulty depends upon the co-operation of each and every member of the broadcasting industry. The undersigned cannot commit or even speak for you. Your cooperation is needed and needed now!"

NBC Daytime Sales Gain 38% for July

The NBC daytime versus evening hour time sale revenue for July finds the daytime total up 38 per cent, and the night time sales netting a gain of but 7.5 per cent, compared to the figures for July, 1936, again proving that the daylight periods are becoming more important each season.

The weekday daytime sales for the month aggregated \$728,880. Weekday daytime sales for the first seven months of the year were \$6,250,862, a gain of 74.2 per cent over the corresponding period last year. The evening sales for July were \$1,907,327. Evening time sales up to and including July were \$15,157,518.

"Borden Edition" Is Renewed

The "Borden Special Edition of the Air," sponsored by the Borden Milk Co., and presented Fridays from 1:30 to 2 P. M. over WEAJ only, has been renewed for 52 weeks, effective Sept. 10. Erwin Wasey & Co. is the agency.

LEO SAYS:

Showmanship keeps those dials tuned to 1010 — and the nation's richest market hears your message!

WHN DIAL 1010

M-G-M-LOEW'S



Hollywood Town Pump

HOLLYWOOD, Aug. 9.—Ed Gardner of the New York office of the J. Walter Thompson agency is here to do some special writing jobs on some of the agency's shows. . . . Lud Gluskin's "On the Air" moves this week from Fridays to Thursdays on the CBS airline, and "Fiesta," a Columbia Pacific net show, vacates the Thursday spot for a Tuesday night airing. . . . Yoshi, Japanese songstress, will be the guest on Gus Edwards' School Days program Aug. 9. . . . Alvin Wilder, who conducts KNX's "Layman's View of the News," has gone off the air until Sept. 13. . . . Don W. Thornburgh will leave Aug. 13 for Chicago and then will swing through the northwest on a combined business and pleasure trip. . . .

KFI's "Hollywood Extras on the Air," a program in which film atmosphere players display their talent, quit the air Saturday. . . . With KECA's "Short Story Playhouse" no longer heard, executives are considering a

new dramatic series to replace it, because of letters received requesting its return, or a similar program. . . .

Allan Jones will make his second appearance in a month on the Fleischmann show Aug. 15. . . . Dalies Frantz, pianist, will be a guest on the Kraft Music Hall Aug. 12. . . . Birt Fisher, manager of NBC Seattle affiliates, KOMO and KJR, is in town looking over local scenery. . . . The Sterling Prod. show, "How to Be Charming," conducted by Beatrice Mabie (Mme. de Sylvara) and plugging Phillips Face Cream, will move to Hollywood's NBC studios from New York Sept. 29. . . .

Guests on the KNX-CBS "Hollywood Showcase" have been lined up as follows: Aug. 14, Ben Kassens and Lillian Lawrence; Aug. 21, Madge Morely, Ted Osborne and Lurene Tuttle. . . . Eddie Albright's Family goes off the air Aug. 9 to Aug. 23 to permit him to take a vacation from the KNX program.

Seven-Month Radio Gross at \$40,534,063

Revenue totals for time on the three networks for the year, up to and including July amounted to \$40,534,063, a breakdown reveals, a gain of 26.8 per cent over the figures for the corresponding period last year.

Of the above figure, NBC accounted for \$22,655,557; CBS wrote \$16,791,677, and Mutual accounted for \$1,086,829. The percentage increases for each network are as follows: NBC, up 22.5 per cent; CBS, up 34.6 per cent, and Mutual, up 9.2 per cent.

Revenue for the combined networks for the month of July only was \$4,780,223, a gain of 24.7 per cent over July, 1936.

Farley Set in Cabinet Series

Postmaster General James A. Farley heads the list of officials who will appear on "The President's Cabinet" series. He will broadcast the initial program on Aug. 25. The period will be heard from 10 to 11 P. M. over the CBS hookup.

Les Weelans Rejoins KLZ

DENVER, Aug. 9.—Les Weelans, after six weeks in Salt Lake City, has returned to KLZ, Denver, as musical director.

KOIL Will Dedicate New Plant Sept. 13

OMAHA, Aug. 9.—Dedication ceremonies for KOIL's new RCA transmitter and 310-foot tower, which will be put into operation Aug. 20, are being planned for the week of Sept. 13 by a committee including General Manager John Henry of Central States Broadcasting Co., Advertising Manager Paul Hamman, Exploiteer R. Bruce Wallace and Chief Announcer Bob Cunningham.

KOIL'S present daytime power will be doubled to 5,000 watts with the new equipment. The F.C.C. has denied an increase in the present 2,500 watts used at night.

Les Waterman Joins KLZ

DENVER, Aug. 9.—Les Waterman, newcomer to KLZ, is succeeding Ralph Sargent at a transmitter job. Sargent in turn succeeds Bob Jensen, as chief engineer. Jensen has gone to Chicago as field man for NBC.

E. F. Montgomery Advanced

DES MOINES, Aug. 9.—E. F. Montgomery, recently regional sales manager for WMT, Waterloo, has been appointed national sales manager of the Iowa Broadcasting system.

September Business At New WFIL Peak

PHILADELPHIA, Aug. 9.—September sales at WFIL will achieve a new peak, according to Donald Withycomb, station manager. Already time commitments for September are running 32 per cent ahead of September, 1936. The upward trend in time sales has been marked by increased buying on the part of national spot advertisers, according to Sales Manager Jack Stewart. Whereas there were only seven national advertisers last year, this September shows 12 spot campaigns. There is also a marked increase in local accounts, 16 already having been entered.

There is also a trend for programs rather than spot announcements on the part of advertisers. Of the local accounts, half will be using programs where last year found only two. Of the 12 national accounts, five will use programs. Stewart also reports that there is an increased interest in the afternoon periods.

WCAU Exclusive on Strike

PHILADELPHIA, Aug. 9.—Exclusive coverage of the city wide trucking strike that crippled the city last week is credited to WCAU. Ken Stowman, director of the station's special events department, reports that the record for special broadcasts goes to Mayor S. Davis Wilson.

With special lines running to the Mayor's reception room in City Hall, the chief executive was heard five times during the three days' strike. In addition, WCAU kept an 18-hour daily watch on the situation, broadcasting hourly bulletins. Further repercussions of the general strike found the Philco Radio & Television Corp. closing its plant for one day when trucks were unable to move and 8,000 of the 9,000 workers were sent home.

Buryl Lottridge in New Post

OKLAHOMA CITY, Aug. 9.—Buryl Lottridge, who recently became assistant manager of KOMA, CBS affiliate, under Neal Barrett, KOMA, manager, has resigned to become director of the Oklahoma Network, Mutual organization here, succeeding Herbert Nelson, resigned. Joe Lee, formerly manager of KADA at Ada, has resigned to become station manager of KTOK, Oklahoma City.

To Permit Labor Discussion

PHILADELPHIA, Aug. 9.—To enable the public to become better acquainted with the policies and principles of the C.I.O. and the A.F. of L., station WIP has offered its facilities to both organizations.

Days set aside for the discussions are Tuesday, Wednesday, Thursday and Friday of the week of Aug. 9. All times are 6:15 to 6:30 P. M.

Foster May to Print Book

OMAHA, Aug. 9.—Private publication of his book, "Here's Your Newscaster," is planned this fall by Foster May, WOW news editor.

May's own experiences as a newscaster and history of radio news reporting, will be embodied in the book.

KFRC Signs Six Accounts

SAN FRANCISCO, Aug. 9.—New accounts using KFRC include Richardson & Robbins, Rainier Brewing Co., Chemo-Ray Mfg. Co., Petri Cigars, the Fur Doctor and H. C. Capwell Company.

Titanic Struggle Impends

A savage struggle, masked under the fair name of baseball, will be contested at Fancher's Field, Pound Ridge, N. Y., Aug. 15. George Bye, literary agent, and Lowell Thomas will lead the daring contestants of the diamond into the fray, which will be broadcast over the NBC-Blue, from 5 to 5:30 P. M. The lineups should bring a stark gleam into the eyes of all lovers of the game:

Bye's "Prehistoric Sluggers": Gene Tunney, Westbrook Pegler, Michael A. Connor, Deems Taylor, Stanley High, Frank Buck, Hendrik Willem Van Loon, George Bye, Heywood Broun.*

Lowell Thomas' "Nine Old Men": Lowell Thomas, Frank Hawks, Lanny Ross, Prof. Gregory Mason, John Barclay, Capt. Jimmy Doolittle, Stoopnagle, Budd, H. T. Webster.

The Umpire will be Katharine Cornell.

*Mrs. Broun will run for her husband, in the event he gets a hit.

Radio Personals

ORVILLE Foster, musical director of KSO-KRNT, Des Moines, is visiting here. . . . Barbara Luddy, lead in "The First Nighter" series, arrived here yesterday from Chicago. . . . Returned from vacations are Emile Corwin and Charlie Pekor of the NBC press staff. . . . Jim McCabe arrived here yesterday from San Francisco to take over managerial duties of the Hotel Pennsylvania. As manager of the St. Francis in Frisco, McCabe discovered and started to fame such bandleaders as Phil Harris, Ted Fiorita, Anson Weeks, and others. . . . Al Pearce returns here Sept. 14. . . . Al Simon, in charge of WHN publicity, returned from vacation yesterday. . . .

KFOX Signs Script Series

Preparing for the fall drama season, KFOX, Long Beach, Cal., has signed for a series of Script Library plays.

Included in the series, which follows the trend of the Shakespeare and O'Neill cycles of the networks, are Jay Clark's radioization of "David Copperfield," the Richard E. Osgood "Royal Romances" series; Ronald Dawson's radioization of Ibsen's "Doll's House," and Ben Hawthorne's specially written radio version of his grandfather, Nathaniel Hawthorne's "Scarlet Letter."

Arrangements for the series were made between Hal Nichols, general manager of KFOX and Genevieve Pace, general manager of The Script Library.

Eight Renew Thesaurus

Eight stations have renewed subscriptions to the NBC Thesaurus recorded program service, while one has signed a contract for initial service. The stations renewing are:

WALR, Zanesville, O.; KTAR, Phoenix, Ariz.; WHBF, Rock Island, Ill.; WDAY, Fargo, N. D.; WNEB, Binghamton, N. Y.; WHBC, Canton, O.; WJAC, Johnstown, Pa., and KSOO, Sioux Falls, S. D.

The new subscriber is KCMO, Kansas City. All contracts are for one year's period.

"Lights and Shadows" on WTCN

MINNEAPOLIS, Aug. 9.—A new program, "Lights and Shadows," dealing with unusual events, has been inaugurated over WTCN. The show, which runs for a quarter-hour each Sunday night, is written by Robert Greer, and all of the characters in the dramatizations are portrayed by Charles Irving, assistant production manager of WTCN. The dramatizations are half in poetry, half in prose.

"Evenings with Papa Haydn" Set

A new symphonic program, "Evenings with Papa Haydn," will bow in over the CBS network on Aug. 15 at 10 to 10:30 P. M. Howard Barlow will take over the spot when he returns from his vacation.

Workshop to Do "Escape"

John Galsworthy's "Escape" will be offered by the Columbia Workshop on Aug. 15 from 7 to 7:30 P. M. over the CBS network.

Air "Zola" Opening

A special broadcast will be conducted by WMCA from the lobby of the Hollywood Theatre here at the premiere of "The Life of Emil Zola." The broadcast will be aired tomorrow from 8:30 to 9 P. M.

Martin Starr, WMCA's screen commentator, will conduct the broadcast.

Building Active in England-Griffiths

(Continued from page 1)

said. Theatres are doing a fine business.

American distributors in England want to see fewer and better pictures made in England. The Warner studios at Teddington will produce from 18 to 20 films next year, Griffiths said. Three new stages were recently completed. He will sail for home Sept. 1 on the *Aquitania*, or a week later on the *Queen Mary*.

Fischer Bringing 100 Girls

I. Frey of Loew's legal department returned from a five-week vacation which he spent at Vichy, Paris and London. He said David Bernstein, vice-president and treasurer of Loew's, will return Sept. 9 on the *Ile de France*.

Clifford C. Fischer who will produce the Folies Bergere show at the French Casino, which reopens Aug. 20, stated he had completed casting the new revue and that 100 girls, including Valiere Tuck, Miss England, will arrive tomorrow on the *Champlain* for rehearsals.

Louis Hayward, who is under contract for two pictures at RKO, left for the coast yesterday after a three-week vacation at his home in England. He said it wasn't much of a vacation as he spent most of his time selecting and completing purchase of a new home for his family.

Francine Larrimore also was on the ship.

Wilcox Talks Deal For Four "A" Films

(Continued from page 1)

closed with Wilcox for the distribution of a second picture from the Denham studios this year. The feature is "The Rat," with Ruth Chatterton and Anton Walbrook. The picture is now in production in England and will follow RKO's release here of Wilcox's "Victoria, the Great."

The four pictures annually on the term deal which is now in negotiation would cost approximately \$750,000 each, according to Spitz's statement. Two of the first year's group would be in Technicolor, it was said.

Indications are that the negotiations will not be completed prior to Wilcox's departure for England tomorrow on the *Queen Mary*, but will be resumed when he returns here next month for the Music Hall premiere of "Victoria, the Great." Wilcox and Anna Neagle, star of the latter picture, will attend the London, Paris, Ottawa, Toronto, Montreal, New York and Hollywood premieres of the film, it was said.

Two Millions Offered Para. To End Suits

(Continued from page 1)

estate of Otto H. Kahn, are to pay a lump \$600,000 to Paramount, under the tentative agreement. Other defendants will pay proportionate amounts, it is proposed. These include, Adolph Zukor, Sidney R. Kent, Sam Katz, Jules E. Brulatour, Frank A. Bailey and the estate of Emil E. Shauer. The aggregate of the payments which would be made by these is reported to be in excess of \$1,200,000.

The actions were brought by the Paramount trustees in 1934 and seek recovery of salaries alleged to have been paid the defendants in "excess of a reasonable amount" between the years 1927 and 1931, and the recovery of sums alleged to have been lost through the redemption by the company of guaranteed stock repurchase agreements granted for expansion purposes during the same period. Recovery is also sought from other directors or associates of "actual or potential" profits alleged to have been made through participations in a Paramount employee stock purchase plan.

Report Justice Men Are Busy in Phila.

(Continued from page 1)

Judge Oliver B. Dickinson, according to reports in exhibitor circles here.

If the reports are correct, it is assumed here that the interest of the department in the case may have originated with the complaint against Paramount filed by Allied States Ass'n with the Federal Trade Commission in Washington last week. In addition, the Attorney General's office has been the recipient in recent weeks of complaints against distribution practices from regional exhibitor organizations and individual theatre owners in various parts of the country, according to local information.

MINNEAPOLIS, Aug. 9.—Theatres in this territory playing Paramount product have not been picketed in the "buyers' strike" against the company, as was originally planned, and picketing of the local exchange was halted late last week when the Federal court here granted Paramount a temporary restraining order to prevent mass demonstrations.

Al Steffes, president of the strike committee of Northwest Allied, said that 250 theatres in this territory have agreed to participate in the strike.

KMTA Steers Clear Of a Buyers' Strike

KANSAS CITY, Aug. 9.—While directors of the K. M. T. A. "feel that all companies who take unfair advantage of exhibitors by sales policies such as have brought on the present action (in connection with Paramount) in other situations should discontinue such unfairness, we do not feel that similar action would be proper for our association.

Meeting for action on the Paramount situation, directors said that "the matter of the boycott and date strike against Paramount in eastern

Federal Probe Here Turns to Para.'s Deals

(Continued from page 1)

ance over Rockville Center and Far Rockaway. The case was never completely decided by the local NRA board as hearings were in progress when the NRA was declared unconstitutional.

Nizer had planned to leave last Saturday for a vacation at Hawaii, but postponed his departure to work on the RKO case. He may leave for the coast the end of the week.

In addition to Loew's and RKO, Skouras Theatres is understood to have been mentioned in the reported complaint by Century Circuit.

A. H. Schwartz, operating head of Century, yesterday refused to comment on the Government action. He had just returned from a weekend at Lake Placid and referred all questions to other parties.

Brief Talk with Skouras

However, George Skouras met him in front of the Paramount Bldg., where Skouras has his headquarters. The meeting was short lived with Skouras asking questions and Schwartz seemingly inclined not to discuss the situation.

Leopold Friedman, legal head for Loew's, said that no one from the circuit had been to Hickey's office. William A. Scully, local district manager, stated that none of his branch managers had been called.

Hickey is expected to ask another local exchange manager to visit him today.

"Dallas" Expected To Gross \$100,000

(Continued from page 1)

Winkie" at the Roxy was \$17,000. The picture will end a three-week engagement Thursday night when "The Road Back" will be previewed as the next attraction.

"High, Wide and Handsome" tallied about \$20,000 in the first two weeks at two-a-day prices at the Astor. "It Can't Last Forever" at the Rialto took in \$6,100. "Marry the Girl" at the Criterion finished with about \$5,000. "Blonde Trouble" is current and will be followed by "She's No Lady" on Friday.

Cast "Dead End" Boys

HOLLYWOOD, Aug. 9.—Having extended the contract of the six "Dead End" boys, Samuel Goldwyn has loaned them to Mervyn LeRoy who will star them in "Why Were We Born?" for Warners. It is taken from a play by Leonardi Bercovici.

"Make Wish" Out Aug. 27

"Make a Wish," latest Bobby Breen picture produced by Sol Lesser, will be released nationally by RKO Aug. 27.

film centers was discussed." Directors unanimously went on record, however, as being opposed to strikes or boycotts of any nature in the settlement of such differences.

"Good Earth" \$20,000 Smash In Pittsburgh

PITTSBURGH, Aug. 9.—"The Good Earth" was a smash hit in the midst of the hottest first run competition this town has had in some time. It grossed \$20,000, over normal by \$9,000, at the Penn.

"The Road Back" was outstanding with a take of \$7,000 at the Fulton. This was \$2,500 over the line.

"Saratoga" held up to \$8,700 in its second week at the Warner, and "Turn off the Moon," with a stage show that included the Three Stooges and Will Osborne's orchestra, grossed \$23,200 at the Stanley.

Total first run business was \$62,900. Average is \$44,000.

Estimated takings for the week ending Aug. 5:

"WEE WILLIE WINKIE" (20th-Fox)
ALVIN—(2,000), 25c-40c, 7 days. Gross: \$4,000. (Average, \$5,500)

"THE ROAD BACK" (Univ.)
FULTON—(1,750), 25c-40c, 7 days. Gross: \$7,000. (Average, \$4,500)

"THE GOOD EARTH" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. Gross: \$20,000. (Average, \$11,000)

"TURN OFF THE MOON" (Para.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Three Stooges and Will Osborne Orchestra. Gross: \$23,200. (Average, \$18,000)

"SARATOGA" (M-G-M)
WARNER—(2,000), 25c-40c, 7 days, 2nd week. Gross: \$8,700. (Average, \$5,000)

"Topper" a \$15,000 Cincinnati Grosser

CINCINNATI, Aug. 9. — "Topper" was high in last week's check-up, grossing \$15,000 at the RKO Albee, where average is \$12,000. It was moved to the RKO Grand.

"Wee Willie Winkie" garnered a \$14,000 take at the RKO Palace for an eight-day run, and was shifted to the RKO Lyric. "Saratoga," after a \$23,000 first week at the Albee, took in \$9,000 at the RKO Capitol, the biggest week at this house in many moons. Average is \$6,500. It held over. The reissue of "Hell Divers" accounted for \$3,100 at the RKO Grand, upping average by \$350. Most of the other houses did nicely.

Total first run business was \$51,700. Average is \$46,700.

Estimated takings for the week ending Aug. 5:

"TOPPER" (M-G-M)
RKO-ALBEE—(3,000), 35c-42c, 7 days. Gross: \$15,000. (Average, \$12,000.) Moved to RKO Grand.

"WEE WILLIE WINKIE" (20th-Fox)
RKO PALACE—(2,700), 35c-42c, 8 days. Gross: \$14,000. (Average, \$10,000.) Moved to RKO Lyric.

"SARATOGA" (M-G-M)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. Gross: \$9,000. (Average, \$6,500.) Held over.

"MAKE WAY FOR TOMORROW" (Para.)
RKO LYRIC—(1,400), 35c-42c, 7 days. Gross: \$3,000. (Average, \$6,500)

"HELL DIVERS" (M-G-M)
(Reissue)
RKO GRAND—(1,200), 25c-40c, 7 days. Gross: \$3,100. (Average, \$2,750)

"LEAGUE OF FRIGHTENED MEN" (Col.)
RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,200. (Average, \$1,250)

"NIGHT OF MYSTERY" (Para.)
RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"MARRY THE GIRL" (W.B.)
KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$5,000. (Average, \$6,500)

Weisman Is Awarded \$15,000 Allowance

Circuit Judge Martin T. Manton yesterday awarded Milton C. Weisman \$15,000 as an ad interim allowance for services as receiver of the Fox Theatres Corp. from Jan. 13 to July 12. Weisman had asked for \$20,000.

Weisman's petition revealed that the \$2,184,184 claim of Adolphus M. Burroughs and Louis M. Boas for alleged breach of contract to purchase a chain of theatres had been disallowed by Special Master Courtland Palmer and the time for an appeal had expired. The \$400,000 claim of Theatre Builders, Inc., for alleged breach of contract to erect a theatre in Newark was settled for \$10,000. The \$100,000 claim of the Nandies Realty Corp. for alleged breach of a lease on a theatre in Ossining was disposed of for \$15,000. Weisman also stated in his petition that his suit against the A. T. & T., Erpi and others for alleged violation of the Sherman Anti-Trust law was in process of settlement.

Monogram to Hold 2 Regional Meets

Monogram will hold two regional sales meetings starting Saturday. The first session will be held at the New York exchange and will be attended by sales forces from Philadelphia, Washington, Boston, Pittsburgh, Albany and Buffalo.

Home office executives will leave for Chicago Saturday night for the second meeting, which opens there Sunday.

W. Ray Johnston and Edward Golden will tell the sales staffs that plans are under way to add star names to all attractions on the program.

Following the Chicago meeting Johnston will leave for the western and northwestern exchanges, where he will hold individual sales sessions. At the same time, Golden intends to depart for the southern territory, where he will hold similar meetings.

Allied Meeting to Get Start Sept. 22

Allied of New Jersey has put back its annual convention one day. Instead of having the three-day meeting open Sept. 21, the sessions will get under way at the Ritz Carlton, Atlantic City, on Sept. 22.

Weekly meetings of the New Jersey will be held from now until convention time. The first session is slated for today at the Lincoln when details on the Atlantic City get together will be gone over. The meetings will last about an hour. Eastern regional heads also will convene with the local unit.

British Title Plan Put Into Operation

A title registration system patterned after that in use here has been set up in Britain and is now in effect, F. W. Allport of the M.P.P.D.A. said yesterday on his arrival here aboard the *Queen Mary*.

Allport went to London last January to confer with British producers on the establishment of a title registration system and remained to aid in setting one up. With cooperation between the British and American title bureaus confusion arising from the occasional duplication of titles is expected to be eliminated in the future.

"Saratoga" Is 2d Week Lead In Cleveland

CLEVELAND, Aug. 9. — "Saratoga" was high for a second week. After doubling the Loew State average in its opening week, it came within \$500 of doubling the average at Loew's Stillman where it moved over for a continuous run. The take at the Stillman was \$9,500. Average is \$5,000.

"Wee Willie Winkie," another hold-over, going to the Allen from Warners' Hippodrome it broke even with \$1,000.

"Ever Since Eve" made the best showing of the new releases. At Warners' Hippodrome it broke even with \$1,000.

Total first run business was \$51,000. Average is \$47,000.

Estimated takings for the week ending Aug. 6:

"WEE WILLIE WINKIE" (20th-Fox)
ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. Gross: \$6,000. (Average, \$5,000)

"EASY LIVING" (Para.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$10,000. (Average, \$10,000)

"SARATOGA" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 2nd week. Gross: \$9,500. (Average, \$5,000)

"SAN QUENTIN" (F.N.)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: 7 acts vaudeville. Gross: \$15,000. (Average, \$15,000)

'Road' on Dual Pulls \$6,950; Seattle's Top

SEATTLE, Aug. 9. — "The Road Back," on a dual with "Wild Money," turned in the best showing of the week, \$6,950, at the Orpheum. This was \$950 over par.

"Saratoga" took \$7,800 in its second week at the Fifth Ave. and went to the Music Box for an extended run.

Total first run business was \$35,500. Average is \$36,500.

Estimated takings for the week ending Aug. 6:

"BEHIND THE HEADLINES" (RKO)
"WHITE BONDAGE" (W.B.)
BLUE MOUSE—(950), 15c-25c-35c, 7 days. Gross: \$3,450. (Average, \$4,000)

"SARATOGA" (M-G-M)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days, 2nd week. Gross: \$7,800. (Average, \$7,000)

"ROARING TIMBER" (Col.)
"CRIMINALS OF THE AIR" (Col.)
LIBERTY—(1,800), 15c-25c-35c-50c, 7 days. Gross: \$3,850. (Average, \$5,000)

"THE EMPEROR'S CANDLESTICKS" (M-G-M)

"BIG BUSINESS" (20th-Fox)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Fifth Ave. Gross: \$3,100. (Average, \$4,000)

"THE ROAD BACK" (Univ.)

"WILD MONEY" (Para.)
ORPHEUM—(2,450), 30c-40c-55c, 7 days. Gross: \$6,950. (Average, \$6,000)

"RHYTHM IN THE CLOUDS" (Republic)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Allen & Breen. Gross: \$4,250. (Average, \$4,500)

Ramon NOVARRO

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MOTION PICTURE DAILY

First in
Film and
Radio News
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Accurate
and
Impartial

VOL. 42. NO. 35

NEW YORK, WEDNESDAY, AUGUST 11, 1937

TEN CENTS

Film Probers Call Haines, Henry Randel

*Will Appear Friday for
Brooklyn Questioning*

Roy H. Haines, eastern division sales head and former metropolitan New York district manager for Warners, and Henry Randel of Paramount will be called Friday morning and afternoon by Assistant U. S. District Attorney Leo Hickey, who is conducting a series of informal conferences in connection with the reported complaint by Century Circuit against Loew's, RKO and Skouras Theatres.

Haines will be accompanied by I. Levinson, Warner home office attorney, and Randel will have Austin C. Keough and Louis Phillips as counsel.

When Haines appears for questioning, it will mark the third Warner representative to be summoned by Hickey. Harry Decker, Brooklyn branch manager, and Sam Lefkowitz, office manager, appeared twice before the Government agent last week. Levinson accompanied them at both sessions. Lefkowitz is no longer with the company, having left Monday to join Prudential Playhouses as general manager. However, he is on call and

(Continued on page 9)

Wilcox-RKO Reach Tentative Agreement

Herbert Wilcox and RKO Radio Pictures are "agreed in principle" on the production arrangements under which Wilcox will make four "A" features annually for the company in England, the British producer said yesterday. Actual closing of the deal, however, is not expected until Wilcox's return here in September.

The deal would be for world distribution and production on the first of the group would get under way in

(Continued on page 11)

Transradio Has 3rd 50,000-watt Station

Transradio, in signing to a long-term contract WHO, Des Moines, Ia., has gained its third 50,000-watt outlet for its news service in the past three weeks. The others are WLS, Chicago, and WCAU, Philadelphia.

WHO will receive the full leased teletype trunk wire recently extended

(Continued on page 10)

More Radio—Pp. 10-11

Musicians' Film Music Demands To Await Broadcast Settlement

The demands of the American Federation of Musicians on Hollywood producers, which are designed to increase studio employment of the union's members, will not be pressed until similar demands on broadcasters and electrical transcription concerns have been settled, Joseph N. Weber, president of the A. F. of M. said yesterday.

Weber added that no meetings with Pat Casey, studio labor representative, who arrived from the coast yesterday, have been scheduled.

The A. F. of M. is demanding that producers discontinue the use of musical recordings from film libraries and, instead, employ orchestras to make new recordings for every picture in which music is used. Film libraries have been supplying most of the music for "B" pictures. The demand will be discussed after agreements have been reached with the broadcasters and electrical transcription concerns, negotiations with whom were recently adjourned until the second week in September.

Casey said he planned to leave today on a vacation by motor and would confer with Weber on his return.

Pathe-Cinema Fate Disturbing French

By PIERRE AUTRE

PARIS, Aug. 3.—French film circles are displaying anxiety over the future of Pathe-Cinema (formerly Pathe-Natan) which has been in receivership for three years and has just undergone another shakeup among the forces in control after stockholders had voted down a reorganization plan.

The proposed plan was presented by

(Continued on page 9)

Cinecolor to Expand Facilities on Coast

HOLLYWOOD, Aug. 10.—Cinecolor, Inc., is planning a \$300,000 expansion program to erect a new laboratory plant for entry into the local color feature field this fall.

At present having a capacity of 400,000 feet per week, the new plant will have a capacity of 2,000,000 feet per week. The plant at present is crowded to capacity with work mostly on shorts for foreign distribution, according to Howard C. Brown, a vice president.

A \$200,000 stock issue is planned. Cinecolor uses a process through

(Continued on page 9)

N. H. Gathering on Bank Night Fizzles

NEW HAVEN, Aug. 10.—A general meeting of exhibitors called here today to take steps for a new test case on Bank Night failed to stir up much interest among theatre men. Another meeting has been called for Thursday.

Roy Heffner, New England Bank Night representative, was here. He

(Continued on page 11)

Makeup Men Vote to Extend Negotiations

HOLLYWOOD, Aug. 10.—The Makeup Artists' Local of the Painters' Brotherhood voted last night to continue negotiations with the producers and turned down strike talk as a means of forcing a contract, which, they claim, has been delayed by the I.A.T.S.E. dispute.

Members also refused to accept the resignation of Vernon Murdoch, business agent, and his negotiating committee.

Assert Philadelphia "Strike" Will Go On

PHILADELPHIA, Aug. 10.—Leaders of the exhibitor "buyers' strike" against Paramount declared today that the withholding of playdates and refusals to discuss new season contracts with the distributor would continue locally despite the outcome of today's hearing on the company's application for a restraining order against the striking exhibitors.

Spokesmen for the strike committee contended that even if Paramount is granted the injunction it seeks by Federal Judge Oliver B. Dickinson following today's hearing, it will enjoy

(Continued on page 11)

Warners' Managers Meet at Washington

WASHINGTON, Aug. 10.—Managers of 39 Warner theatres in this territory met here today for a discussion of fall plans and product with John J. Payette, general zone manager, and Robert Smeltzer, district manager.

Among the speakers were: George A. Crouch, assistant zone manager; Harry E. Lohmeyer, district manager

(Continued on page 11)

Exchange Pay Rise May Pass Two Millions

*Estimates Vary Due to
Lack of Uniformity*

The unionization of exchange employees may cost the industry an additional \$1,500,000 to \$2,500,000 annually, according to estimates made by distribution executives yesterday.

The wide variation in the cost estimates results from the fact that wage scales of individual companies prior to the organizing movement differed considerably. Thus the new union scales represent greater increases in costs for some companies than for others, with the result that no standard average of increase covering all distribution companies can be determined. Several distributors were already paying the present minimum wage scales prior to the organizing movement, others were paying approximately the present minimums, while still others were appreciably below the new scales.

Another factor contributing to the uncertainty of the increased distribution cost is the fact that the scales being placed in effect differ according to the location of exchange centers. Northern and eastern scales are uniformly higher than southern and western scales. This also makes the determination of an average national increase difficult.

Distribution executives are agreed,

(Continued on page 11)

W&W Quits Allied For Co-Operative

DETROIT, Aug. 10.—In one of the biggest upsets of the year in local film circles, the Wisper & Wetsman circuit this afternoon rejoined Co-Operative Theatres of Michigan, Inc., local booking and buying combine. The W. & W. circuit is composed of 12 theatres, all of them strong houses, including the second-run Roosevelt,

(Continued on page 9)

Newbury to Retire As Head of Allied

Lee Newbury, president of Allied of New Jersey, will not consider continuing that post, he stated yesterday. The annual elections will be held Sept. 24, the final day of a three-day convention at the Ritz Carlton, Atlantic City.

Newbury gave as his reasons the

(Continued on page 9)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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"Zola" Opening Tonight

S. Charles Einfeld's publicity department has lined up a long list of celebrities for the opening of "The Life of Emile Zola" at the Hollywood tonight. Industry leaders as well as social and stage figures are included.

The opening will be broadcast from the lobby over WMCA and tomorrow night the opening will be dramatized on the "March of Time" program over NBC.

Skouras Wins Another

The Skouras M. P. Baseball League team won its eighth consecutive game Monday by defeating Apeda Studios, 4-2, at the George Washington High School diamond. The winning team still remains in first place in team standings, having lost only one of 11 games.



Produced by Experienced Showmen
HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Varsity Show"

(Warners)

HOLLYWOOD, Aug. 10.—This high-budgeted spectacle is among the classiest of Warner musicals. With Dick Powell, Ted Healy, Fred Waring and many gorgeous girls in the cast, it is certain to pull them in. The preview audience was virtually in the aisles with laughter at the comedy situations and dialogue, although its pace slackened near the end. It has a well-woven, substantial story and excellent comedy in which Healy emerges as a new type of comic. Healy, Mabel Todd and Walter Catlett furnish the bulk of the laughs.

The story concerns a college whose students call in Powell, an alumnus and a stage producer, to aid them in putting on their annual varsity show. Powell runs into complications with the conservative faculty and a series of mixups. He returns to Broadway, where he is rated as a flop producer. The students become aware of the cause of his departure and come to town, seize a theatre and put their hit show on, giving Powell full credit. The finale, a number created and directed by Busby Berkeley, is just about tops in production numbers with chorus boys and girls forming letters representing various universities as Waring's band plays the school songs. Rosemary Lane of the Waring band troupe is potential star material. She plays opposite Powell and sings in a grand manner.

The picture has nine song numbers, seven of which are written by Dick Whiting and Johnny Mercer. "Love Is on the Air Tonight" and "You've Got Something" are the best bets for popularity. The story is an original by Sig Herzig and Warren Duff. The script was a collaboration between the authors of the story and Jerry Wald and Richard Macauley. William Keighley merits a palm for his efforts to keep it moving at a lively pace.

Running time, 120 minutes. "G."

"Double or Nothing"

(Paramount)

HOLLYWOOD, Aug. 10.—A comparison with "Waikiki Wedding" leaves much to be desired. It moves slowly for three-quarters of the running time. The film's fundamental entertainment and consequent commercial value is confined to its concluding reels. These last reels assume the nature of a vaudeville show and present Ames and Arno in an eccentric dance which provoked spontaneous applause. The audience also thought well of the mimicry of Andre and Steve Calgary and it considered the big production number—the moving of a night club from one building to another—an expert example of stage mechanics.

For motivation the dramatic story is twisted into comedy with musical contrast. Due to their honesty, Bing Crosby, Andy Devine, William Frawley and Martha Raye, a quartet of purse finders, are given a chance to claim a million dollar inheritance. Samuel Hinds plans to flim flam the lucky ones out of the opportunity. Frawley loses his interest quickly. Devine is the victim of a sucker game when drunks make a hole in one on a golf course and get his money. The police close down on Miss Raye, whose tendency to do a strip-tease dance breaks up a water carnival. Finally Crosby, knowing he is in for a trimming, outwits Hinds as the girl in the case, Mary Carlisle, has a change of heart and is with him when the club is moved.

Crosby has four songs and Miss Raye two. Both put them over in their customary style. The chief novelty is a singing band where voices mimic instruments. The audience attending the preview was restless while waiting for something to happen. When it did come the crowd was too fatigued to fully appreciate its worth. Trimming some sequences and eliminating others will undoubtedly speed up the picture and tie the loose ends together to make it more appealing.

Running time, 90 minutes. "G."

(Additional Reviews on Page 4)

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M-G-M Signs Boy Actor

HOLLYWOOD, Aug. 10.—Robert Spindola, seven-year-old Mexican boy who started in films in "The Firefly," has been given a term contract by M-G-M.

Danubia Set for Season

Eugene J. Lang, president of Danubia Pictures, has returned from Europe with a number of Hungarian films to be released here during the coming season. He also arranged for a personal appearance tour in Hungarian communities here by Irene Agai, actress, and Stephen Szekeley, a prominent Hungarian director. They are due shortly.

Hold "Stella Dallas"

"Stella Dallas" will be held a second week at the Music Hall, starting tomorrow.

**Reserve Ruling on
Film Seizure Stay**

Judge Samuel Mandelbaum reserved decision in the U. S. District Court yesterday on the motion for a temporary injunction made by Jewel Prod., Inc., to restrain Henry Morgenthau, as Secretary of the Treasury, and Harry M. Durning, as collector of the port of New York, from attempting to seize the print of "Science of Life."

The print with German dialogue was passed through the Customs House without objection. When the negative of "Mysteries of Sex," with French dialogue entered the country, it was seized by the customs authorities because of alleged obscenity.

Assistant U. S. Attorney General Edward Ennis argued that the print of "Science of Life" was originally admitted without inspection of its contents and that this did not prevent the Government from seizing the print when its contents became known. Judge Mandelbaum seemed reluctant to grant the injunction, but gave both sides an opportunity to file briefs.

Attach Kendis Property

N. Y. Supreme Court Justice Timothy A. Leary granted a writ of attachment yesterday on such New York property as is possessed by the Jay Dee Kay Prod. and its president, J. D. Kendis. The writ was obtained by Principal Film Exchanges which sued Jay Dee Kay and Kendis for \$5,000, charging that the defendants violated a contract whereby Principal was to distribute in New York and New Jersey Jay Dee Kay's picture, "Crusade Against Rackets." Counsel for Principal sought the attachment on the grounds that the principal officers of the defendant firm, as well as Kendis himself, are in California.

**New Haven Theatres
Talk Higher Scales**

NEW HAVEN, Aug. 10.—A meeting of downtown and neighborhood theatres has been called for Thursday, at the Hofbrau Haus for a discussion of a possible raise in College and second run admissions. It will be proposed that the leading neighborhoods raise prices from 25 to 30 cents top all week, in which case Loew's second run Bijou will go up and Loew's B house, the College, will advance from the present 35 cents to 40 cents.

Since the depression, the tendency in the territory has been to cut prices, and only one or two instances of advances have been noted in recent years, although under the NRA code the proposal received much discussion.

Party for Wanger

W. G. Van Schmus yesterday afternoon was host to Walter Wanger at a cocktail party held in the studio apartment of the Music Hall.

Wanger will leave today for Saratoga where he will spend the week-end as guest of John Hay Whitney.

Jameson Barbecue Aug. 16

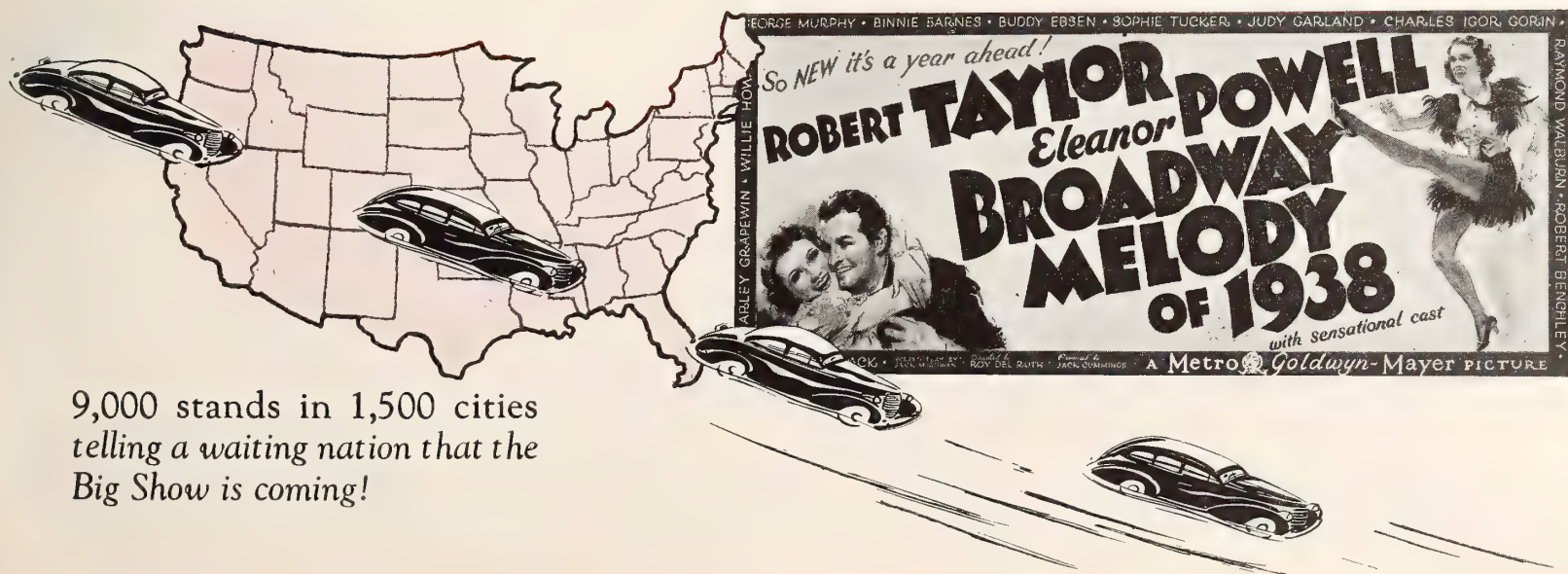
KANSAS CITY, Aug. 10.—One of the most popular social affairs of Film Row's season is the annual barbecue held by Earl Jameson, president of Film Delivery, and Rube Finkelstein, operator of the Belmont. As usual, the affair this year, Aug. 16, will take place at Jameson's country home.

HE SAW THE YEAR'S BIGGEST HIT!

(Confidential wire to M-G-M Home Office)

"Caught sneak preview of 'Broadway Melody' at Long Beach last night stop Tremendous audience reaction stop Picture is two hours and twenty minutes teeming with entertainment stop The biggest show I have ever seen on celluloid stop Should be great money-getter and producer of real box-office draws for new names stop Powell never better stop Taylor swell stop Judy Garland, Sophie Tucker and George Murphy score star standouts stop Production has everything showmanship can offer."

24 sheet across America!



9,000 stands in 1,500 cities
telling a waiting nation that the
Big Show is coming!

◀ Purely Personal ▶

ADOLPH POLLAK, general manager of Theatre Trailer Corp., will leave Sept. 3 for Chicago, Kansas City and thence to Dallas, where he will open another branch office to service Texas, Oklahoma and Arkansas. F. M. SANFORD will be in charge of that territory. POLLAK plans to return in a week and will sail for London where he will open a foreign office.

HELEN J. BAMBERGER, daughter of LEON, who has been with the Institute of Human Relations of the Progressive Education Ass'n this summer, will sail Aug. 21 on the *California* to go to Portland and enter Reed College.

E. M. SAUNDERS, JR., younger son of EDWARD M. SAUNDERS, western sales manager for MGM, will be married Thursday to GRACE SCHWING of Mt. Vernon at St. Joseph's Church, Bronxville.

I. E. LOPERT, president of Pax Film is in Lithuania and will return about Aug. 28 to launch his first production "Mayerling," starring CHARLES BOYER and DARIELLE DARRIEUX.

FRED A. MARSHALL, RKO west coast public relations representative for LEON J. BAMBERGER's department, is in St. Vincent's Hospital, Portland, with an attack of rheumatic fever.

SAM FOX, president of Hollywood Songs, Inc., has closed a deal with Keith Prowse & Co., Ltd., London, for the musical score of "Balalaika," which Paramount will produce.

REGINALD BAKER, managing director for A. B. F. D. in England, will arrive in Quebec, Aug. 12, on the *Empress of Britain*. He will be in New York the next day.

E. J. SMITH, general sales manager of Imperial, has gone south on a business trip.

HENRY SPITZER of Chappell Music Co. has returned from the coast.

MOISHE OISHER, cantor, has been



UNITED'S NEW SLEEPERS ARE REALLY DIFFERENT!

★ Exclusive features: (1) De Luxe Skylounges during waking hours, latest type sleepers made up and ready at bedtime. (2) Sky Room (not sold) courtesy lounge for all passengers. (3) Famous "Continental"—leaves New York and California at dinner hour for overnight coast to coast flights.

TICKETS: United Offices, Travel Bureaus, Telegraph Offices

UNITED AIR LINES

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Sea Racketeers"

(Amkino)

HOLLYWOOD, Aug. 10.—Reaction of a preview audience indicated that in this latest Russian importation to reach here the film never rises from mediocre level and the final destructive uprising is obvious propaganda.

The narrative concerns the misadventures of two unfortunates who escape from the toils of serfdom. They take refuge with a military Legree in an adjoining estate. There they are tricked into servitude again. The interpreter of the title role falls in love with the landowner's daughter. When he rescues her from a marauding enemy troop he is promised her hand and made a sergeant in her father's Cossack troop. But her father reneges on his promise and arranges for her to marry an elderly colonel. The prospective groom is enraged. A reunion follows. His fellow fugitive arranges the details of the ensuing uprising and the difficulties of the oppressed Ukrainian populace are settled. Love seems to have found its way into Soviet scenarios.

The story is based on a purported classic poem by Shevchenko. There are running titles in English.

Reviewed without production code seal. Running time, 92 minutes. "A."

Looking 'Em Over

"Boothill Brigade"

(Republic)

An interesting western melodrama is developed here. Harry F. Olmstead's original story unfolds with a balanced combination of humor, romance and comedy. The characters are all of what is expected of them and the picture moves speedily against picturesque backgrounds.

Johnny Mack Brown is the champion of the rights of squatters who have been living in a valley peaceably until an unscrupulous individual through a legal trick obtains title to the land. They decide to fight before they are evicted. With plenty of hard riding and fisticuffs, more or less instituted by Brown, the tricked people manage to outwit the shrewd Simon Legree and turn him over to the sheriff.

Claire Rochelle is featured opposite Brown. Horace Murphy handles a rustic comedy role easily. Sam Newfield directed.

Running time, 53 minutes. "G."

signed by ARTHUR BLOCK and SAMUEL M. SEGAL to star in the title role of "The Cantor's Son."

FELIX JENKINS will return from a short trip tomorrow.

T. NEWMAN LAWLER of the O'Brien, Driscoll & Raftery law office is vacationing.

ANTHONY PETTI, secretary to J. CHEEVER COWDIN, began an annual vacation this week.

SCOTT DUNLAP, production head for Monogram, has delayed his trip to New York from Hollywood.

IRVING CAESAR left yesterday for a short business trip to Chicago.

ROLAND YOUNG sails today on the *Queen Mary*.

ALFRED HITCHCOCK, G. B. director, is due from England soon on his first visit here. It will be a vacation jaunt.

STEFAN MICHAEL VOGEL of the Motion Picture Herald Managers'

Round Table VOGELS, reaches his second birthday today.

LOUIS FRISCH is back on the job after two weeks at Sharon Springs.

... Omaha

District Manager and MRS. EVERT R. CUMMINGS of Tri-States Theatres have returned from a vacation fishing trip which took them as far as Oregon.

EDDIE FORRESTER, manager of the Omaha, has left for a Minnesota fishing trip with MRS. FORRESTER and their son, JIMMY. FORRESTER hopes to visit Forrester's Falls, Canada, founded by his grandfather.

British Firm's Net Up

LONDON, July 30.—Associated Provincial Picture Houses, Ltd., a Gaumont British company, made a profit of £123,165 in the year ended May 31 last. The increase over last year is £7,929. A total of £192,379, including £69,214 brought in, was available, and a final dividend of four per cent on ordinary shares brings the year's distribution to 6 per cent, with £89,475 carried forward. The profit is a record.

Variety Club

Milwaukee

MILWAUKEE, Aug. 10.—New quarters are being prepared in the Schroeder Hotel here for Variety Club at an estimated cost of \$7,000. Remodeling is expected to be completed by Oct. 1 and the new quarters will be about three times larger than the present space.

The club will hold a luncheon and dinner dance in the evening for the men and ladies' auxiliary Aug. 23 at the Nippersong Country Club. B. J. MILLER is chairman.

Through its Heart of Variety fund, the club recently presented a \$100 check to the mother of the victim of a murder here and assured her that an attempt will be made also to obtain a job for her son upon his graduation from high school.

Pittsburgh

PITTSBURGH, Aug. 10.—Tent No. 1 will hold its ninth annual banquet Sunday, Nov. 14, the day following the Pittsburgh-Nebraska football game. The dinner will be in honor of JOHN J. MALONEY. JOHN H. HARRIS will be chairman for the ninth consecutive time.

Time for receipt of applications of new members has been extended to Sept. 1.

MRS. JOE KAUFFMAN has gone to the Mayo Clinic for observation.

Join Fight on Maine Tax

BOSTON, Aug. 10.—The Independent Exhibitors, Inc., has joined the fight in Maine to defeat the two-year one per cent sales tax when it comes up on a referendum ballot Aug. 16. The referendum, ordered by this year's Legislature, will put the sales tax into effect at once if passed. It would remain in operation until July 1, 1939.

Ohio Has Free Films

COLUMBUS, Aug. 10.—Eight one-reel travelogues depicting scenes of historic and aesthetic importance in the state, have been released without cost and all transportation paid to leading theatres in Ohio, according to B. A. Aughinsbaugh, state director of visual education.

The films, devoid of propaganda, are prefaced with maps showing locations of the places. A narrative accompanies each film.

The COOL Way to CALIFORNIA

"American's" Flagship Skysleepers are air-conditioned before departure and continuously air-cooled by Nature. Two Overnight schedules, on lower-level ALL-YEAR route:

THE MERCURY

3 stops only

Leaves New York 5:10 pm.

Standard time

Arrives Los Angeles 7:30 am.

THE SOUTHERNER

5 stops only

Leaves New York 8:40 pm.

Standard time

Arrives Los Angeles 11:41 am.

Call your travel agent or Phone VANDERBILT 3-2580

Ticket Offices—

45 Vanderbilt Ave. and 9 Rockefeller Plaza

AMERICAN AIRLINES INC.

Film Probers Call Haines, Henry Randel

(Continued from page 1)

may have to put in another appearance.

Randel had been called in Monday along with Lillian Bergson, Brooklyn and Long Island booker for Paramount. Miss Bergson was questioned at length about local theatre developments and bookings and by the time she got through, Hickey decided to hold off his interrogation of Randel until Friday. Both Keough and Phillips sat in during the time Miss Bergson answered questions. No testimony was taken.

Louis Nizer, who has been retained by RKO to represent them in the current investigation, is understood to be making a study of expansion moves by Century during the past 10 years. He has interviewed a number of persons and at the same time has temporarily postponed plans for a month's vacation to Hawaii.

Figured in St. Louis Case

Both Levinson and Phillips played key parts in the defense of the Government's anti-trust criminal and civil actions in St. Louis two years ago. Keough was also active in the Mound City cases. They also took active parts in the recent informal hearing before Assistant Attorney General Hubert Harrington in Newark. In both instances, Newark and Brooklyn film companies are cooperating with Government officials.

Seen in the background of the local investigations is Russell Hardy, who led the Government's legal lineup in the two St. Louis actions. He has been reported to have discussed the Century allegations with the circuit's attorneys in New York.

20th-Fox Asked for Data

Assistant U. S. Attorney General Hubert Harrington of New Jersey has requested local sales executives of 20th Century-Fox to furnish data in connection with clearances and protection in Newark. The local office is now working on the information, but is awaiting word from Felix Jenkins, general counsel, before submitting it.

Representatives from 20th Century-Fox and Universal were missing from the general discussion held in Harrington's office at Newark on July 23. When attorneys and sales representatives of major companies attended the session they found that a complaint had been made by the Mosque, independently operated.

According to Willard B. McKay, Universal general counsel, Harrington has not asked for any information from the company.

Switch Raft's Schedule

HOLLYWOOD, Aug. 10.—George Raft's next for Paramount will be "Strange Fascination," in which Shirley Ross will play the feminine lead. This picture will supercede "Beau Geste," "Argentine Love" and "You and Me," other vehicles scheduled for Raft. William LeBaron will produce and Andrew L. Stone will direct the story, which he is now writing with Eve Greene. It was formerly called "Dream of Love."

W&W Quits Allied For Co-Operative

(Continued from page 1)

which they are taking over from James N. Robertson on Sept. 1.

At the time of the recent schism in the ranks of Allied, when 55 theatres belonging to both organizations resigned from Allied, W. & W. said that they would not re-join the book- ing combine. Since then, it has been reported that Allied and the American Theatre Science, a buying combine of some 40 out-state theatres, would unite with Allied, including the W. & W. houses, to form another combine to compete with Co-Op. Today's action eliminated the possibility of this and completely upset the local picture, Co-Op. now having won enough strength to make it all-powerful in this territory.

H. M. Richey, who resigned from Allied to become director of public relations for Co-Op. at the time of the schism, issue the following statement today:

"At the regular monthly meeting of the board of directors of Co-Operative today, Fred Delodder was elected president to replace James N. Robertson, whose Roosevelt theatre passes to Wisper & Wetsman on Sept. 1 and whose Cinderella Theatre will be taken over by United Detroit Theatres. Gustave Funk, of the Great Lakes Theatre, was elevated to vice-president, succeeding Delodder.

Wisper to Co-Op. Board

"Probably the most important business of the meeting involved the approval by the board of directors of the membership of the Wisper & Wetsman theatres, 12 in number. The combination of Wisper & Wetsman with Co-Operative is the result of several conferences between them, myself and R. E. Moon, general manager of Co-Op. Lew Wisper becomes a member of the board of directors of Co-Op. The organization now has a membership of nearly 100 theatres in Detroit and out-state."

Lew Wisper said: "We believe the movement a constructive one and we are always happy to be a part of a general co-operative movement for the betterment of all."

The switch of W. & W. to Co-Op. and the resulting resignation of their theatres from Allied will be a blow to the exhibitor organization, leaving it with only about 50 theatres in the city and state, most of them unimportant houses. No statement could be obtained from Pearl Sprott, acting manager of Allied, as to the future or future plans of that organization.

Cantor Sells a Story

HOLLYWOOD, Aug. 10.—Eddie Cantor has sold an original story, "Sing While You Sleep," to 20th Century-Fox, and will star in it following completion of "Ali Baba Goes to Town." It is from an original idea of Eddie Davis, one of the comedian's radio writers.

Film Wodehouse Yarn

STOCKHOLM, Aug. 10.—A screen version of P. G. Wodehouse's novel, "Summer Lightning," is being produced by Svensk Filmindustri. The story has been rewritten to fit Swedish conditions by Hans Ekman, son of the Swedish actor, Gosta Ekman.

Newbury to Retire As Head of Allied

(Continued from page 1)

fact that he is out of town so much that he cannot devote the time the post requires. He has headed the unit for two years and feels that another should take over the presidency.

Regional directors will meet the morning of Sept. 22 with Arthur B. Price conducting the session. Nathan B. Yamins, Fall River; Arthur Howard, Boston, and Fred Herrington, Pittsburgh, have indicated they will attend. Other directors, particularly from the west, have not been heard from.

The local unit yesterday held a meeting at the Lincoln where plans for the convention were discussed. A nominating committee is scheduled to be named in two weeks.

Pathe-Cinema Fate Disturbing French

(Continued from page 1)

Robert Dirlor, who has been in control since the retirement of Bernard Natan and the resultant receivership. Dirlor proposed a 50 per cent reduction in debentures, a 25 per cent reduction in shares and the cancellation of the social capital of the receivership society. After a disturbance during which the police were called 250 shareholders present representing 600,000 shares voted down the proposal, 438,000 shares to 165,000. Dirlor was defeated for reelection as president of the board of shareholders, 407,000 shares against 220,000.

Dirlor retired from the meeting and Verdet-Kleber, representing the Union Parisienne, French bank; Lucien Fabre, representing Credit du Nord, another bank; Georges Deacours and Jacques Thibault, representing some Lyons concerns, and Messrs. Clarac and Hayet, representing Kodak Film, were elected to the council.

The council has to start on a new plan, and it is believed it will encounter opposition from the Dirlor supporters. Bernard Natan still owns 184,000 shares under a decision of the Court of Commerce and he is an important factor.

Name Studio Receiver

LONDON, Aug. 10.—A receiver has been appointed for Amalgamated Studios at the instance of Sir Robert McAlpine, Ltd., the builders.

Kempton Wins Drive

KANSAS CITY, Aug. 10.—Jack Kempton, manager of the Sherman, Goodland, Kan., placed first in the "Carnival Week" contest of Commonwealth Amusement Corp. July 25-31. The contest, a feature of the circuit's annual King of the Sun summer campaign, produced prizes also for Stanley Schwan of the Granada, Lawrence, Kan.; Bob Shelton, Star, Warrensburg, Mo., and Glen Deeter, Royal, Hoisington, Kan. Business showed substantial gains during the week, according to Clarence A. Schultz, Commonwealth head.

Frank Ross with Bren

HOLLYWOOD, Aug. 10.—Frank Ross, husband of Jean Arthur and a comparative newcomer to the film business, is now an assistant to Milton Bren, vice-president in charge of production for Hal Roach.

U. A. Testing a New Method for Titling

United Artists, in association with Technicolor technicians, has developed a new plan for superimposing titles on films for foreign markets, according to Arthur W. Kelly, in charge of foreign activities, except England, for U.A.

"Walter Wanger's Vogues of 1938" will be the first picture on which the plan will be used. It will be tried in Buenos Aires and if successful will be extended to other countries.

Under the plan, titles are printed between frames so that they are projected below the picture on the screen. This necessitates dropping the masking of the screen one foot so that the titles are underneath the scene instead of on it.

Kelly stated that all companies will be invited to use the method as an industry development. A test screening will be held next week. The plan also requires that exhibitors change apertures slightly.

George Hilton, in charge of film prints for U.A., worked out the development with Technicolor men.

Cinecolor to Expand Facilities on Coast

(Continued from page 1)

which either Eastman or Dupont bi-pack film is used. Theoretically a two-color process, Cinecolor gets the entire spectrum range, according to Brown. Its yield ranges from 93 to 95 per cent, he said.

Cinecolor Files with S.E.C.

WASHINGTON, Aug. 10.—A registration statement for 407,000 shares of common stock, \$1 par, has been filed here with the S.E.C. by Cinecolor, Inc. Of the shares listed, 240,000 are outstanding and 167,000 are to be issued by the company.

Columbia Changes Title

HOLLYWOOD, Aug. 10.—"The Game That Kills" will be the release title of the Columbia picture produced under the label of "Flashing Skates."

Wall Street

Balanced Stock Movement

	High	Low	Close	Net Change
Consolidated, pfd.	12 3/4	12 3/4	12 3/4	— 1/4
Eastman Kodak	184	182	184	+ 3 1/2
Gen. T. Equip.	23 3/8	23	23	
Loew's, Inc.	87 1/4	86 3/4	87 1/4	+ 5/8
Loew's, pfd.	105 3/4	105 3/4	105 3/4	s5
Paramount	22 1/2	21 3/4	21 7/8	— 1/4
Paramount 2 pfd.	19 1/2	19 1/2	19 1/2	+ 1/8
Pathe	10	9 5/8	9 7/8	+ 3/8
RKO	8 3/4	8 1/4	8 1/4	— 1/8
20th Century-Fox	35 5/8	35	35	— 1/2
20th Century, pfd.	43	43	43	— 2 1/4
Warner Bros.	14 5/8	14 3/8	14 5/8	+ 1/4

Curb Has Light Decline

	High	Low	Close	Net Change
Grand National	3 1/4	3 1/4	3 1/4	
Sentry Safety	1 1/2	1 1/2	1 1/2	
Sonotone	2	1 7/8	1 7/8	— 1/8
Technicolor	30 3/8	29 3/4	29 3/4	— 1/4
Trans-Lux	4 1/2	4 1/2	4 1/2	
Universal Corp.	3 7/8	3 7/8	3 7/8	

Bonds Off

	High	Low	Close	Net Change
Loew's	100	99 7/8	99 7/8	
Paramount Pict.	100 1/2	100 1/2	100 1/2	— 1/8
6s '55	100 1/2	100 1/2	100 1/2	— 1/4
Paramount '47	92 1/2	92 1/2	92 1/2	
Warner Bros. 6s	95	95	95	
'39 wd	95	95	95	

(Quotations at close of Aug. 10)

Radio Personals

DON WILSON has been signed for the new Packard series. . . . Henry Hunter has won the assignment as Irene Rich's new leading man on the Welch Grape Juice series. . . . Gracie Barrie has been substituted for Vincent Lopez as guest on the Aug. 17 Ben Bernie show. . . . Sheila Barrett and Viola Philo are signed as the guests for the Aug. 24 Bernie broadcast. All placements were through the Herman Bernie office. . . . Sid Shalit and Aaron Stein, radio editors of the New York *News* and *Post*, respectively, have left on vacation. . . . Al Bernard is back on the air with Ted Reese and the Melodiers over NBC. . . . John H. MacDonald, NBC budget director, is vacationing, as are Ed F. Evans and John William, both of NBC.

Philadelphia Town Pump

PHILADELPHIA, Aug. 10.—Upon his return from England where he visited the British plant of Philco, Dempster McIntosh, vice-president of the American Steel Export Co., will embark upon a world tour, visiting Philco distributors in Europe, Africa, India and Asia. . . . The poetic philosophy of Allen Franklin on WFIL's "Cosy Corner" moves from its early morning to a late evening spot. . . . Nusi Fenyo, Hungarian concert singer, joins the WIP talent staff. . . . James Aull, KYW publicist, back from vacation. . . . Korn Agency gets the Old Orchard Distillery account.

St. Louis Town Pump

ST. LOUIS, Aug. 10.—Richard O'Brien and Dave Caughlan have joined the sales staff of KSD. . . . Bill Durney, director of public relations at WIL, and Bert Slattery, publicity manager for the same station, were guests this week of the American Airlines on a special preview flight of the new flagship of the fleet. . . . Edgar P. Schutz, commercial manager of WIL, is vacationing, as is Roger Bacon, announcer for the same station. . . . Don Phillips, KMOX announcer, has gone to Denver for his vacation. . . . KMOX has signed Martha Cushman, songstress at the Hotel De Soto here. . . . With the Slack Minstrel show off the air at KWK until early fall, various members of that entertainment group are vacationing in different places.

WIL to Retain Small & Brewer

ST. LOUIS, Aug. 10.—Negotiations have just been completed and the contract signed by L. A. Benson, president and general manager of WIL, to retain Small & Brewer as national representatives. WIL is looking forward to a full commercial schedule this fall, and Small & Brewer will handle all national accounts.

Bar Quebec Liquor Ads

QUEBEC, Aug. 10.—Acting upon a request of the Women's Christian Temperance Union, the Governors of the Canadian Radio Commission have banned liquor advertising over the radio in this Province, beginning Sept. 30. Before that date they will rule also on a proposed ban on beer and wine programs.

Iturbi's American Music Ideas Stir Up Mild Storm

PHILADELPHIA, Aug. 10.—A musical storm of first rate proportions is stirring this staid old city as a consequence of Jose Iturbi's refusal Monday evening to play tunes of Victor Herbert, Jerome Kern or George Gershwin during the All-American Robin Hood Dell concert here. As a consequence of the maestro's action, NBC, which was broadcasting the concert, cut the program off the air 25 minutes before schedule.

Local newspapers are featuring the episode on their front pages, quoting Iturbi as stating that he refused to play the songs of the aforementioned trio because he considered their works "cheap." Lucy Monroe, who, with Jan Peerce, was a featured soloist in the Dell, has taken exception to Iturbi's alleged castigation of the works of Herbert, Kern and Gershwin, and her exception is being widely featured in the newspapers here. Transradio Press yesterday issued to its station clients Miss Monroe's statement, in which she said that she could not conceive how any All-American concert could be considered representative without including the compositions of the three Americans.

Missouri University To Ask Radio Charge

ST. LOUIS, Aug. 10.—The University of Missouri will cash in on its home played football games next fall by charging each radio station broadcasting the games \$100 per game for the privilege. Last year the broadcasting privileges were free to all stations whose sponsorship and announcers were approved by the university heads. This approval will still be a requirement.

KSD, KWK and KMOX all broadcast the Missouri home games last year here and in Columbia, and it is likely that the \$100 fee will not deter these stations from broadcasting the games.

Broadcast Births

New Orleans, Aug. 10.—A new wrinkle in broadcasting was that of WWL which extended its wires to the Hotel Dieu—a hospital—and, under the guidance of Henry Dupree, a broadcast was made from the maternity ward. The announcer described the treatment accorded a new born infant from the moment of its birth till it was delivered to its mother to be taken home.

CBS Will Broadcast Wightman Matches

CBS will broadcast the Wightman Cup tennis matches Aug. 20 and 21 over its network and its short wave station, W2XE.

The Aug. 20 matches will be broadcast from 2:30 to 4 P. M., and again from 4:30 to 5:30 P. M. The following day's play will be aired from 2 to 5:30 P. M., with the exception of the half hour period from 3:30 to 4 P. M.

KYW Feeding 16 Programs

PHILADELPHIA, Aug. 10.—KYW is now feeding 16 sustaining shows weekly to the NBC Red network, with others to be added as time clearance allows. Jan Savitt, station's musical director, handles most of the shows, with solo spots going to the piano duo of Carlile and London, songstress Bonnie Stuart and organist Arthur Hinett.

Ray Atchinson Quits KNX

HOLLYWOOD, Aug. 10.—Ray Atchinson, purchasing department manager of KNX, has resigned and Fred Grayston succeeds him.

Hollywood Town Pump

HOLLYWOOD, Aug. 10.—Lewis Allen Weiss, general manager of the Don Lee chain, has placed an order with Western Electric for two Type 110-A program amplifiers, one to be used at KHJ and the other for KFRC, San Francisco. The installations, set for Nov. 1, will be the first equipment of its kind to be used in the west, it is said. The new equipment will give the effect of a 100 per cent increase of carrier power.

Frederick Stark claims the local marathon recording distinction—21 excerpts from grand opera in six hours. . . . "Radio University" inaugurated the first of a new weekly drama series, "Ceiling Unlimited," over KHJ and the Don Lee chain Monday. The sponsor is Alpha Eta Rho, national aviation fraternity.

Margot Yoder, George Fischer's wife, has gone to Chicago for a month's stay. . . . J. J. Viala, French consul, will be guest speaker on Joine Alderman's "Women's Club of the

Air" Monday on KFWB. . . . In addition to the appearance of Dalies Frantz, pianist, on the Kraft Music Hall Aug. 12, Claude Rains and Fay Wray are also billed.

Gail Patrick and Wendy Barrie have been cast for "As You Like it," CBS Shakespearean offering Aug. 26. . . . George McCaughna, Columbia assistant sales promotion manager, has been transferred to the department of Alan Cormack, traffic chief. . . . Columbia vacationists include: Kay Neurwirth, secretary to Les Bowman, head coast technician; Ben Paley, assistant program director, and Vern Tashner, technician. . . . Cocomalt returns to the air with Joe Penner and Jimmy Grier's orchestra Oct. 3 for 52 weeks from KNX here. . . . When Kate Smith resumes her Columbia programs Sept. 30, she will be heard on the coast for the first time. . . . KNX has cleared times for Chevrolet's weekly program starting Sept. 26 and the Coca Cola program Sept. 10.

Transradio Has Third 50,000-watt Station

(Continued from page 1)

through Central Iowa by Transradio. Transradio is now providing California for the first time with breakfast news broadcasts Sunday mornings. The Don Lee units go on the air at 10 A.M. with the reports, the only spot news broadcast that early in California.

KGER, Long Beach, Cal., this week began broadcasting Transradio service. The station will air five-minute spots hourly, with 15-minute news roundups and late flashes at appropriate times during the day.

KFXM, broadcasting Transradio for the past two years, has renewed its contract for the service. The station is owned and operated by Lee Brothers Broadcasting Co.

Corn Company Takes WHO Series

DES MOINES, Aug. 10.—The Pioneer Hi-Bred Corn Co., of Des Moines will sponsor the WHO Farm News broadcasts Tuesdays, Thursdays and Saturdays at 6:30 A.M., beginning Aug. 17. Herb Plambeck, WHO farm editor, conducts the broadcasts. E. J. Potts & Co., Kansas City, Mo., is the agency.

The Gillette Rubber Co., Eau Claire, Wis., will start a series of weekly quarter-hour broadcasts over WHO beginning Aug. 27 at 8:45 P.M. Agency is the Cramer-Krasselt Co., Milwaukee, Wis.

Creamery Ass'n Reserves Time

LOS ANGELES, Aug. 10.—The Tillamook County Creamery Ass'n has reserved time for a new weekly series over the NBC-Red Pacific coast network, to begin Sept. 17, and extending for 14 weeks. Botsford, Constantine and Gardner is the agency.

Renewing is the script series "Night Editor" for 13 weeks, beginning Sept. 5. The program is heard from 9 to 9:15 P.M. on the NBC Pacific Coast Red network. The Cardinet Candy Co. is the sponsor, through Tomaschke-Elliott.

WCPO Offers Paris Trip

CINCINNATI, Aug. 10.—WCPO, Scripps-Howard station, operated by the *Cincinnati Post*, now is offering a free trip to Paris with all expenses paid for identifying radio stars whose pictures will appear in the *Post* for 56 consecutive days, and writing 50 words on "Why I Would Like to Win a Trip to Paris." The contest is based on accuracy of solution and neatness of presentation. It is being heavily plugged over WCPO daily.

WFIL Contracts Renewed

PHILADELPHIA, Aug. 10.—Ruthrauff & Ryan agency will renew two national spot campaigns over WFIL. Lever Bros. will continue the daily spot announcements for an additional 13 weeks and Ironized Yeast will carry on the weekly five-minute electric transcriptions for a similar period.

Nebraska Broadcasters Elect

LINCOLN, Aug. 10.—Nebraska Broadcasters, representing 10 stations in this state, elected John Gillin of WOW, Omaha, president; John M. Henry, of KOIL and KFAB, Omaha, vice-president, and Art Thomas, WJAG, Norfolk, secretary-treasurer.

Radio

Radio News Editors To Hold First Meet

CHICAGO, Aug. 10.—The first annual meeting of the Association of Radio News Editors and Writers will be held Sept. 10 through 12 at the Hotel Sherman here. John Van Cronkhite is president.

Approximately 100 members have signified their intention of attending the three-day gathering.

The convention program is in the hands of a committee composed of Jack Harris, WSM; Beckley Smith, WJAS; Al Hollender, WJJD-WIND, and Ken McClure, WOAI.

The definite convention program will be announced next week. The three-day conclave is expected to go into every phase of radio news gathering, writing and broadcasting.

Three Station Pleas Go Before the FCC

WASHINGTON, Aug. 10.—Applications for three new broadcasting stations have been submitted to the FCC, as follows:

Platt & Platt, Inc., Poughkeepsie, N. Y., 1,000 kilocycles, 1,000 watts; Cadillac Broadcasting Corp., Detroit, 1,140 kilocycles, 500 watts, daytime, and Valley Publishing Co., Harlingen, Tex., 1,200 kilocycles, 100 watts night, 250 watts day.

The commission also received an application from Station WLBL, Stevens Point, Wis., for change of power from 2,500 watts to 1,000 watts night, 2,500 watts day.

"Radio Newsreel" Is Bought

The Emergine Co., which recently had an audition of a program titled "Radio Newsreel," has bought the show, it was made known yesterday.

The series is to begin Oct. 24 on the Basic NBC-Red network, and Sundays thereafter from 3 to 3:30 P.M. People in the news of the week will be featured in talks and interviews on each program. Parks Johnson and Wally Butterworth, who are featured on the Molle "Vox Pox" program, will supervise the programs. Stack-Goble is the agency. Publicity Associates will handle production.

John Schultz Goes West

John Schultz, of Fanchon & Marco left New York yesterday for Hollywood, where he will stay for 10 days looking after the affairs of Olson & Johnson, who are appearing on a west coast hookup for the Richfield Oil Co., through a F. & M. placement. It is believed that the sponsor is considering placing the act on a coast-to-coast hookup, hence Schultz's mission.

Jonathan D. Pierce to Sail

Jonathan D. Pierce, president of Birmingham, Castleman & Pierce, sails for Europe today on the *Queen Mary*, to visit the agency's European clients.

Mary Small for "Junior Revue"

Mary Small will headline "Junior Revue," a new NBC sustaining series beginning Aug. 18, from 8:30 to 9 P. M. over the Blue network.

Van Cronkhite Adds Two New Executives

CHICAGO, Aug. 10.—Van Cronkhite Associates, Inc., has added two executives to its personnel.

Forrest Johnson, formerly president of Pacific Air Industries and more recently account executive with the Pettinger & La Grange agency in Indianapolis, has taken over the directorship of VCA's foreign language station representative division, succeeding George Roesler who recently sold out his interests to John Van Cronkhite, VCA president.

Sam Knott has been appointed managing editor of the VCA news division. Knott formerly was with the United Press, and more recently divisional manager of Transradio Press Service.

Hold Hearing on WHN Row

Oral arguments in the dispute between the A. F. of L. and the C.I.O. involving WHN technicians will be heard today before the National Labor Relations Board in Washington.

Louis K. Sidney, head of WHN, and Irving Greenfield, Loew attorney, left last night for Washington to present their side of the case. Several weeks ago hearings were held here before a trial examiner. A report on the developments was sent to Washington at the time.

Scribner Back to Mutual

Jimmy Scribner, radio's "one man show," returns to the Mutual network beginning Aug. 23 from 6:45 to 7 P.M., and Mondays through Fridays thereafter at the same time.

Scribner is the whole program. He writes the script, produces, and enacts the roles of 22 characters. The program will originate in the studios of Mutual's Cincinnati outlet, WSAI.

Zenith Series Starts Sept. 5

The forthcoming new radio series for the Zenith Radio Corp. will begin Sept. 5, and will be heard Sundays from 10 to 10:30 P.M. over the NBC-Blue network. Program details are now being worked out by the agency handling the account, E. H. Brown & Co., Chicago. The series will originate in Chicago.

William L. Edison Dies

WILMINGTON, Aug. 10.—William Leslie Edison, 58, eldest son of the late Thomas Alva Edison, died today at his home in Westover Hills following an illness of six weeks' duration. William Edison was the inventor of processes for the multiple use of radio tubes.

WCFL Signs Erwin Wasey

CHICAGO, Aug. 10.—WCFL has appointed the Chicago office of Erwin Wasey & Co. as special promotion counsel.

KNX Adds Three Lines

HOLLYWOOD, Aug. 10.—Business has increased so rapidly at KNX that three new trunk lines were added to the switchboard today.

Exchange Pay Rise May Pass Two Millions

(Continued from page 1)

however, that the added cost to the industry will be at least \$1,500,000. There are more than 10,000 exchange employees, with an annual payroll of \$27,500,000. Thus, the varying estimates of increased costs would indicate wage increases as a result of unionization ranging from four to nine per cent.

The unionization of theatre personnel, now in progress, will place a considerably higher burden on the industry, as there are an estimated 240,000 persons employed in theatres in this country.

Board Asks Ruling On Fleischer Vote

The Regional labor relations board today sought an opinion from the N.L.R.B. in Washington as to whether or not it could proceed with the holding of an election of Fleischer studio employees for a collective bargaining representative while Fleischer's appeal to the U. S. Circuit Court of Appeals from the N.L.R.B.'s order directing the holding of the election is pending.

Louis Nizer, attorney for Fleischer, said that the appeal from the national board's ruling would be filed "within the next few days." As the Federal appeals court has recessed for the summer, no hearing on the appeal can be had until fall. In the meantime, the regional board is desirous of proceeding with the election.

New IATSE Union Formed

KANSAS CITY, Aug. 10.—Following approval of separate jurisdiction by Felix Snow, I.A.T.S.E. representative here, the eight operators in Independence, Mo., adjoining Kansas City, Mo., on the east, have formed a separate I.A.T.S.E. local No. 498. The eight operators work in four theatres, and will have another in Fairmount when Rube Finkelstein finishes his new \$40,000 theatre there. Theatre employees in Independence will come under the Kansas City, Mo., local, and stage hands, if Independence theatres ever need any, will come from the local here.

Continue Wage Talks

Another session will be held today between I.A.T.S.E. and distributor representatives for setting up agreements for local exchange unions. Oklahoma City and other key cities were discussed yesterday.

N. H. Gathering on Bank Night Fizzles

(Continued from page 1)

and Edward Levy of the M. P. T. O. unit feel that the Windsor Locks case was not a real test because the exhibitor there deviated from the usual plan.

Following similar orders in Hartford, Fairfield and Middlesex Counties last week, the New Haven Police Dept. has sent formal notice of the ban on all money games in this area. Bank Night, Cash Nights, Screeno, Bingo, Beano and all others are included in the order.

Strike Threat Wanes In Mexican Theatres

By JAMES LOCKHART

MEXICO CITY, Aug. 10.—The strike peril resulting from the demand of unionized theatre workers for a 25 per cent wage increase has been more or less removed, as most exhibitors have granted the demand. This action has inspired the unions to hold back their demand to share in the theatres' annual income.

* * *

A move of a group of screen players to secede from the national picture players union was frowned upon by the Government. The Federal Board of Conciliation and Arbitration, which has jurisdiction over all such labor matters, refused to permit the dissenting group to officially register. The board refused registration sanction on the ground that it would set a precedent which would pave the way to a split up of unionism in this country.

* * *

Charges of fraud to the extent of 200,000 pesos (about \$56,000) by juggling books and making false representations have been made to the local police by some members against directors of the Mexico Cooperative Movie Production Society.

Assert Philadelphia "Strike" Will Go On

(Continued from page 1)

the exhibitors only from mass action and demonstrations against the company. Individual resistance by exhibitors cannot be curtailed by the court, the spokesmen insist, and they assert that local exhibitor sentiment is sufficiently determined to continue the "strike" on an individual basis for an indefinite time.

Continue Loew-Para. Deal

Joe Vogel has completed arrangements whereby Loew out-of-town theatres will continue to play Paramount product for the next two years. Contracts on this and the local circuit deal will not be signed for some time yet.

Warners' Managers Meet at Washington

(Continued from page 1)

for the Washington theatres; Guy Wonders, district manager for the Maryland houses; Nat Glasmon, district manager for Virginia; Frank La Falce, director of advertising and publicity, and Charles E. MacGowan, contact manager.

Managers will be guests of Payette tomorrow at the Annapolis Roads Club.

Wilcox-RKO Reach Tentative Agreement

(Continued from page 1)

January, Wilcox said. He leaves for London today on the *Queen Mary* and may confer while there with Stanton Griffiths, chairman of the Paramount executive committee, who is now abroad, on a producing deal for that company. He will return to New York next month for the American premiere of "Victoria, the Great," his first picture for RKO distribution.

Martha Raye, "Eve" \$60,000 Chicago Smash

CHICAGO, Aug. 10.—Martha Raye, at Chicago, did a record-breaking business, \$60,000, which was \$28,000 above average. "Ever Since Eve" was the film attraction. Appearing four and five shows daily to capacity business, Miss Raye proved the biggest attraction to play the Chicago since the Century of Progress Exposition days.

"Wee Willie Winkie" at the Roosevelt was another big hit and scored \$20,600, which was almost double average. "The Road Back" at the Palace was a strong contender for honors with \$28,000.

The weather was fair and warm. A circus just on the edge of the Loop, the free band concerts, ball games and races attracted many patrons but didn't seem to hurt the Loop houses, although neighborhood theatres found business rather light.

Total first run business was \$177,200. Average is \$118,000.

Estimated takings:

Week Ending Aug. 5:
"EVER SINCE EVE" (W.B.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Martha Raye in person with revue. Gross: \$60,000. (Average, \$32,000)
"EXCLUSIVE" (Para.)
GARRICK—(900), 35c-55c-75c, 7 days. Gross: \$6,500. (Average, \$6,500)
"WILD MONEY" (Para.)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Gene Austin and revue. Gross: \$15,500. (Average, \$15,000)
"THE ROAD BACK" (Univ.)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Duke Ellington and band. Gross: \$28,000. (Average, \$19,000)
"ARMORED CAR" (Univ.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Borrah Minnevitich and revue. Gross: \$14,600. (Average, \$13,000)

Week Ending Aug. 6:
"A DAY AT THE RACES" (M-G-M)
APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$8,000. (Average, \$6,500)
"WEE WILLIE WINKIE" (20th-Fox)
ROOSEVELT—(1,500), 35c-55c-75c, 7 days. Gross: \$20,600. (Average, \$11,000)
"SARATOGA" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. Gross: \$24,000. (Average, \$15,000)

"Winkie" at \$8,000 In New Haven Lull

NEW HAVEN, Aug. 10.—Even "Wee Willie Winkie," on a dual with "She Had to Eat," couldn't overcome the general box-office lethargy due to the heat wave. The combination grossed a par \$8,000 at Loew's Poli.

"Saratoga," on a dual with "The Devil Is Driving," held up to \$2,500 in its second week at the College.

Total first run business was \$17,600. Average is \$19,300.

Estimated takings for the week ending Aug. 6:

"SARATOGA" (M-G-M)
"THE DEVIL IS DRIVING" (Col.)
COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. Gross: \$2,500. (Average, \$2,800)
"WEE WILLIE WINKIE" (20th-Fox)
"SHE HAD TO EAT" (20th-Fox)
LOEW'S POLI—(3,040), 35c-50c, 7 days. Gross: \$8,000. (Average, \$8,000)
"EXCLUSIVE" (Para.)
"RHYTHM IN THE CLOUDS" (Republic)
PARAMOUNT—(2,348), 35c-50c, 7 days. Gross: \$4,800. (Average, \$4,800)
"EVER SINCE EVE" (W.B.)
"PUBLIC WEDDING" (W.B.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$2,300. (Average, \$4,700)

"Saratoga" Strong Grosser in Buffalo

BUFFALO, Aug. 10.—"Saratoga" just about ran away with the first run business for the week by rolling up \$25,300 at the Buffalo, more than double the normal take for the house.

At the Great Lakes "The Good Earth" was strong at \$8,600, over the line by \$1,600.

Total first run business was \$50,200. Average is \$37,200.

Estimated takings for the week ending July 31:

"SARATOGA" (M-G-M)
BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$25,300. (Average, \$11,800)
"THE LAST TRAIN FROM MADRID" (Para.)
"MARRIED BEFORE BREAKFAST" (M-G-M)
HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$5,400. (Average, \$7,000)
"THE GOOD EARTH" (M-G-M)
GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$8,600. (Average, \$7,000)
"DRAEGERMAN COURAGE" (W.B.)
"HOLLYWOOD COWBOY" (RKO)
CENTURY—(3,000), 25c, 7 days. Gross: \$5,200. (Average, \$5,600)
"THE LEAGUE OF FRIGHTENED MEN" (Col.)
"VENUS MAKES TROUBLE" (Col.)
LAFAYETTE—(3,300), 25c, 7 days. Gross: \$4,800. (Average, \$5,800)

"Races" Pulls Washington's Top, 2nd Run

WASHINGTON, Aug. 10.—A return engagement of "A Day at the Races," at Loew's Columbia proved the major attraction of the week, taking \$5,400 to exceed the weekly first run average by \$1,800.

"Exclusive" at the Earle, with a stage show, took \$16,600, dropping \$1,800 under average, and "Slave Ship" at Loew's Capitol, with a stage show headed by Jesse and Mrs. Crawford and their orchestra, grossed \$19,000, dropping \$1,900 under average.

"Saratoga," playing a continuation at Loew's Palace immediately following a smash week at Loew's Capitol, took \$11,700, or \$4,200 below the first run average.

Total first run business, exclusive of the Rialto, was \$62,100. Average is \$73,700.

Estimated takings, exclusive of tax:

Six Days Ending Aug. 4:
"THE ROAD BACK" (Univ.)
RKO-KEITH'S—(1,836), 25c-55c, 5 2/3 days on second week. Gross: \$5,000. (Average, 7 days, \$10,600)
Week Ending Aug. 5:
"EXCLUSIVE" (Para.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Steve Evans; Gine, DeQuincy & Lewis; Brown & Ames; Liazeed Troup. Gross: \$16,600. (Average, \$18,400)
"SLAVE SHIP" (20th-Fox)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Jesse Crawford and Mrs. Crawford & Orchestra; Guy Robertson; Ross & Bennett; Bert Nagle & Company. Gross: \$19,000. (Average, \$20,900)
"A DAY AT THE RACES" (M-G-M)
LOEW'S COLUMBIA—(1,243), 7 days, return engagement. Gross: \$5,400. (Average, first run, \$3,600)
"SARATOGA" (M-G-M)
LOEW'S PALACE—(2,370), 7 days (continuation run). Gross: \$11,700. (Average, \$15,900)
"KING OF GAMBLERS" (Para.)
METROPOLITAN—(1,591), 25c-40c, 7 days. Gross: \$4,400. (Average, \$4,300)
Week Ending Aug. 7:
RIALTO—(1,064), 15c-40c, 7 days. Gross: \$2,500.

"Easy Living" Gets \$8,000 at Montreal

MONTREAL, Aug. 10.—"Easy Living," on a dual at the Princess, eased its way to a holdover with a take of \$8,000 for the seven days, this being \$1,000 above average.

"Knight Without Armor" earned \$7,500 as the sole attraction at the Palace. This was about equal to grosses in recent weeks. "New Faces of 1937," one of the brace of features at the Capitol, accounted for \$6,500, down considerably from par.

Total first run business was \$26,000. Average is \$35,500.

Estimated takings for the week ending Aug. 7:

"NEW FACES OF 1937" (RKO)
"YOU CAN'T BEAT LOVE" (RKO)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. Gross: \$6,500. (Average, \$9,500)
"HELL DIVERS" (M-G-M)
"WHEN LADIES MEET" (M-G-M)
LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$4,000. (Average, \$8,000)
"KNIGHT WITHOUT ARMOR" (C.B.)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. Gross: \$7,500. (Average, \$11,000)
"EASY LIVING" (Para.)
"THE GREAT GAMBINI" (Para.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$8,000. (Average, \$7,000) Held Over.

"Winkie" Hits Big \$24,000, San Francisco

SAN FRANCISCO, Aug. 10.—"Wee Willie Winkie," on a dual with "Wild Money" at the Fox, skimmed the cream off the first run business for the week by pulling \$24,000 at the Fox. This was \$7,000 over normal.

"Saratoga," with "Big Business," at the Paramount held up to \$15,000, over the line by \$2,000, in its second week. Elsewhere business was light.

Total first run business was \$92,100. Average is \$32,500.

Estimated takings:

Week Ending Aug. 3:
"HIDEAWAY" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: Major Bowes Revue. Gross: \$17,500. (Average, \$16,000)
Week Ending Aug. 4:
"WEE WILLIE WINKIE" (20th-Fox)
"WILD MONEY" (Para.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$24,000. (Average, \$17,000)
"THE ROAD BACK" (Univ.)
"SMALL TOWN BOY" (Para.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days, 3rd week. Gross: \$7,600. (Average, \$8,500)
"SARATOGA" (M-G-M)
"BIG BUSINESS" (20th-Fox)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$15,000. (Average, \$13,000)
"MAKE WAY FOR TOMORROW" (Para.)
"WALT DISNEY REVUE" (U.A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c, 7 days. Gross: \$6,300. (Average, \$7,000)
"CAPTAINS COURAGEOUS" (M-G-M)
"THE CRIME NOBODY SAW" (Para.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 3rd downtown week. Gross: \$7,500. (Average, \$6,000)
Week Ending Aug. 5:
"TOPPER" (M-G-M)
"MIDNIGHT MADONNA" (Para.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. Gross: \$13,000. (Average, \$14,000)
"THE GUARDSMAN" (M-G-M)
(Reissue)
CLAY—(400), 15c-35c-40c, 7 days, 2nd week. Gross: \$1,200. (Average, \$1,000)

"Toast" Hits \$17,200, Big Boston Gross

BOSTON, Aug. 10.—"Toast of New York," with "Love in a Bungalow" at the RKO Memorial, withstood the torrid weather this week by grossing \$17,200, above average by \$5,200.

"The Singing Marine," second run and co-featured with "Big Business" first run, also did well at the Fenway. The gross was \$5,300. Average is \$4,500. The same program drew \$8,000 at the Paramount, above the line by \$1,000.

"Saratoga" and "Married Before Breakfast" at Loew's Orpheum for the second week drew \$13,000. Average is \$12,000. The same program grossed \$11,000, or average, at Loew's State also in the second week.

Total first run business was \$75,500. Average is \$79,500.

Estimated takings for the week ending Aug. 5:

"THE SINGING MARINE" (W. B.)
(2nd run)
"BIG BUSINESS" (20th-Fox)
FENWAY—(1,382), 30c-50c, 7 days. Gross: \$5,300. (Average, \$4,500)
"THE TOAST OF NEW YORK" (RKO)
"LOVE IN A BUNGALOW" (Univ.)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. Gross: \$17,200. (Average, \$12,000)
"SARATOGA" (M-G-M)
"MARRIED BEFORE BREAKFAST" (M-G-M)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days, 2nd week. Gross: \$13,000. (Average, \$12,000)
"SARATOGA" (M-G-M)
"MARRIED BEFORE BREAKFAST" (M-G-M)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days, 2nd week. Gross: \$11,000. (Average, \$11,000)
"EXCLUSIVE" (Para.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Niela Goodell. Gross: \$15,000. (Average, \$22,000)
"THE SINGING MARINE" (W. B.)
(2nd run)
"BIG BUSINESS" (20th-Fox)
PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$8,000. (Average, \$7,000)
"BIG SHOT" (RKO)
"WHAT PRICE VENGEANCE" (Rialto-Syndicate)
RKO BOSTON—(3,246), 25c-50c-65c, 7 days. Gross: \$6,000. (Average, \$11,000)

"Easy Living" Best In Oklahoma Slump

OKLAHOMA CITY, Aug. 10.—Showers for three days and local baseball hit theatres so hard last week that "Easy Living" at the Midwest was the only first run to get within shooting distance of par. It took \$3,800, down by \$200.

"Saratoga" at the Criterion grossed \$3,800. This was \$1,200 below normal.

Total first run business was \$13,000. Average is \$15,000.

Estimated takings for the week ending July 31:

"SARATOGA" (M-G-M)
CRITERION—(1,700), 10c-25c-40c, 9 days. Gross: \$3,800. (Average, \$4,000)
"THE LAST TRAIN FROM MADRID" (Para.)
"FLY AWAY BABY" (W.B.)
LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$1,700. (Average, 7 days, \$2,500)
"OH, DOCTOR!" (Univ.)
"BEWARE OF LADIES" (Republic)
LIBERTY—(1,500), 10c-20c-25c, 3 days. Gross: \$600. (Average, 7 days, \$2,500)
"EASY LIVING" (Para.)
MIDWEST—(1,500), 10c-35c-55c, 7 days. Gross: \$3,800. (Average, \$4,000)
"BETWEEN TWO WOMEN" (M-G-M)
TOWER—(1,100), 10c-20c-25c-35c, 7 days. Gross: \$3,100. (Average, \$3,500)

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TEN CENTS

Senate Moves For Start of Radio Probe

**Committee Approval Is
Given Resolution**

By **BERTRAM F. LINZ**

WASHINGTON, Aug. 11.—The long-agitated Congressional investigation of the broadcasting situation today was given the blessing of the Senate Interstate Commerce Committee and sent to the Senate for approval before adjournment.

At its meeting this morning, the committee ordered a favorable report on the resolution introduced by Senator Wallace White of Maine, thus getting in ahead of the House where the Connery resolution has been pending for some months.

The White resolution proposes that the inquiry be conducted by the Interstate Commerce Committee with particular reference to the following points:

Cases, if any, in which the F.C.C. has departed from or has modified the application of its regulations;

All acts by the F.C.C. which recognize or seem to recognize rights to

(Continued on page 11)

Radio Actors Will Get Charter Today

The Associated Actors and Artistes of America is scheduled to issue an A. F. of L. charter to the new American Federation of Radio Actors today. The radio charter was recently surrendered to the Four A's by Actors' Equity Ass'n in order to permit the formation of an autonomous union for the radio talent field.

The new radio organization's national board of governors has been ratified by all of the Four A unions and is scheduled to meet early next week to elect officers and appoint a management staff.

Labor Board Hears Arguments on WHN

WASHINGTON, Aug. 11.—Chairman J. Warren Madden and member Donald W. Smith of the National Labor Relations Board today heard oral arguments in the WHN case involving a controversy between the American Radio Telegraphists Ass'n and the I.A.T.S.E. over representation of em-

(Continued on page 11)

More Radio—Pp. 10-11

Philadelphia "Strike" Stay Is Continued

**Court Orders Briefs Be
Filed by Aug. 16**

PHILADELPHIA, Aug. 11.—Federal Judge Oliver B. Dickinson reserved decision following the hearing in U. S. District Court here today on Paramount's petition to make permanent a court order restraining exhibitors in this territory from mass demonstrations against the company and concerted action in refusing to set play-dates and negotiate for new season product. The court directed attorneys for both the company and the exhibitors to submit briefs on the law involved by Aug. 18.

Pending the court's decision, the restraining order issued by Judge

(Continued on page 4)

Mexico Film Players Threaten a Walkout

By **JAMES LOCKHART**

MEXICO CITY, Aug. 11.—Union film players have given producers an ultimatum to the effect that they will strike next Saturday unless employers sign a new collective bargaining agreement allowing talent higher wages and several other concessions.

The strike would halt six features

(Continued on page 9)

ERPI'S EQUIPMENT FIELD AWAITS BID

**Kent at National
Talks Television**

COLORADO SPRINGS, Aug. 11.—Sidney R. Kent, president of 20th Century-Fox, predicted here today that television will be perfected in due time, but declared its use will have little effect on attendance in motion picture theatres "because people want their amusement with a crowd."

Here to address the National Theatres convention, Kent said he did not believe television "will hurt the movies any more than radio, which I feel, has helped the movies. People may stay home a few nights to listen to the radio, especially when there is some important event broadcast, but they soon want their entertainment with the crowd, and attend a movie, ball game or some similar entertainment." The greatest "kick" people get, said Kent, is from other people, although they may not always realize it.

Regarding the use of color in films Kent said that the process is improving in quality and use, but asserted it would not take the place of black and white in production. "Some pictures become invaluable through the use of color," he said. "With others, it

(Continued on page 9)

**Open for a Formal Offer
Of Purchase; RCA's
Future a Factor**

Erpi stands ready to dispose of its theatre equipment and servicing business if an acceptable arrangement can be made with prospective purchasers, a high official of the company told **MOTION PICTURE DAILY** yesterday.

Several tentative proposals have been broached already, it was stated, but have not materialized in any formal purchase offer yet. The proposals contemplate the taking over of R. C. A. Photophone's theatre equipment and servicing business, as well, as those interested in a possible deal are reluctant to enter the situation with two theatre equipment sales and servicing organizations in the field, it was indicated.

One of the first proposals to develop was broached to Erpi executives by representative operators of large circuits affiliated with Paramount at their national meeting in Miami last March. The circuit men present at that meeting included E. V. Richards of New Orleans, Karl Hoblitzelle, Dallas; M. A. Lightman, Memphis; Samuel Pinski, Boston; M. E. Comerford, Scranton; Robert Wilby, Atlanta; N. L. Nathanson, Toronto; R. J. O'Donnell, Dallas; W. K. Jenkins, Atlanta, and Barney Balaban, Y. Frank Freeman and Adolph Zukor of Paramount.

Informed at that time of Erpi's willingness to consider an offer, a tentative proposal was outlined later. It

(Continued on page 11)

Rain Dampens All but Ardor At Opening of "Emile Zola"

By **SHERWIN A. KANE**

The rain started falling at 7:40 P.M. and an hour later, when the premiere of "The Life of Emile Zola" at the Hollywood was 10 minutes behind its scheduled start, S. Charles Einfeld had abandoned whatever hopes he might have had earlier in the evening for a formal dress opening.

Umbrellas and raincoats hid summer finery; flashes of lightning vied with the photographers' bulbs, but the rain did a better job of keeping the sidewalks clear for Warners' guests than a squadron of bluecoats might have been able to do otherwise. It was still raining at 9:21 when the picture started and Nate Blumberg, Major Edward Bowes and Jack Cohn arrived. And at 10:30 Ben Crisler of *The New York Times*, was still waiting en deshabille in the theatre manager's office for someone to re-

turn from the tailor's to whom his rain-soaked trousers had been consigned for pressing more than an hour before.

While clothes may have been dampened, spirits were not. It was a gay opening and a crowded one. It induced Einfeld to announce that the Hollywood was to be made available in the future as a Broadway roadshow house to all producers, and that Warners hoped to make it "the Carthay Circle of New York." It encouraged Sid Rechetnick to quote statistics on the advance sale for the "Zola" run, which on the basis of pre-opening campaign alone, he said, was double that of "A Midsummer Night's Dream" on the first day.

In addition to a long list of civic and social figures who made up last

(Continued on page 2)

Northwest Houses Report Big Gains

TACOMA, Aug. 11.—Net paid admissions of Washington's and Oregon's 367 theatres set an all-time high record during the first seven months of the year, local compilations by official sources revealed today.

On the basis of reports available from 251 Washington theatres it was

(Continued on page 4)

Chicago Delays Move For New Theatre Tax

CHICAGO, Aug. 11.—The theatre license tax situation has been set aside for a few weeks while theatre and city officials take time off for vacations. Failure of the City Council to pass an ordinance taxing theatre admissions

(Continued on page 4)

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Date Drive for Monog'm

A campaign which will be called the W. Ray Johnston-Monogram Playdate Drive will be held during October and November, Edward Golden, sales manager of the company, stated yesterday. Eastern branch managers will meet here on Saturday to plan the dating of 19 productions which will be available for release during the two months of the drive. Tom Keene, cowboy star, will attend the Saturday meeting.

Midwestern managers will meet in Chicago on Sunday.

There will be first, second and third prizes awarded in the drive.

"Dead End" for Aug. 24

"Dead End" will have its world premiere at the Rivoli, Aug. 24.

A NEW SENSATION! CRITICS-RAVEL
MURDER
IN THE
RED BARN
FEATURING TOD SLAUGHTER
distributed by
OLYMPIC PICTURES CORP., 1600 Broadway, New York
M. J. KANDEL, president - Circle 6-0081

Rain Dampens All but Ardor
At Opening of "Emile Zola"

Scene in front of the Hollywood last night where "The Life of Emile Zola" opened.

Roxy Net for Month
Reported as \$9,490

A net profit of \$9,490 for the Roxy Theatre for the period from June 25 to July 29 was shown on the monthly report filed by Howard S. Cullman, Roxy trustee, in the U. S. District Court yesterday. The statement is based on unaudited figures and the profit is calculated before deductions for interest on funded indebtedness, depreciation, amortization and legal fees.

Cash received for the period was \$166,492 and disbursements were \$153,341, showing an excess of receipts over disbursements of \$13,151. Cash on hand is \$77,365 as compared with \$64,213 a month ago.

Admissions totaled \$150,782; film rentals, \$26,447; special talent, \$2,374; orchestra, \$11,525; stage, \$9,764; projectionists, \$4,754; advertising costs, \$18,875; house salary, \$15,174; advisory supervision, \$7,688; rent, tax and insurance, \$17,526. A formal hearing on the approved plan of reorganization for the Roxy was adjourned to Aug. 25 by Federal Judge Samuel Mandelbaum.

Eastman Net \$11,475,066

A net profit of \$11,475,066, after taxes and charges, for the six months ending June 12 has been reported by Eastman Kodak Co. and subsidiaries. The figure represents \$5.01 per common share.

To Film Steel Making

Technicolor has been engaged by the U. S. Steel Corp. to film a commercial feature centering around the steel industry. An eight-week itinerary has been mapped out calling for shooting at plants scattered from Minnesota to Pittsburgh. The film will cover steel processing activities from the raw ore in the mine to finished products. The deal is reported to be for over \$200,000.

(Continued from page 1)

night's audience there were scores who came with a slightly more professional interest. Among them were W. G. Van Schmus, Ned E. Depinet, Y. Frank Freeman, Albert Warner, Gradwell Sears, Howard Dietz, Si Seadler, Neil Agnew, George Skouras and Mrs. Spyros Skouras, Sam Rinzler, Louis Frisch, J. J. Unger, Walter Reade, George J. Schaefer, Ed Fay, A. Pam Blumenthal, Joseph Bernhardt, Ed Fay, Mort Singer, C. C. Moskowitz, Oscar Doob, N. L. Nathanson, John O'Connor, Leon Netter, Harry Buckley, Jules Brulatour, Hope Hampton and Arthur Kelly.

"The Life of Emile Zola" was reviewed in MOTION PICTURE DAILY, July 1.

Free Lottery Violators

CLEVELAND, Aug. 11. — Charges against eight Bingo operators arrested last April as lottery violators were dismissed here today by Police Judge Lillian Westropp. The dismissal followed a request of the vice squad head, Lt. Ernest Molnar, who claimed it doubtful that he could get convictions. Six previous cases had resulted in acquittals. No exhibitors were involved.

Schenck Awards Plaques

Grace Niles, manager of Loew's Lexington; L. Suess, Fairmount; Charles Burns, Yonkers; Archie Adlman, 175th St.; Seymour Mayer, formerly of the Pitkin and now district manager; A. Weiss, Oriental; H. K. Brown, Century, and A. Isaacs, Plaza, winners in the recent Loew's Spring Hit Parade drive in Greater New York, yesterday were awarded plaques by Nicholas M. Schenck, president of the circuit.

Yorke Joins Odeon

LONDON, July 28. — H. Yorke has been appointed joint assistant general manager of Odeon Theatres Ltd., with R. H. Dewes and A. C. Swift.

Purely
Personal

MICHAEL MARKS COHEN, third in the SAMMY COHEN household, arrived yesterday, just in time for the COHENS to celebrate their 14th wedding anniversary today.

ROGER FERRI, editor of the 20th Century-Fox house organ, *Dynamo*, returned yesterday from an extended trip to the west coast. J. P. O'LOUGHLIN, leader of the S. R. Kent Drive, also returned with FERRI.

HAROLD RODNER was tendered a luncheon the other day by M. P. Associates at Leone's. JOE LEE, president, was toastmaster. RODNER talked on the Will Rogers Memorial.

CHARLES KULLMAN, Metropolitan Opera tenor, who will have one of the leads in "The Goldwyn Folies," left yesterday for the coast.

ROLAND YOUNG sailed yesterday on the *Queen Mary* for the G.B. studios in England where he will appear in "Sailing Along."

MIKE CONNOLLY, former New York agent, has been made studio contact and checker for the eastern office of the Screen Actors' Guild.

S. R. KENT, who has gone to Colorado Springs to attend the National Theatres' convention, is due back Monday.

JULES KOENIG, formerly manager of the Times Square, has been shifted to the Republic.

STANLEY RAUH's original "A Trip Through the Plant" has been acquired by M-G-M.

HARPO MARX and MRS. MARX (Susan Fleming) are at the Waldorf-Astoria.

SYLVIA SIDNEY will arrive from the coast today to start rehearsals in "To Quito and Back."

NEIL F. AGNEW returned yesterday from Philadelphia.

RUTGERS NEILSON will sail Saturday for Bermuda and a vacation.

GILBERT JOSEPHSON has closed the World and plans to reopen it shortly.

RKOWon't Roadshow
Disney "Snow White"

HOLLYWOOD, Aug. 11. — Walt Disney's cartoon feature, "Snow White and the Seven Dwarfs," will be released by RKO in its regular product lineup instead of being roadshown as had originally been planned. Uncertainty concerning the percentage to charge for the film is said to have caused the shift in the RKO plans.

The release date is tentatively set for some time shortly after the first of the year. The studio says that the film will have cost \$1,500,000.

In Appreciation
of
'ZOLA'

With great pleasure and pride I take this opportunity to thank everyone connected with the production of "The Life of Emile Zola". The acclaim which greeted the picture at its premiere at the Hollywood Theatre last night belongs to Hal B. Wallis, to Henry Blanke, to William Dieterle, to Paul Muni and every artist, to the writers and to the entire Warner Bros. studio personnel for having made possible a production that marks still another milestone in the history of the screen. They, and they alone, own the glory of having created a masterpiece as far above the average as our first talking picture was above the silent ones.

Jack L. Warner
Vice-President in Charge
of Production

Next Premiere

September Fifteenth at the Carthay Circle Theatre, Los Angeles
Five Dollars the Ticket

Philadelphia "Strike" Stay Is Continued

(Continued from page 1)

Dickinson on July 30 continues in force.

George P. Aarons, secretary of the U.M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware, was the only witness to take the stand at today's hearing. Questioning of the witness by Louis Phillips and William A. Schnader, Paramount attorneys, was aimed to show that the exhibitors would interfere with the free flow of interstate commerce through their "buyers' strike" against the company.

Aarons testified that the exhibitors had discarded their elaborate picketing campaign and would seek only to continue the date strike and refrain from signing new contracts by "lawful means."

The absence of exhibitors from the courtroom, reportedly on the advice of counsel, Benjamin Golder, was noticeable today. Fewer than a dozen were present, presumably to avoid the suggestion of mass interest or concerted action.

It was reported that Dep't of Justice agents attended the hearing as observers in connection with the Allied States complaint filed against Paramount with the Federal Trade Commission in Washington, but no spectator was positively identified as an agent of the department.

Minneapolis Hearing Today

MINNEAPOLIS, Aug. 11.—Federal Judge Gunnar H. Nordbye is scheduled to hear Paramount's application for an order restraining independent exhibitors in this territory from conspiring to interfere with the company's interstate business today in U. S. District court here. A temporary restraining order was signed by the court on Aug. 5.

Chicago Delays Move For New Theatre Tax

(Continued from page 1)

last week made it necessary to work out a plan and this will be done next month.

It is expected that with the ticket tax idea out of the way a theatre license fee increase will be the solution to the matter. It is intimated that the present license fees will be doubled at least, in the attempt by the city to collect approximately \$1,000,000 from theatres to help meet a \$3,000,000 city deficit which has been brought about by the granting of a pay increase of 10 per cent to all city employees.

"Band Wagon" Is Back

HOLLYWOOD, Aug. 11.—Warners are still having trouble with the title for "Hollywood Hotel." First called that, and then changed to "Hollywood Band Wagon," the picture became "Hollywood Hotel" last week when, it was announced, that the title had been cleared. Now it appears that the announcement was premature, and it is now titled, tentatively at least, "Hollywood Band Wagon."

Fligelstone Arrives To Study Exhibition

T. H. Fligelstone, former head of the C.E.A. in England and currently operating six theatres independently, arrived yesterday on the *Champlain* for a five-week visit. He will spend about a week in New York and then go to the coast. En route he will stop to inspect a number of theatres. While in Hollywood, he will visit the M-G-M, 20th Century-Fox and Columbia studios. He will sail for home from Montreal on the *Empress of Britain* the middle of September.

Although Fligelstone stated he was here on pleasure, he also said he would look over theatres in New York and other cities.

"I'm a little tired of being told what you do over here; I'm now going to see for myself," he said.

Fligelstone asserted that the circuits in England are now going through expansion moves similar to those made by major circuits in this country five years ago. The circuits are expanding very fast, he added, "and I'm one of the few independents left."

The British theatre operator held high hopes that the new proposed quota regulations will make for a better industry in England. Parliament is in recess until October, he said. The proposals will be threshed out when it reconvenes.

Form Columbia Units

DOVER, Del., Aug. 11.—Columbia Films of Netherlands Indies, Ltd., and Columbia Films of Malaya, Ltd., were chartered here today. Each company has a listed capital of \$5,000. Incorporations for each are Max Seligman, Richard Philpott and Floyd Weber.

Wilk, Daniell in London

LONDON, Aug. 11.—Arrivals aboard the *Aquitania* here included Jake Wilk and F. W. Daniell, of Australia.

"Gangway"

London, Aug. 11.—Running 90 minutes with 75 per cent of the sets depicting New York and an ocean liner, this film starts slowly but gathers momentum as Jessie Matthews delivers some good comedy in addition to five musical numbers, the best of which is the title song and dance. However, there is more farce than music in the picture.

Miss Matthews is a girl reporter who, making an involuntary trip to New York, is mistaken for a famous jewel thief. Getting herself mixed up in a gang war she frustrates an attempt to steal the necklace of a millionaire.

Comedy roles are well filled and the story has value as a fast-stepping gangster farce. ALLAN

F.P. Canadian Will Hold Toronto Meet

Famous Players Canadian will hold a three-day convention in Toronto, starting Aug. 23. A number of film men from New York will attend the sessions.

J. J. Fitzgibbons, operating head for the circuit, and Ben Geldsaeler, booker and film buyer, are in New York discussing new product deals. They will remain here until the end of the week.

MGM to Open in Durban

M-G-M will open the new 2,000-seat Metro in Durban, So. Africa, tomorrow evening. "After the Thin Man" will be the initial attraction. The company will also open a new house at Brisbane, Australia, Oct. 1.

See Lower Rates at Amalgamated Studio

By BRUCE ALLAN

LONDON, Aug. 11.—Latest developments here in the receivership of Amalgamated Studios, Ltd., are causing some concern in the industry which anticipates lower floor rates for the studio, the original cost of which was £600,000 and which now is said to be available for only £300,000. It is believed that bidders for the property will include John Maxwell and M-G-M.

The original plan of Amalgamated was for inclusive floor hire at prices 25 per cent below those prevailing at Pinewood and Denham. The latest valuation of the plant makes further cuts possible.

Prime movers in the Amalgamated plan were S. H. Soskin, Russian banker and uncle of Paul Soskin, and Major Charles Bell, construction engineer.

The studio at the present time is just a shell. It is believed that a large shipment of American equipment for the plant was never cleared from the docks.

Westabee Made RKO Manager in Holland

Max Westabee, for 20 years with RKO and former companies, has been named Holland managing director by Phil Reisman, foreign sales head. He sailed yesterday on the *Queen Mary* for Amsterdam where he will make his headquarters.

Westabee succeeds Roberto Trillo, who was killed July 28 in a plane crash in Belgium.

Northwest Houses Report Big Gains

(Continued from page 1)

shown that upwards of 32,000,000 persons paid more than \$8,000,000 for theatre tickets during the seven-month period, representing a six per cent increase over 1936, and an 11 per cent improvement over 1935.

Oregon theatres grossed more than \$5,000,000, representing 20,000,000 admissions during the seven months ending last July 31. The percentages of increase over preceding years are the same as those recorded in Washington.

Frank L. Newman of Evergreen State Corp., who aided in the compilation of the figures, pointed out that they were achieved in the face of a 25-cent admission average for the two states. He attributed the gains to increased public leisure due to shorter working hours now prevailing.

Starts Billboard Fight

BOSTON, Aug. 11.—Attorney General Paul Dever is taking legal steps to effect the removal of nine billboards along the state highways on Cape Cod. The action, of interest to the industry, concerns advertising signs in Barnstable, Bourne, Brewster, East Falmouth, Orleans, Truro, Wellfleet, and Sandwich. Billboards elsewhere in the state are threatened with removal.

Schines Revive Billboards

ALBANY, Aug. 11.—Billboard advertising is being revived by the Schine Circuit. All along the public highways in the up-state area Schine paper is plentiful.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Sea Racketeers"

(Republic)

[Editor's Note—Due to a typographical error a review of another picture was published yesterday under the above title in MOTION PICTURE DAILY. The correct review follows:]

HOLLYWOOD, Aug. 11.—Reaction of a preview audience indicated that this will have wide appeal, eliciting praise for novel twists in a patently melodramatic plot which has the United States Coast Guard and fur smugglers as background. The story keeps moving at a rapid pace, the direction is well pitched, and the performance of the cast, which is not overly studded with name values, is appropriate.

Made with an unlimited budget, "Sea Racketeers" might attract greater attention, but it ranks far above many productions of equivalent overhead, both from workmanship and entertainment angles.

While the story utilizes the innocent dupe idea in connection with the plot, the film is marked by added embellishments in the drive of the Coast Guard to track down the smuggling gang, which makes its headquarters aboard a gambling night club boat.

The cast is headed by Weldon Heyburn, Jeanne Madden, Warren Hymer, Dorothy McNulty and J. Carroll Naish. Armand Schaeffer, long identified with Republic westerns, is responsible for the production, and the veteran Hamilton MacFadden directed. Dorrell and Stuart MacGowan wrote the neat screenplay.

Running time, 60 minutes. "G."

VARIETY is right!

...it's

**“Showmanship
with a
Capital \$”**

THE PICTURE?...You guessed it.

WALTER WANGER'S

**"Beauty highlight
of the year!"**

—Photoplay

**"Supplied by every gun in the
exploitation arsenal!"**

—Motion Picture Daily

**"Will enjoy great
popularity at the
box-office!"**

—Motion Picture Review

**"Walter Wanger comes
through with another
big hit!"**

—Los Angeles Times

**"Amazing... best color
picture thus far!"**

—Baltimore Sun

**"Its magnitude and beauty
defy description!"**

—Hollywood Reporter

**"Most lavish show of the
year!"**

—Los Angeles Herald-Express

**"Definitely a
big box-office
winner!"**

—National
Box-Office Digest

**"A panorama of beauty
to thrill both sexes!"**

—NEA Syndicate

**"Technical
to date!"**

**"Hits new high for clever
entertainment!"**

—Mollie Merrick Syndicate

**"Superlati
entertainment!"**

—Central Pr

**"Loveliest picture
ever made!"**

—St. Louis
Post-Dispatch

**"A perfectly
stunning
picture!"**

—Boston Globe

"A box-office epic de luxe!"
—Showmen's Trade Review

**"One of the super-great
events of the year!"**
—Los Angeles Times

**"Walter Wanger has
a surprise hit!"**
—Phila. Ledger Syndicate

"Reaches its peak"
—Daily Variety

**"Record breaking grosses
in all showings!"**
—Box-Office

**"Will entrance audiences
everywhere!"**
—Los Angeles Examiner

**"A showman's picture
for showmen!"**
—Jess e Lasky

of

**"Breath-taking... sure
to entertain!"**
—Modern Screen

**"Best looking production ever
to come out of Hollywood!"**
—Los Angeles Evening News

**"A box-office gem in
Technicolor!"**
—Jay Emanuel Publications

**"The most magnificent color
film ever produced!"**
—Screen Guide

"A grand picture!"
—Walt Disney

Turn here for the **COMPLETE** review from hardboiled **VARIETY**

NBC Lists 11 New Programs; 11 Returning

Eleven new programs will be ushered in over NBC networks beginning in the fall, and an equal number of programs absent from the NBC airwaves for the summer are coming back, a checkup reveals. The round-ups follow:

New programs—Sept. 20, a variety program, title and talent to be announced. Blue network, Mondays 8:30 to 9 P. M. Sponsored by Campana Sales. Aubrey, Moore & Wallace, agency.

Sept. 22, sponsored by Standard Brands, Blue network, Wednesdays from 8:30 to 9 P. M. J. Walter Thompson, agency.

Sept. 7, the Packard Hour, with new stars, Tuesdays from 9:30 to 10:30 P. M. on the Red network. Young & Rubicam, agency.

Sept. 26, "Smoke Dreams," featuring "The Dreamer," Red network, Mondays, 8:30-9 P. M., E.S.T., sponsored by H. Fendrich, Inc. Ruthrauff & Ryan, agency.

General Johnson Due

Sept. 27, Gen. Hugh S. Johnson, Blue network, Mondays and Thursdays, 8-8:15 P. M., and Tuesdays and Wednesdays 10-10:15 P. M., E.S.T., sponsored by Grove Laboratories, Inc. Stack-Goble, agency.

Sept. 26, "Grand Central Station," dramatic sketches, Blue network, Tuesdays, 9:30-10 P. M., E.S.T., sponsored by Lambert Co. Lambert & Feasley, agency.

Oct. 3, "The Time of Your Life," variety show starring Sheila Barrett, Red network, Sundays, 5:30-6 P. M., E.S.T., sponsored by Gruen Watch Co. McCann-Erickson, agency.

Oct. 4, Carson Robinson and his Buckaroos, Blue network, Mondays, Wednesdays and Fridays, 4-4:15 P. M., E.S.T., sponsored by The Husterola Co. Erwin Wasey, agency.

Oct. 17, Title and talent unannounced, Blue network, Sundays, 4:45-5 P. M., E.S.T., sponsored by Modern Food Process Co. Clements Co., agency.

"Radio Newsreel" for Cumber

Oct. 24, "The Radio Newsreel," interviews by Parke Johnson and Wallace Butterworth, Red network, Sundays, 3-3:30 P. M., E.S.T., sponsored by Cumber Products Co., Stack-Goble, agency.

Nov. 5, Dr. Karl Reiland, author and lecturer, Blue network, Fridays, 7:15-7:30 P. M., E.S.T., sponsored by Peperell Mfg. Co. Batten, Barton, Durstine & Osborn agency.

Shows returning after a summer's absence are:

Aug. 29, "Sunday Afternoon with Ed McConnell, Blue network, Sundays, 5:30 to 6 P. M., E.D.S.T. Sponsored by Acme White Lead. Henry, Hurst, McDonald, agency.

Sept. 26, Marion Talley, concerts, Red network, Sundays, 5 to 5:30 P. M. Sponsored by Ralston Purina Co. Gardner Advertising Agency.

Sept. 13, "Kitchen Cavalcade," Crosby Gaige, em cee, Blue network, Mondays through Fridays, 10:45 to 11 A. M., E.D.S.T. Kenyon & Eckhardt, agency.

Sept. 27, "Tom Mix Straight

Shooters," children's serial, Blue network, Mondays through Fridays, 5:45 to 6 P. M., E.S.T. Sponsored by Ralston Purina Co., through Kenyon & Eckhardt.

Sept. 27, "Jack Armstrong," juvenile serial, Red network, Mondays through Fridays, 5:30 to 5:45 P. M., E.S.T., sponsored by General Mills, Inc., through Blackett-Sample-Hummert.

Sept. 27, "Little Orphan Annie," Red network, Mondays through Fridays, 5:45 to 6 P. M., E.S.T. Sponsored by the Wander Co., through Blackett-Sample-Hummert.

Oct. 1, "Pontiac Varsity Show," Blue network, Fridays, 8 to 8:30 P. M., E.S.T., through MacManus, John & Adams.

Jack Benny Returning

Oct. 3, Jack Benny returns, Red network, Sundays, 7 to 7:30 P. M., E.S.T., sponsored by General Foods Corp., through Young & Rubicam.

Oct. 3, "Metropolitan Auditions of the Air," Blue network, Sundays over the Blue, 5 to 5:30 P. M., E.S.T., sponsored by Sherwin-Williams Co., through Cecil, Warwick & Legler.

Warden Lewis E. Lawes returns, Blue network, Mondays, 10 to 10:30 P. M., E.S.T., sponsored by Wm. R. Warner Co., through Cecil, Warwick & Legler.

Fred Allen returns to "Town Hall Tonight" on a date as yet undetermined. Wednesdays, 9 to 10 P. M., E.S.T., on the Red network. Sponsored by Bristol-Myers Co., through Young & Rubicam.

To Raise Radio Set Prices

Due to increasing production costs, three major manufacturers of radio sets, RCA, General Electric, and Philco intend to advance their prices. While the boost is as yet unspecified, it is said the increase will amount to 10 or possibly 15 per cent.

Zenith is boosting prices \$2.50 to \$10 a set on their most popular models.

"Blue Serenade" on Today

"Blue Serenade," a new series built and produced by Nat Brusiloff, musical director, and Jack Coombs, assistant program director, makes its bow over WMCA today at 8:15 P.M. The program will feature Libby Hall, Clifford Lane, a male quartet and Brusiloff's orchestra.

Summer Shows On the Air

"Hello Peggy"

"Hello Peggy," serial script based on the career of a hotel telephone operator, is one of those typical early hour scripts which often border on the assinine.

The story deals with Peggy, her reporter boy friend, Ted, and a couple of bellhops named Speedy and Windy.

Yesterday's episode dealt with Peggy's jealous burn-up because Ted, away on an assignment for his paper with a crew of girls, had written to her about a "starry-eyed innocent" named Sally. With the little green god jabbing away at her reason, Peggy makes a date with an old flame. Ted returns, vows his love for Peggy, states Sally means nothing to him, and asks Peggy to keep a date with him. Consequence: Peggy has two dates at the same hour, and her perplexed sobs end the episode. As if he needed to tell anyone, the announcer hinted that Peggy would prove her resourcefulness in the next episode by getting out of the scrape.

"Hello Peggy" is sponsored by the Drackett Co. for Drano, and is heard over the NBC-Blue Wednesdays and Fridays at 11:45 A.M.

BANNER

Gordon Signs A Deal With Herman Bernie

Max Gordon, well known theatrical producer, has closed a pact with the Herman Bernie office whereby the latter will represent him exclusively in radio. Several of the bigger advertising agencies are now negotiating for the Gordon radio show.

The program tentatively is titled "Max Gordon's Radio Bandwagon." The ingredient will be excerpts from his dramatic and musical successes. These include "Three's A Crowd," "Bandwagon," "Cat and the Fiddle," "Roberta," "Design for Living," "Dodsworth," "Great Waltz," "Pride and Prejudice," "Shining Hour," "St. Helena," "Ethan Frome," "The Farmer Takes a Wife" and others.

Hollywood Town Pump

HOLLYWOOD, Aug. 11.—"Hits—Old and New" and "Serenade in the Night" started this week as regular KFWB Wednesday night programs, the former, from 7 to 7:30 P.M., P.S.T., featuring Marian Mansfield, Fred Skinner and Leon Leonardi's orchestra, and the latter, from 8:30 P.M. to 9 P.M., P.S.T., features Verna Osborne and Rene Williams' orchestra. . . . KFI and KECA will pick up remote control broadcasts from the Coconut Grove while Hal Kemp and his orchestra play their engagement there. NBC will air the program nationally and CBS will continue to air his Friday night cigarette program.

Pat Bishop is on his vacation, Doug Evans has been given the announcing assignment on KFI's "The Screen Week," which is written as a weekly

Wednesday night program by Richard Sheridan Ames. . . . John Canady takes Bishop's place on the news broadcasts. . . . Paul Myers of "Good Ship Grace," KFI, is also vacationing, as are John Edwards and Dorothy Graham of the program department.

KNX next Sunday will try another "Traffic Control from the Air" broadcast, with Lieut. J. Vic Wallen warning of traffic tieups from a National Guard airplane flying over the beach fronts. . . . "The West Coast Church of the Air" will present an all-Catholic service on KNX and the Columbia Pacific network Sunday from 1:30 to 2:30 P.M., P.S.T. . . . Carol Lofner this weekend (Friday and Saturday) will bring his band to the Pasadena Community Dance Hall and KNX will broadcast his melodies from 11 to 11:30 P.M., P.S.T., each night.

Radio Personals

NILES Trammell, vice-president in charge of NBC's central division, and Frank M. Russell, head man in NBC's Washington office, are in town. . . . Gabby Hartnett, catcher for the Chicago Cubs, will be a guest on the "Jamboree" program Aug. 14. . . . Bob Trout, Washington announcer, is in the city. . . . Jimmie Lunceford's orchestra will make its first appearance on the west coast when the band opens a 20-week stay at the Sebastian Cotton Club at Culver City Oct. 4. The deal was set by Tom Rockwell who, by special arrangement with Harold F. Oxley, will also handle the aggregation for theatres, one-nighters, pictures and radio. . . . Harry L. Grelck joins NBC as a studio engineer Aug. 16, coming from the International Broadcasting Co. . . . Fred Weber, Mutual executive, has returned from a business trip to Chicago. . . . Elinore Sherry, WOR songstress, has been booked for a personal appearance at the Metropolitan, Boston, beginning the week of Aug. 19. . . .

+

Del Casino will return to home grounds next Monday when he starts a new CBS sustaining series at 5:30. The following evening he will be heard as guest vocalist on the Mark Warnow series, and on Wednesday he will start the first of his 10:30 broadcasts. . . . Cornelia Otis Skinner will be heard on the Sealtest program Sunday. . . . Hammerstein "Music Hall" guests Aug. 20 will be Lucy Monroe, Clyde Barrie and John Hendrick. . . .

Sam Hammer to Start Aug. 18

"How About It?," a new program conducted by Sam Hammer, will be heard for the first time over WOR and the Mutual network Aug. 18, from 10 to 10:30 P.M., and weekly thereafter at the same time. Ten teams of contestants, each consisting of a man and a woman, will compete in telling their reactions to situations in life that are headlined in the news. A \$10 cash prize will be awarded weekly to the winning team.

University Uses Radio Scripts

All programs of the CBS Shakespearean cycle are being made use of by the University of Nebraska as part of the Speech Department's summer course for directors. The University publishes front page stories about the cycle in the *Nebraskan*, posts weekly notices on the school bulletin board, and has placed a radio in the auditorium where classes listen to the broadcasts.

Mutual Gets Gold Cup Race

Mutual will broadcast the Gold Cup Regatta races from Detroit Sept. 4 to 6, inclusive. The descriptions will originate through the facilities of CKLW, Joe Gentile, Steve Douglas and Art Sutton providing the commentary and descriptions.

Hoffman Signs with WNEW

Hoffman Beverage Co. has signed for a spot schedule over WNEW, beginning Aug. 2, to continue indefinitely. Batten, Barton, Durstine & Osborn is the agency.

Senate Moves For Start of Radio Probe

(Continued from page 1)

licenses or frequencies other than specified in the licenses;

Whether the acts and decisions of the commission have been influenced by matters not apparent in the public records;

The geographical distribution of broadcasting facilities and whether there is an equitable distribution of service to all parts of the country and, if not, what steps should be taken to provide fair and equitable service;

The extent to which broadcast stations have been concentrated in the larger communities by transfer of stations from smaller communities;

The extent to which the circumstances under which the ownership, control, management or interest in more than a single station has passed into the hands of any person or group;

The circumstances surrounding and the considerations for the voluntary transfer of station licenses or construction permits, and all details of license or station transfers, sales of stock, leases, etc.

All acts or assertions by licensees which involve the claim to any right or interest beyond the terms, conditions and periods of the license.

To Probe Charges, Profits

Whether considerations have been paid or promised to any licensee for not interposing objection to an application for all or part of his facilities; and cases in which persons whose applications for license renewal have been refused have received from persons licensed to use those facilities money or other consideration in excess of the value of the physical equipment taken off the air.

Intermediate ownership of stations and its effects; investments in stations by licensees; charges for the use of station facilities and profits therefrom to which stations are used to build up other businesses in which licensees are interested and extent to which facilities of stations are refused to competitors of such other business; extent of newspaper ownership and control; all facts regarding networks; and their effects upon independent stations; censorship by stations; and extent of public service, political and advertising programs.

The Senate move followed by one day another biting attack on the radio industry by Representative W. D. McFarlane of Texas who has been trying to force the House to act on the Connelly resolution. During his speech McFarlane charged that the industry was violating the anti-trust laws.

Young Amateur Makes Good

SAN FRANCISCO, Aug. 11.—Thirteen-year-old Susanne Meniss, recent amateur hour discovery, is now heard three times weekly in her own quarter-hour song programs, over KYA and the California Radio System. The child is a soprano. She sings classical and popular tunes.

Charter Richmond Firm

RICHMOND, Aug. 11.—The Times-Dispatch Radio Corp., with maximum capital of \$200,000, has been chartered.

NBC Adds 27 to Its Artists Service List

Twenty-seven concert and operatic artists have been added to the NBC artist service list for 1937-38, bringing the total to 102. The newly signed artists are:

Gina Cigna, Kersten Thorborg, Vina Borg, Irene Jessner, Giovanni Martinelli, John Charles Thomas, Karin Branzell, Emanuel List, George Cehanovsky, Nathan Milstein, Adolph Busch, Enrico Morini, Rudolph Serkin, Alexander Brailowsky, Guila Bustabo, Grete Stueckgold, Marcel Grandjany, Maurice Eisenberg, Engel Lund, Katherine Bacon, Marion Claire, Florence George, Clifford Menz, Colette d'Arville, Alexander Culbertson, Vivian Della Chiesa and Victor Chenkin.

Labor Board Hears Arguments on WHN

(Continued from page 1)

ployes of the broadcasting station. All organized employees of the station are affiliated with the I.A.T.S.E., which claims it should also represent the engineers, as it now represents a majority of the workers. The engineers belong to the A.R.T.A., which refused to surrender them.

Discussion before the board today revolved around points brought out during the hearings in New York some weeks ago, and the board now has the matter under advisement, its decision being expected within the next few weeks.

Among those who appeared at the hearing were: Murray S. Kaplan, of the I.A.T.S.E. and Irving H. Greenfield, Louis K. Sidney and Herbert L. Pettet, representing the Marcus Loew Booking Agency, which controls the station.

"Passing Parade" Starts Sept. 12

"Passing Parade," which goes coast to coast for Duart Sales over the Mutual network beginning Sept. 12, will be heard as a sustaining period for four weeks prior to the commercial sponsorship. The sustaining programs begin Aug. 15, from 12 midnight to 12:15 A. M., Sundays. The sustaining broadcasts will be offered in cooperation with the World Peaceways.

FCC Grants Two Permits

WASHINGTON, Aug. 11.—The broadcast division of the Federal Communications Commission has granted operating permits to WJIM, Lansing, Mich., 1,210 kilocycles, 100 watts night, 250 watts day, and WHLB, Virginia, Minn., 1,370 kilocycles, 100 watts night, 250 watts day.

Wells to Go on NBC-Red

Linton Wells, newspaper correspondent, will inaugurate a radio series of personal anecdotes Aug. 21, from 8:30 to 8:45 P. M. over the NBC-Red network. The series, to be titled "Bits of Life by Linton Wells," will also include Wells' interpretation of trends and events.

Mike Stiver in Hollywood

HOLLYWOOD, Aug. 11.—Mike Stiver, Australian manager of the J. Walter Thompson office, has arrived from Sydney to sort out some transcriptions which he will take back with him.

Superstitious?

Ted Webbe, WNEW's "man in the street" broadcaster, has sent the following requisition to the sound effects department for the Friday, the 13th, broadcast: two dozen pocket mirrors, a folding ladder, one pound salt, carton of cigarettes and matches, and a black cat—tamed.

The question of the day will be: "are you superstitious?" Whenever anyone says "no," Webbe will require them to tempt the witches by breaking a mirror, spilling salt, walking under the ladder, stroking the black cat, and be one of three on a match.

WBRC, Birmingham, To Join NBC-Red

Effective Jan. 1, WBRC will become affiliated with NBC as the Red network outlet in Birmingham, Ala.

The network rate for the station will be \$160 per evening hour.

NBC's current affiliate in Birmingham, WAPI, will be terminated as of Dec. 31, this year. WAPI is a 5,000-watt station. WBRC has a power of 1,000 watts.

WBRC is currently the CBS station in Birmingham and it is believed that WAPI will replace it as the CBS unit.

Carrillo Home Broadcast Scene

"Hollywood in Person," a feature of the General Mills Hour on CBS, will feature a visit to the home of Leo Carrillo for an interview with the comedian and Jean Arthur, Aug. 13 from 1:45 to 2 P. M.

Aug. 16, the same program will feature as its guests Lupe Velez, and Wheeler and Woolsey.

Orr Heads Stack-Goble Radio

CHICAGO, Aug. 11.—Winthrop Orr, producer of radio dramas, has been named radio director of the Stack-Goble Agency effective Aug. 15. Orr has been with NBC during the past year.

WJJD, WIND to WLW Line

CHICAGO, Aug. 11.—WJJD and WIND, Ralph Atlass stations, will join the WLW network starting Sept. 15, giving the WLW Line two Chicago outlets.

Dallas Bouts on NBC-Blue

A description of the Pan-American boxing bouts from Dallas, Tex., will be offered over the NBC-Blue from 10 to 11 P. M. Aug. 14. Hal Thompson will report the bouts.

Rites for Short Sunday

CHICAGO, Aug. 11.—Funeral services for Al Short, NBC orchestra conductor, will be held Sunday night in Springfield, Mass. Short died on Tuesday.

Ben Byers Joins Morse

HOLLYWOOD, Aug. 11.—Ben Byers has quit his position on the Hollywood staff of Radio Guide to become personal publicity representative of Carlton Morse, "One Man's Family" author.

Erpi Willing To Drop Sale Of Equipment

(Continued from page 1)

contemplated the formation of a national company, the stock of which would be owned by the participating theatre interest. These stockholders would be granted regional franchises to conduct the equipment and servicing business in their respective territories. Erpi officials evidenced an interest in the proposal and the sponsors of the plan were invited to put the idea in the form of an offer. However, action on the proposal lagged thereafter and no formal proposal has been submitted to date, the Erpi official said.

Another proposal, currently being discussed, contemplates a take-over of Erpi's theatre activities by company employees under some such arrangement as was employed by A. T. & T. in divesting itself of Graybar Electric & Mfg. Co. Still another involves the acquisition of the business by a projector manufacturer.

Erpi to Maintain Control

Whichever deal materializes, and one is expected to eventually, would leave Erpi solely as a licensor of Western Electric-made equipment. Erpi is believed to favor retention of its sound recording equipment business, in which field for some time past it has been little more than a licensor. Sales in that field have long since reached the saturation point and servicing of equipment is handled to a large extent by studio technicians. None of the recent and current discussions has included the studio recording business, although major producers on several occasions since the introduction of sound have evidenced a serious interest, the last time as recently as a year ago, in an acquisition of Erpi's complete operations.

Several obvious factors account for Erpi's willingness to divest itself of its theatre equipment business. Foremost is A. T. & T.'s publicly declared intention of ultimately confining its interests to the communications field, as stated by Walter Gifford, president, before the Federal Communications Commission last year, and on several other occasions. In the offing, according to report, is an F. C. C. investigation of A. T. & T.'s activities outside the communications field.

Form Six Companies

ALBANY, Aug. 11.—New companies chartered here are: East Coast Studios, Inc., by Louis Bernstein, Leonard Greenspan and Gertrude Feinman; Waterloo State, Inc., by George E. Smith, Harry G. Copeland and Ruth E. Ackerson; Brooklyn Fox Corp., by Simon H. Fabian, Cornelius J. Smyth and Rae Okun.

Lewis Picture Prod., Inc., by Harrison Lewis, George A. Maunsell and J. Gerard Cregan; National Prod., Inc., by Theodore Pearson, Louis B. Warren and Vincent Keane, and Chapel Amusement Corp., by Norman B. Fitzer, R. Fitzer and E. Bettigola.

Garrison Has "Spain"

Garrison Film Distributors has prepared "Heart of Spain" for release here shortly. The film was produced in Spain with the cooperation of American and Canadian medical units.

It starts rolling at Popular Prices!



PREPARE YOUR HOLD-OVER ADS NOW!

A tip to all theatres based on the first Popular Price engagements!

[Hold-overs just announced: PITTSBURG; SALT LAKE CITY; BUFFALO; WASHINGTON, D. C.; LOS ANGELES playing 2nd week at two theatres day and date. More on the way!]

“The Good Earth” is a positive extended-run hit. Hold open plenty of extra time!

P. S. Thanks Los Angeles; Oklahoma City; Mountain, Michigan; Salt Lake City; Alexandria, Minn; Buffalo; Albany; Pittsburgh and others for those swell campaigns. We're gratified that our 38-page Exploitation Manual of tried and proven Roadshow campaigns is proving so helpful.

**Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry**

MOTION PICTURE DAILY

**First in
Film and
Radio News
Brief,
Accurate
and
Impartial**

VOL. 42. NO. 37

NEW YORK, FRIDAY, AUGUST 13, 1937

TEN CENTS

Coast's Radio Moves Delayed By Television

Construction Depending On Developments

HOLLYWOOD, Aug. 12.—Fear that television, when nationally used might render obsolete present radio studios and equipment today was believed the reason for the delay of both NBC and Mutual in starting building programs here. This is also believed to be the reason Columbia is retaining its two broadcasting theatres here for periods long after the scheduled completion, expected by Jan. 1, of the new CBS building which will have seven studios and an auditorium.

Both Mutual and NBC head-

*Additional developments in
radio on page 12*

quarters, the former in Los Angeles and the latter in Hollywood, are admittedly cramped for space. NBC is bargaining for one of several spots. Rumors have the deal "in the bag" for the purchase of a portion of a city block at Sunset Blvd. and Vine St., site of the old Famous Players-Lasky studios, but insiders believe the deal may fall through. NBC is also talking over the purchase of the Warner studio on Sunset Blvd., on which

(Continued on page 12)

Hear Finance Plans On the Fox, Detroit

DETROIT, Aug. 12.—Plans for financing the reorganization of the Fox were discussed at a hearing held today before Special Master Marston. The reorganization plan was approved by the court some time ago.

Preliminary estimates of the amount of fees for trustees, attorneys and creditors' committees and of other reorganization costs were supplied the special master today. A final hearing on the matter is to be set later.

Federal Supervision Asked by S.E.T.O.A.

JACKSONVILLE, Fla., Aug. 12.—A resolution asking Congress to appoint a commission to supervise the sale of films to small theatres, thereby breaking up an alleged monopoly, today was adopted at a meeting of the South Eastern Theatre Owners' Assn. at Jacksonville Beach.

M. C. Moore, head of the Riverside

(Continued on page 11)

Maintain Decency, Is S. R. Kent Plea

COLORADO SPRINGS, Aug. 12.—A plea for cleanliness on the screen was voiced here today by Sidney R. Kent, president of 20th Century-Fox in an address made before the 1937 convention of the National Theatres meeting at the Broadmoor Hotel. Kent's address, which was heard by 105 theatre executives, stressed the absolute necessity of keeping the screen on a high moral plane.

Kent asserted that the Legion of Decency, organized about two years ago in the Roman Catholic Church,

(Continued on page 11)

RCA Silent on Offer For Servicing Dept.

CAMDEN, Aug. 12.—Officials of RCA Mfg. Co. today declined to reply to inquiries as to whether or not offers for the company's theatre sales and servicing operations had been received or whether such offers would be given consideration in the event any were received.

The queries were addressed to Photophone officials as a result of a statement given MOTION PICTURE DAILY yesterday by a ranking official of Erpi

(Continued on page 11)

"Courageous" Gets \$39,000 at Capitol

"Captains Courageous" finished a first week at the Capitol at popular prices with approximately \$39,000. "Topper" will follow the current attraction next Thursday. The theatre is scheduled to close Aug. 26 for alterations costing about \$200,000. "Broadway Melody of 1938" will reopen the house Sept. 2.

"Souls at Sea," which garnered

(Continued on page 2)

G. B. Goes Nautical; Jupe Pluvius Helps Out, and—

By J. M. JERAULD

Jupiter Pluvius and G. B. took a vote last night to see whether "Gangway" should be shown on the U.S.S. Texas at the Brooklyn Navy Yard and Jupiter won the first round. It was a wild night at sea and ashore.

Arthur Lee, George Weeks and Al Margolies transported a half hundred magazine and newspaper critics to Brooklyn by bus and the U. S. Navy officers met them at the yard gates. Dinner was served after a 21-gun salute outside the three-mile limit. The hors d'oeuvres were excellent. The soup was good. The

Para. "Strike" Stay Extended In Minnesota

Restraint Effective Until Aug. 19 Hearing

MINNEAPOLIS, Aug. 12.—After a preliminary hearing which lasted throughout today, Federal Judge Gunnar H. Nordbye continued in full force until further hearing on Aug. 19 the temporary restraining order obtained by Paramount last week against Allied Theatre Owners of the Northwest and individual defendants. The order prohibits mass action by the exhibitors in their "buyers' strike" against the company.

Judge Nordbye adjourned the morning session following arguments on a motion by the defendants to amend the wording of the restrainer. The motion was granted by the court after the hearing resumed at 2:00 P. M. The change involved only the language of the preamble to the order and did not alter the effect of the order in any respect. Under its provisions the defendants continue to be restrained from concerted action against

(Continued on page 11)

Detroit Delays Ban On Cash Giveaways

DETROIT, Aug. 12.—Following a public hearing this morning on the proposed ordinance banning cash prize games in local theatres, City Council postponed until next Tuesday further action on the measure, which already has passed second reading.

Speaking for the ordinance were

(Continued on page 6)

Exchange Men Move to Keep Chicago Board

Independent Financing May Be Adopted

CHICAGO, Aug. 12.—Exchange managers here today developed an independent financing plan in order to continue the local Film Board of Trade which may be adopted by other exchange centers throughout the country.

Clyde Eckhardt, president of the Chicago Film Board, in declaring that the board would be continued, said that it would have no connection with New York in the future. He said that officers of the board would continue to serve until the next annual election in the spring of 1938. Emma Ablanap, secretary, agreed today to continue in that post. She leaves Friday on an annual vacation and will resume her regular board duties on her return Sept. 7.

Eckhardt did not divulge the details of the plan under which the board will be continued, but it is assumed here that its independent, local character implies that the maintenance of the board will be undertaken by the exchange managers themselves.

Distribution home offices and the M.P.P.D.A. said yesterday that they had not been informed of the method

(Continued on page 2)

Hickey Returns to Resume L.I. Probe

Assistant U. S. District Attorney Leo Hickey, who has returned from a three-day trip, today will continue informal conferences in the reported Century Circuit complaint against Loew's and RKO's local clearance and protection.

Roy H. Haines, eastern division sales head for Warners, is scheduled to report at Hickey's office in Brook-

(Continued on page 11)

Expect Postponement Of Texas Trust Case

DALLAS, Aug. 12.—Further postponement of the Government's anti-trust suit against Interstate Circuit and major producers is expected when the case is called before Judge W. H. Atwell in U. S. District Court on Sept. 20.

Karl Hoblitzelle, president of the

(Continued on page 11)

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"Courageous" Gets \$39,000 at Capitol

(Continued from page 1)

\$1,600 for the first day at roadshow prices at the Globe, took in \$1,500 the second day.

"Stella Dallas" began its second week at the Music Hall yesterday. At three P.M. \$4,000 was in the till. The forecast for the day was \$13,500. The first day of the second week appeared to be bigger than the opening day.

"Topper" on Dual Big

LOS ANGELES, Aug. 11.—The opening day grosses for "Topper" and "Between Two Women" at the Chinese and Loew's State here totaled \$4,844, which is close to a record for the combined take. It bettered the mark set by "A Day at the Races" but was beneath those of "Saratoga" and "Mutiny on the Bounty."

Many "Toast" Holdovers

"The Toast of New York" is being held for a second week in numerous key situations, including Keith's, Boston; Palace, Chicago, and Palace, Cincinnati.

Purely Personal

Y. FRANK FREEMAN, LEON NETTER, NATE BLUMBERG, FRED MYERS, MORT SINGER and JOE BEN discuss the Paramount-RKO pool in Minneapolis during the mid-day repast at the Tavern yesterday. At another table RUBE JACKTER is getting the low-down on the Florida theatre situation from SIDNEY MYERS. The latter leaves today for a fishing trip in Maine which will last until the end of next month. Then he will go to Chicago for another vacation, he said.

BILL BARNETT is lunching with a friend and informs that he will sail Sept. 1 on the *Normandie* for a six-week tour of the Continent. MITCHELL KLUPP, MILTON KORNBLUM, LEO JUSTIN, MORRIS JACKS and HERMAN GLUCKMAN occupy the Monday Knights round table. KORNBLUM is a newcomer, hailing from the state of Washington, and is the guest of KLUPP.

ARTHUR LEE, seated at a table by the wall, is all excited about the screening of "Gangplank," latest JESSIE MATTHEWS picture, on the *Texas*. Dinner first, he says, then the screening which will be followed by dancing. ARTHUR GREENBLATT is close by with MORRIS EPSTEIN and the discussion revolves around the local investigation by the Dept. of Justice.

CHARLIE STERN, just back from Buffalo, and MOE STREIMER come in late and join the Monday Knights. FRED MCCONNELL is alone and apparently enjoying the food. ARTHUR KELLY and TOM MULROONEY discuss U.A. foreign matters. JACK BARNSTYN and JACOBO GLUCKSMAN talk on the same subject, but with the independent field in mind.

HAL HORNE has ESTELLE SCHROTT as his guest and is later joined by A. P. WAXMAN and WOLFE KAUFMAN. BEN WASHER, COLVIN BROWN, TERRY RAMSAYE, JAMES CRON, BOB HARRISON, WILLIAM FITELSON and GEORGE BROWN are spotted at other tables while TOOTS SHOR makes the rounds with a big broad smile masking his ruddy features.

MRS. JEROME SAFRON will leave via American Airlines for the coast Monday. The Columbia coast division manager is now in San Francisco and will be back at his Los Angeles headquarters Monday.

ARTHUR WILLI, talent head for RKO, will leave for the coast tomorrow by train. He plans to spend several weeks at the studio.

GERARD B. LAMBERT, of the United Air Lines, flew back to New York via "The Commodore," after a short business trip to Chicago.

R. E. GRIFFITHS, his brother and HORACE FALLS are in town looking over product for the Oklahoma City and Dallas circuit.

HARRY WEINER, Columbia branch manager in Philadelphia, has returned to the Quaker City after a brief visit here.

LEONARD GAYNOR of the 20th Century-Fox publicity staff is vacationing in Maine and Canada.

SIDNEY MEYERS is here from Miami on product deals.

LEONARD PALUMBO of Warners foreign publicity department left for the coast last night for a two-week vacation. The trip is the *Quigley Publications* prize at the last *Film Daily* golf tournament.

TOM KEENE, Monogram star, arrives from Hollywood today and tomorrow will attend the regional sales meeting here. Next week he will leave for Skowhegan, Me., where he will appear in a stock show.

GREGORY DICKSON, publicity head for WALT DISNEY, will leave for the coast today by train after conferring here with BARRET MCCORMICK of RKO and HAL SLOANE, eastern Disney representative.

EDWARD PESKAY, general sales manager for Grand National, will leave Monday night for a swing of the company's eastern exchanges.

JOAN BENNETT will attend the opening of "Walter Wanger's *Vogues of 1938*" next week. The actress at present is in Saratoga.

MORT SINGER and JOE BERN, attorney and partner of SINGER, will leave for Chicago and Cleveland, respectively, today.

JAMES CAGNEY is slated to arrive from the coast late next week to spend a vacation with his family at Martha's Vineyard.

DAVID LOEW plans to leave for the coast in 10 days.

... Detroit

HARRY KOMER, partner in the Komer circuit, has returned from a two-month trip to Europe.

ANN ZIMMERMAN, of the Columbia branch staff, and her husband, LEN SHECTER, checker, also have returned from an eight-week visit to his home in England.

HARRY HONDORF, Monarch booker; FRANKIE JONES, Warner booker, and JACK ZIDE, premium salesman, are back from vacations.

WILLIAM FLEMION, Monogram manager; BERT FOSTER, Monogram salesman, and AL DEZEL, of Roadshows Pictures, are vacationing in northern Michigan.

Name Swiss Chamber To Survey Pictures

WASHINGTON, Aug. 12.—The Swiss Government has approved legislation creating a Federal Film Chamber of 18 members, according to the American Consulate report to the U. S. Dep't of Commerce. Membership of the board will come from the film industry's branches, representatives of arts, science and culture groups, of business and industry, and of Cantonal educational groups and police.

The immediate tasks of the chamber include the observation and study of the development of film industries in other countries, with particular emphasis on political aspects; establishing criteria for a Swiss national film policy and compilation of statistics showing the development of the cinema, demand for films and the employment of Swiss nationals in the industry.

Exchange Men Move to Keep Chicago Board

(Continued from page 1)

which Chicago exchange managers would follow in financing the Film Board of Trade there. It was stated that there were no objections to continuance of the boards if branch managers were able to obtain the required funds independently of New York.

The New York headquarters of the Film Boards was closed on July 1 when appropriations for its maintenance were discontinued by distribution companies. Appropriations for all boards were made for an additional 30 days, but after Aug. 1 no further funds were forthcoming from New York for salaries, rent or other operating expenses for any Film Board except New York's.

Actor May Contest Expulsion by SAG

HOLLYWOOD, Aug. 12.—Eugene Marcus, attorney for Buckley Russell and the Hollywood Picture Players' Ass'n, today said that he is considering an appeal from the decision of the Screen Actors' Guild expelling Russell for having organized extras into a rival association. Marcus stated that he is studying A. F. of L. procedure for the proper appellate channel but that if a solution is lacking in that direction he will take the matter to the court which has jurisdiction.

Russell was suspended for a year and fined \$1,000, which fine was suspended. Marcus characterized the guild's action as tyrannical and unconstitutional, pointing out that Russell is now forced from the studios because of the guild shop agreement.

Continue Session on Local Union's Deals

Representatives from Local 306, I.A.T.S.E., local exchanges and major distributors yesterday continued negotiations for setting up basic wage scales and minimum hours for New York. Although local employees are said to be the highest paid in comparison to any other exchange, increases are being sought by the local unions, it was said.

An agreement covering Oklahoma City has been slightly revised.

Miss Molseed Joins MGM

OMAHA, Aug. 12.—Regina Molseed, former secretary of the Omaha Film Board of Trade and secretary of the M. P. Exhibitor's Ass'n of Omaha until the Supreme Court issued a temporary restraining order against Bank Night, is the new contract clerk at M-G-M's exchange.

Miss Molseed will continue the board's fire prevention work and keep up the mailing and gratis lists.

"Zola" Advance Sale Big

Warners yesterday reported that tickets for "The Life of Emile Zola" were selling eight weeks in advance at the Hollywood. A fourth treasurer has been added to the staff to handle the matinee and evening business as well as future reservations.

THE NATION'S PRESS UNHESITATINGLY ENDORSE KING SOLOMON'S MINES

TRADE PAPERS

The production . . . is magnificent. Suitable for all Class A.
—HARRISON'S REPORTS

A fine spectacular action drama finely pictured.
—M. P. DAILY

Should return dividends in the United States theatres . . . magnificently and thrillingly staged.
—VARIETY

Swell . . . power and sweep of scenes.
—FILM DAILY

The film moves at a good pace and always holds the interest. All in all it is GB's best offering.
—SHOWMEN'S TRADE REVIEW

"King Solomon's Mines" is real entertainment, splendid spectacle, adventure with a capital A.
—M. P. HERALD

One of the best pictures to reach this country. It is packed with action and provides tense dramatic entertainment for all classes.
—FILM GURU

NEW YORK NEWSPAPERS

"King Solomon's Mines" is unhesitatingly endorsed by this department. Startling Adventure.
—DAILY NEWS

Is distinguished by a high degree of realism and down-right brilliant performances.
—HERALD TRIBUNE

A thriller guaranteed to delight and certain of holding the attention.
—TIMES

A slick adventure yarn. GB made a good job of it, and you'll find it fun.
—JOURNAL

Exciting film. Has the added attraction of a superb cast.
—WORLD TELEGRAM

Convincing and dramatic.
—POST

There is always something doing in "King Solomon's Mines."
—N. Y. SUN

The fans will be excited by "King Solomon's Mines." It's rousing melodrama.
—MIRROR

NATIONAL MAGAZINES

It is the best film of this sort since "Trader Horn" . . . fast moving . . . exciting.
—LIBERTY

"King Solomon's Mines is as rich in scenery as it is in make believe."
—TIME

Packed with adventure . . . Gaumont British did justice to its fantasy.
—THE DIGEST

KING SOLOMON'S MINES

WITH
ANNA LEE
CEDRIC HARDWICKE

PAUL ROBESON • ROLAND YOUNG • JOHN LODER
Adapted from the famous novel by SIR RIDER HAGGARD
Directed by ROBERT STEVENSON



Gaumont British Distributors
Empire Films, Ltd.

THE BIGGEST EXPLOITATION PICTURE OF THE SEASON

Irresistible LORETTA



**LORETTA
YOUNG**

More captivating than
in "Cafe Metropole!"



"LOVE U"

Impetuous DON

*making the madcap kind of love
that suits these two so well!*

Together for the first time since "Love Is News"...
in a headlong romance as tempestuously thrill-
ing as it's uproariously merry. Gay... exciting...
breezy!...to make an ideal hot-weather show!

DON
AMECHE

By popular vote radio's favorite...
even grander than he is on the air!

UNDER FIRE

with
BORRAH MINEVITCH
and his gang

FRANCES DRAKE
WALTER CATLETT
JOHN CARRADINE

SIG RUMANN • HAROLD HUBER

Directed by George Marshall
Associate Producer Nunnally Johnson
Based on a play by Walter Hackett
Darryl F. Zanuck in Charge of Production

20th
CENTURY
FOX

THE KEYSTONE
OF YOUR FUTURE



Carroll-Drake Suit On Story Dismissed

Federal Judge Vincent Leibel yesterday dismissed two of the four claims made by Richard Carroll and William Drake, authors and scenario writers, in their suit against Warner Bros. in the U. S. District Court. Twenty days to file an amended complaint was allowed the plaintiffs.

The writers charged that they prepared a scenario for Warners in 1934 in which Paul Muni was to have starred, based upon the life of General Gorgas and the construction of the Panama Canal. They allege that after rejecting the script, Warners filed intention with the Hays office to produce a film on the same subject. As a result they were unable to market their story. One of the counts dismissed was the claim that the system of registering intentions to produce plays was "an unlawful conspiracy in restraint of trade." The charge was dismissed on the ground that the court lacked jurisdiction.

Sues on "Man of People"

Henry Rose filed suit in the U. S. District Court yesterday against M-G-M Pictures Corp., M-G-M Distributing Corp., Loew's, Inc., Culver Export Corp. and Frank Dolan charging "deliberate piracy" of his play, "Burrow, Burrow" in "Man of the People." The plaintiff alleges that he wrote his play in 1934 and submitted a script to M-G-M and that it was rejected. A permanent injunction, damages and an accounting of the profits were asked.

Adopt Standards for Electrical Filters

HOLLYWOOD, Aug. 12.—William Koenig, chairman of the Research Council of the Academy of M. P. Arts and Sciences, has announced the adoption of a standard nomenclature for filters to be used throughout the industry. In the past, electrical filters used in studio recording circuits and theatre reproducing circuits have been described by any one of several methods, none of which conveyed enough information to describe completely the filter characteristics.

Consequently, all of the methods previously used will be discarded and the Research Council standard will be used exclusively. Erpi and RCA and technical representatives of many of the theatre companies cooperating in the council's standardization program and studio sound directors have approved it for use.

The standard has been submitted to the radio industry for consideration as a possible standard there.

Detroit Delays Ban On Cash Giveaways

(Continued from page 1)

George W. Trendle, president of United Detroit Theatres, and H. M. Richey, of Co-operative Theatres of Michigan. Opposing the ordinance were David Newman, exhibitor-attorney, representing Allied Theatres of Michigan; Sam Carver of the Downtown; J. E. Stocker of the Myrtle, and Walter Kelly, attorney representing Screeno. Opponents of the proposed ordinance presented petitions signed by more than 100,000 theatre patrons favoring the use of the games.

G. B. Goes Nautical; Jupe Pluvius Helps Out, and—

(Continued from page 1)

the picture, scheduled for the quarter deck—or maybe it was the half deck—of the U.S.S. *Texas* was postponed. Finally the rain stopped and the pilots of the busses took the guests down to the *Texas*.

It was heroic, but futile. The *Texas*, so far as a landlubber could see, was afloat, but water was dripping off her 14-inch guns and off her masts and off her chains. Some of the sailors had raincoats. They needed them. Even an admiral couldn't enjoy a picture under those conditions.

Boatswain Arthur Lee looked around and suggested that the party return to the officers' mess. It did, but not until after a bus driver had tried to knock the stern off a yacht and the bridge off a destroyer trying to turn around in a narrow space never intended for bus drivers' maneuvers.

At the officers' mess the orchestra played, the boatswains and petty officers tinkered with wires and screens, a bugle blew. About 11 o'clock "Gangway" was started. It was a good picture—very entertaining.

It would have been even better in an air-cooled theatre, with a leak-proof roof.

Weeks Declares New G. B. Policy Success

The new sales policy recently inaugurated by G.B. is meeting with success, George W. Weeks, general sales manager, stated yesterday.

Arthur Greenblatt, circuit sales manager, has closed a deal with RKO for Greater New York, starting Aug. 31.

In numerous cases, Weeks said, exhibitors have purchased the entire program of 12 "A" films.

101 on Para. List

Hollywood, Aug. 12.—Paramount's new contract list today revealed a total of 101 players under regular contract, and 14 others under special one or two picture deals—a new all time high for the studio.

Germans' Production Falls Short of Plan

WASHINGTON, Aug. 12.—Of the films which had been announced in Germany for the 1936-'37 season, 190 had been passed by the censors at the end of June, 1937, and 17 were still in preparation, according to a report to the U. S. Dept. of Commerce from Assistant Commercial Attache R. M. Stephenson in Berlin.

Altogether, there were 44 fewer films finished than had been announced.

UFA, Tobis, Terra-Filmskunst, and others have announced a combined 1937-38 program of 125 pictures, including 15 films carried over from the past season. Already four of the new season's product have passed the censors and 29 are in preparation.

It is not expected that the 1937-'38 schedule will exceed the 1936-'37.

Jessie Matthews Coming

Jessie Matthews is coming to this country shortly. It will be her first visit in seven years. The decision was made yesterday via a transatlantic telephone conversation with Arthur A. Lee, vice-president of G.B. in this country. Miss Matthews will be accompanied by her husband, Sonnie Hale.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"On Such a Night"

(Major-Paramount)

HOLLYWOOD, Aug. 12.—Except for several spectacular production scenes in which the Mississippi River floods dams and levees go out, the material offered here is routine melodrama. Average in quality as far as story is concerned, nothing new or different is provided in the plot. Situations and sequences are put together and characterizations are so developed that audience anticipation of what is going to happen is automatic.

In the river country, Eduardo Cianelli, a gambler, succeeds in having his one time partner, Grant Richards, framed into conviction for a murder which he, himself, had committed. Floods imperil the prison. As Richards is being transferred he is swept into the river and lands in a refugee camp. Found there by his wife, Karen Morley, she, aided by Alan Mowbray, transports Richards to the safety of an old mansion. He is trailed by Cianelli and Roscoe Karns, a newspaper man. The flood becomes more dangerous, death looming for all, Cianelli confesses his crime and Richards makes a hazardous swim through the waters to dynamite a levee and turn Cianelli over to rescuing officers.

Based on a story by Morley Cassidy, S. S. Fields and John D. Klorer, the screenplay is by Doris Malloy and William Lipman. E. A. Dupont directed.

Running time, 70 minutes. "A."

Northwest's Outing Committees Chosen

SEATTLE, Aug. 12.—Committees for the annual picnic of the Northwest Film Club to be held Aug. 19 at Shadow Lake, have been named by L. J. McGinley, president. Entertainment will include races, a baseball game between exhibitors and distributors, tennis and ping pong competition, dinner and dancing.

The committees are:

Gate and grounds—Jean Spear; transportation—Art Slater and Dan Hoidale; baseball—Frank Christie and Harry Blatt; races—Joe Cooper, John Danz and Al Bloom; tickets—Ed. Lamb, Ben Shearer and Al Oxtoby; dancing—Leroy Johnson and Neal Walton; prizes—Neal East, Al Rosenberg, Roy Cooper, George Blair, B. F. Shearer, L. J. McGinley and Leroy Johnson; ping pong—Frank Christie and John Hamrick; water sports—Neal East and Fred Mercy, Jr.; publicity—Jack Sampson, Ed Lamb and Joe Cooper.

N. H. Is Undecided On Admission Hike

NEW HAVEN, Aug. 12.—No definite decision was reached today by exhibitors who met at the Hofbrau Haus to discuss increases in admission prices at the College and second run houses. The proposed increases would hike admissions in the leading neighborhoods from 25 to 30 cents with the College rates advancing from 35 to 40 cents.

There has been only one price raise in this territory since the depression.

Hotel-Theatre for Neth

COLUMBUS, Aug. 12.—A 100-room hotel building, with a 1,500-seat theatre on the first floor, at Lancaster, O., are among the plans in the expansion program of J. Real Neth, local circuit operator, who now has the 1,500-seat Markham, neighborhood, under construction here. Work on the Lancaster project is scheduled to begin early in the fall.

After completion of the Markham, the reported cost of which is \$250,000, Neth intends to erect two other neighborhood houses here.

Wall Street

Marked Changes on Board

	High	Low	Close	Net Change
Columbia	29 1/4	29 1/4	29 1/4	+ 1/2
Consolidated Film	3	3	3	
Eastman Kodak	187 1/2	186 1/2	187 1/2	+ 2
General T. Equip.	24 1/2	23 3/4	24 1/2	+ 5/8
Loew's Inc.	84 3/4	84	84	- 1/2
Paramount	23 1/2	22	23 1/2	+ 1
Paramount 1 pfd.	162	154 3/4	162	+ 7 1/2
Paramount 2 pfd.	20 3/4	20 1/8	20 3/4	+ 1/2
Pathe Film	9 3/4	9 1/2	9 3/4	+ 1/8
RKO	9 1/4	8 7/8	9 1/4	+ 1/4
20th Century-Fox	36 1/2	36	36 1/2	
Universal pfd.	61 1/2	60 1/2	60 1/2	- 3 1/2
Warner Bros.	15 1/4	14 3/4	15 1/4	+ 3/8

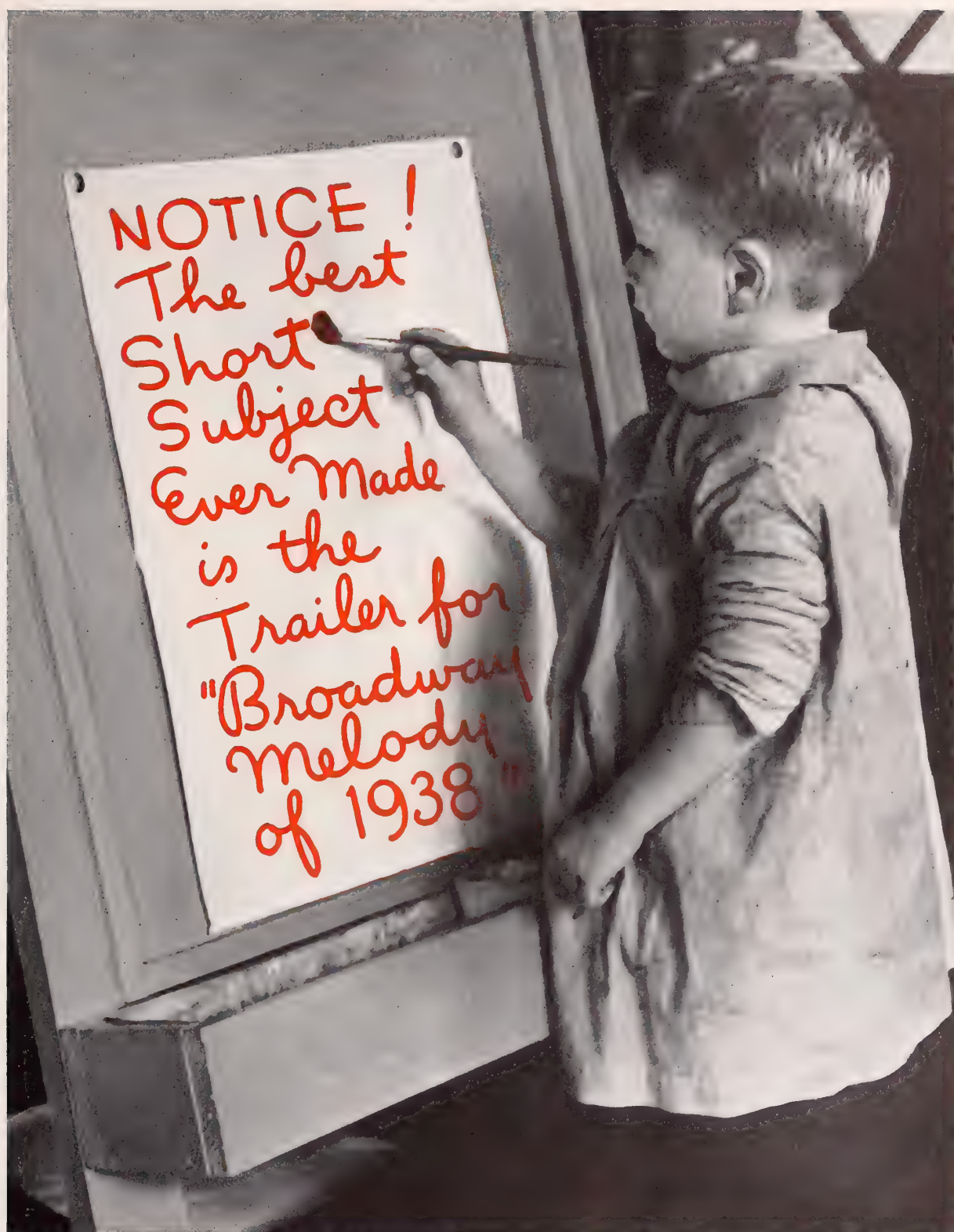
Technicolor Hits New High

	High	Low	Close	Net Change
Grand National	3 1/4	3 1/4	3 1/4	
Sonotone	2 1/2	2	2	
Technicolor	32 1/2	30 3/4	32	+ 2
Universal Pictures	8	8	8	

Bonds Increase Lightly

	High	Low	Close	Net Change
Loew's	100	99 1/4	99 1/4	
Paramount '47	93	92 3/4	93	+ 1/4
RKO 6s '41 pp.	110 1/2	110 1/2	110 1/2	+ 3/8
Warner 6s '39 wd 95 ..	95	95	95	

(Quotations at close of Aug. 12.)



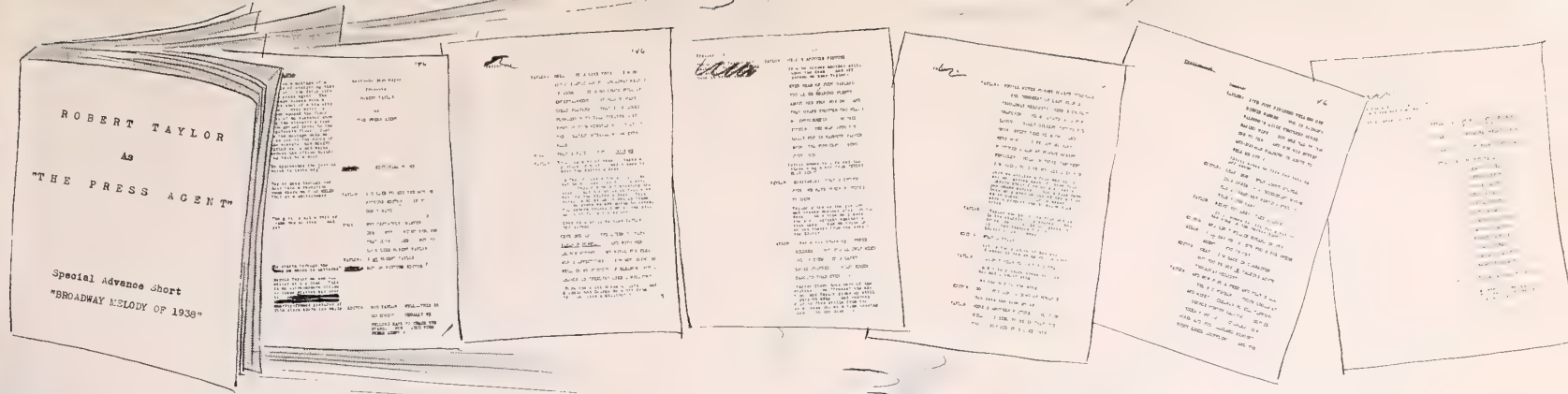


**Book it Now!
Advertise it on
Your Program!**

Extra Attraction!
**ROBERT
TAYLOR**
as
**"THE PRESS
AGENT"**

**580 Feet of
Glamorous
Entertainment!**

The trailer on "Broadway Melody of 1938" is being booked by showmen as part of their program and is being advertised just like a Short Subject. It was produced from an original script and made at the M-G-M Studios just like a full-length feature. On the next page is the scenario itself!



READ THE SCENARIO AND THEN SCREEN THIS SHORT-SUBJECT-TRAILER AT ONCE!

METRO-GOLDWYN-MAYER

Presents

ROBERT TAYLOR

as

"THE PRESS AGENT"

This is a montage of a little of everything that goes into the daily life of a press agent. The montage closes with a stock shot of a big city room . . . over which is superimposed the floor dial of an elevator showing the elevator's rise from ground level to the eighteenth floor. Just as the montage ends we dissolve to the doors of the elevator and ROBERT TAYLOR exits and walks across the office building hall to a door.

(He approaches the door on which is lettered: "EDITORIAL ROOMS")

Taylor goes through the door into a reception room where we find HELEN TROY at a switchboard:

TAYLOR:

I'd like to see the motion picture editor . . . if you don't mind . . .

The girl is all a'twitter—she has an idea . . . and yet . . .

TROY:

Why certainly, mister . . . Gee . . . Why . . . Right through that door . . . Gee . . . But you look like Robert Taylor . . .

TAYLOR:

I am Robert Taylor.

(He starts through the door on which is lettered "MOTION PICTURE EDITOR") Beyond Taylor we see the editor at his desk. This is an ultra modern office—class written all over it . . . Smartly-framed pictures of film stars adorn the walls.

EDITOR:

Bob Taylor! Well . . . This is something . . . Usually we fellows have to chase the stars . . . Now . . . You turn Press agent!

TAYLOR:

Bill . . . It's like this . . . I'm so enthusiastic about "Broadway Melody of 1938" . . . It's so chock-full of entertainment...It has so many great players... That I've asked permission to tell theatre-goers . . . Through your newspaper . . . That it's the greatest musical M-G-M ever made . . .

BILL:

That's fine . . . But . . . Show me!

TAYLOR: (Opening a brief case . . . takes a picture from it . . . and tosses it atop the Editor's desk.)

(As Taylor tosses the still . . . we cut to a close insert . . . in action . . . of Taylor's hand completing the toss . . . and the still in full view hitting the Editor's desk. This still is an actual blown-up frame of the scene we are going to reveal. The camera trucks down on the still until it fills the screen.)

(Over this still we hear Taylor off-screen:)

Here she is! The Queen o' Taps . . . ELEANOR POWELL . . . And with her George Murphy . . . My rival for Eleanor's affections . . . I'm not doing so well in my pursuit of Eleanor . . . But . . . George is "feelin like a million"!

(Here the still comes to life . . . and Eleanor and George do a bit from "Feelin' Like A Million".)

TAYLOR:

Here's another picture . . .

(Now he tosses another still upon the desk . . . and off-screen we hear Taylor:)

Ever hear of Judy Garland? . . . You'll be hearing plenty about her from now on. And that grand trouser who needs no introduction . . . Sophie Tucker. The 'man with the lolly-pop is Barnett Parker . . . among the funniest! Sing, Judy, Sing!

(Still comes to life and the three sing a bit from "EVERYBODY SING")

TAYLOR: (Excitedly)

That's enough, Judy, we have other pictures to show.

(Taylor picks up the picture . . . and tosses another still on the desk . . . this time he places the still upright against a desk lamp . . . and we truck up on the insert from the eyes of the Editor)

TAYLOR: (Over still truck-up)

Three guesses—but you'll only need one of them! It's lanky, loose-jointed Buddy Ebsen . . . dancier than ever—

(After Ebsen does part of the routine . . . we "freeze" the action . . . and Taylor picks up still . . . puts it away . . . and removes four or five stills from the brief case one at a time tossing them on the desk . . .)

TAYLOR:

You'll never forget Robert Wildhack . . . The "Snorer" of last year's "Broadway Melody"! Here's Charley Grapewin—he's always good for a laugh—Billy Gilbert "stops the show" every time he's on . . . And here now . . . I've got so many pictures I almost forgot Robert Benchley. Hold on there "Snorer" I'm going to give you all a chance!

(Continuing the Scenario of the Short-Subject-Trailer ROBERT TAYLOR as "THE PRESS AGENT")

(Now we utilize a four-way split screen . . . giving each of these four players about five or six feet of pantomime action . . . the stills have been so placed on the editor's desk as to place the four in exact screen proportions to allow this trick)

(Taylor scoops up the four stills. In the shuffle of pictures . . . Bob drops one . . . the Editor picks it up . . . Bob reaches for it . . . Editor holds it away—)

EDITOR:
What's this?

(It is the picture of Bob and Eleanor in the swing on the roof.)

TAYLOR:
I didn't mean to show you that one . . .

(And this picture comes to life . . . Bob and Eleanor sing—)
(at the end of the song . . .)

EDITOR:
So . . . you sing a song of romance . . .
(Bob lets the line go by . . .)

TAYLOR:
Here's another picture . . . Hold on Bill . . . I seem to be in that one too . . . You see it's like this . . . I've just finished telling off Binnie Barnes . . . who is Raymond Walburn's quick-tempered horse-racing wife . . . But she had it coming to her . . . And now big butter-and-egg-man Walburn is about to tell me off!

(Still comes to life for telling-off scene)

EDITOR:
Okay, Bob! What about Charles Igor Gorin—I understand M-G-M has a great new singing find in this young man!

TAYLOR:
Right you are! Take a look!
(Still comes to life for a bit of the song in the Barber Shop)

EDITOR:
And isn't Willie Howard in it?

TAYLOR:
I'll say he is . . . But who's the press agent . . . You or me?

EDITOR:
Okay . . . I'm back in character. But you've got me talking about "Broadway Melody"

TAYLOR:
And now just a peek and that's all . . . The big number . . . "Your Broadway and Mine". Eleanor Powell tapping . . . George Murphy dancing . . . Sophie Tucker torching . . . Charles Igor Gorin and Judy Garland singing . . . Buddy Ebsen shuffling . . . and the Whiteway Beauties in Cellophane—well—see for yourself.

(Big number)

EDITOR:
What a show . . . I'd call it next year's biggest musical . . . Today!

TAYLOR:
And you're not wrong . . . That's what everybody's going to say about "Broadway Melody of 1938". See you opening night!

EDITOR:
Thanks, Bob! I've got enough material for eighteen front page banner lines.

TAYLOR: (As he exits from the door . . . with editor slipping paper into typewriter . . .)

What do you mean eighteen banner lines . . . I'd say a hundred and eighteen!

(As Taylor exits he bumps bang into Sophie Tucker . . . dressed in the smart suit she wears in the "EVERYBODY SING" number. She...too...is carrying a brief case...just about to enter the Editor's office!)

TAYLOR:
What . . . You, too!

TUCKER: (With a big take . . .)
Scooped . . . again!

(Fade out)

At the end . . . to sock home the title and the cast—

Title cards reading—

TITLE—1:
IT WILL SET THE PACE FOR FIVE YEARS TO COME

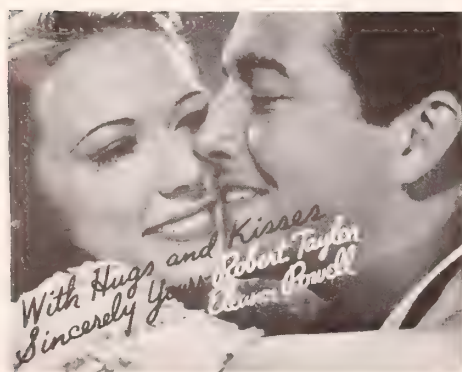
TITLE—2:
"BROADWAY MELODY OF 1938"

TITLE—3:
COUNT YOUR LUCKY STARS

TITLE—4:
ROBERT TAYLOR
ELEANOR POWELL
GEORGE MURPHY
BINNIE BARNES
BUDDY EBSEN
SOPHIE TUCKER
JUDY GARLAND
CHARLES IGOR GORIN
RAYMOND WALBURN
ROBERT BENCHLEY
WILLIE HOWARD
CHARLEY GRAPEWIN
ROBERT WILDHACK

TITLE—5:
"BROADWAY MELODY OF 1938"

A Metro-Goldwyn-Mayer Picture—Directed by Roy Del Ruth



**You've read the copy! NOW
SEE THE TRAILER! A GREAT
ADVANCE PLUG FOR M-G-M's
"BROADWAY MELODY OF 1938"**

Para. "Strike" Stay Extended In Minnesota

(Continued from page 1)

the company, mass demonstrations or the employment of coercion to compel exhibitors to refrain from playing the company's pictures or negotiating new contracts with Paramount.

It is expected that the hearing on Aug. 19 will be a final one and that the court will decide the distributor's application to have the restrainer made permanent within a short time thereafter.

Only a few exhibitors attended today's hearing.

Hickey Returns to Resume L. I. Probe

(Continued from page 1)

lyn this morning and Henry Randel of Paramount will appear for questioning this afternoon. Lillian Bergson, Long Island and Brooklyn booker for Paramount, will be unable to attend this afternoon's session. She is slated to sail tomorrow for a vacation at Havana.

Randel and Miss Bergson were called into Hickey's office last Monday. Two stenographers took down a full account of the questions and answers. Austin C. Keough, secretary, and Louis Phillips of the Paramount legal staff attended the Monday session and will be on hand again this afternoon when Randel is further questioned.

Questions on "Exclusive"

Hickey, who lives at West Hampton, L. I., is understood to have asked the Paramount representatives why "Exclusive" was shown at Loew's Valencia, Jamaica, before the theatre in his town. The answer is said to have been that the Valencia pays several thousand dollars for a picture first run while the West Hampton is sold the same film for about \$15.

Although Loew's is said to be one of the circuits at which the local investigation is directed, Century circuit and Loew's are partners in the Avalon and Kingsway, Brooklyn; Hillside, Jamaica; Prospect, Flushing, and Mt. Vernon, Mt. Vernon.

At the Avalon and Kingsway, the Century circuit plays pictures day-and-date with the RKO circuit, the latter having no financial interest in either house. RKO's competitive houses are the Tilyou and Kenmore.

In Jamaica, Century has the Merrick and Fox Jamaica in opposition to RKO's Alden. Century has the right to play 20th Century-Fox, Universal and G.B. simultaneously with the RKO circuit at either the Merrick or Fox Jamaica. RKO has no financial interest in the Merrick and the Fox Jamaica. The Alden plays Warner and RKO product.

Back in 1934, Century circuit and Prudential Playhouses pooled all competitive houses in Long Island. Later Century and Skouras theatres pooled in Long Island with the exception of Astoria theatres.

In 1932, RKO acquired the Strand, Rockville Center, L. I., from De Costa and Powers, and two years later dropped the house because no first run pictures were available.

Maintain Decency, Is S. R. Kent Plea

(Continued from page 1)

had done the motion picture industry one of the "biggest favors" in its history. Since the move "to clean up pictures" was started, the industry has made its biggest advance, Kent said.

Following Kent's address the theatre men held group meetings. Division managers met with Spyros P. Skouras, president of National Theatres, to discuss policies. District managers and bookers conferred with W. T. Powers, New York; J. J. Sullivan, Los Angeles; Milton Hossfeld, New York; Aubrey Schenck, New York, and I. Barry, New York, on bookings. Purchasing and maintenance matters were discussed at a session over which E. F. Zabel and Frank Irby, both of New York, presided.

Treasury department men discussed accountancy and finance matters with Harry C. Cox, Alan May and John E. Edmondson. Publicity and advertising was discussed by district managers and bookers meeting with Phil Phillips, San Francisco, who said the general opinion was that "newspapers are the No. 1 asset in the advertising of motion pictures."

The delegates made a trip late in the afternoon to the Will Rogers Shrine of the Sun on Cheyenne Mountain to place a plaque to the memory of the late humorist. The plaque carried the names of those attending the convention under an inscription reading:

"To commemorate the first visit of a group of theatre men to the Will Rogers Shrine of the Sun, August 11, 1937."

Federal Supervision Asked by S.E.T.O.A.

(Continued from page 1)

theatre here and president of the association, said, "This is the most drastic action any such organization has taken to break up unfair trade practices in the motion picture industry." He also stated that the association condemns the practice of the industry in "forcing on the theatres pictures on percentage basis, newsreels, cartoons and other pictures we do not want."

"Only a few companies which operate chains of theatres can operate under the present system, and unless some changes are made by the Federal Government, the little theatre owners will be put out of business," President Moore concluded.

Ed Kuykendall of New York, President of the M.P.T.O.A., and O. C. Lam of Rome, Ga., a national representative of Kuykendall's organization, were guests.

Directors attending the meeting are: Tom Brandon, Titusville; Fred Mullin, Haines City; D. B. White, Fernandina; Sonny Sheppard, Miami; Mitchell Wolfson, Miami; R. E. Martin and A. E. Adams, Columbus, Ga.; Fred Weiss, Savannah; Eddie Watson, Montevallo, Ala.; Mack Jackson, Alexander City, Ala.; Col. Sam Borsiky, Chattanooga, and Lee Castleberry, Nashville, Tenn.

NSS Opens at Des Moines

DES MOINES, Aug. 12.—National Screen Service, which has been covering the midwest territory from its Chicago office, will open an office here Aug. 21.

"Can't Have" Has Big Start On the Coast

LOS ANGELES, Aug. 12.—"You Can't Have Everything," on a dual with "London at Night," got off to a flying start at the Chinese and Loew's State. The take at the former was \$16,752, up by \$4,252, and at the latter the \$17,807 gross was over normal by \$3,807.

"Firefly" turned in an excellent \$14,700 at the 4-Star. This was up by \$6,700.

"The Toast of New York," with "The Big Shot," went into the profit column with \$8,100 at the Hillstreet and \$9,800 at Pantages.

Total first run business was \$99,459. Average is \$95,700.

Estimated takings for the week ending Aug. 11:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

"LONDON BY NIGHT" (M-G-M)

CHINESE—(2,500), 30c-55c, 7 days. Gross: \$16,752. (Average, \$12,500)

"FIREFLY" (M-G-M)

4 STAR—(900), 50c-1.50, 6 days. Gross: \$14,700. (Average, \$8,000)

"MASQUERADE IN VIENNA" (Geo. Kraska)

GRAND INTERNAT'L—(900), 35c-40c, 7 days. Gross: \$2,300. (Average, \$1,200)

"TOAST OF NEW YORK" (RKO)

"THE BIG SHOT" (RKO)

HILLSTREET—(2,700), 30c-65c, 7 days. Gross: \$8,100. (Average, \$8,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

"LONDON BY NIGHT" (M-G-M)

LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$17,807. (Average, \$14,000)

"TOAST OF NEW YORK" (RKO)

"THE BIG SHOT" (RKO)

PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$9,800. (Average, \$8,000)

"IT'S ALL YOURS" (Col.)

"BLONDE TROUBLE" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: Jack Pepper, Robert Vernon, Jessie Draper, F. & M. Revue. Gross: \$14,500. (Average, \$18,000)

"KNIGHT WITHOUT ARMOR" (U.A.)

"PUBLIC WEDDING" (W.B.)

WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. Gross: \$9,500. (Average, \$14,000)

"KNIGHT WITHOUT ARMOR" (U.A.)

"PUBLIC WEDDING" (W.B.)

WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. Gross: \$6,000. (Average, \$12,000)

RCA Silent on Offer For Servicing Dept.

(Continued from page 1)

that the reproducing business of his company would be disposed of if satisfactory arrangements could be reached with prospective purchasers. One of three proposals submitted to Erpi came from circuit operators affiliated with Paramount and contemplated, as well, the acquisition of RCA's theatre sales and servicing business.

Expect Postponement Of Texas Trust Case

(Continued from page 1)

circuit, is in California and is not expected back until October. John Moroney, counsel, is in Europe, and John Erhard, assistant U. S. district attorney, is on vacation.

Louis Weber Promoted

MEMPHIS, Aug. 12.—Louis Weber, office manager at the M-G-M exchange here, has been promoted to special sales representative in the Southern district.

"Saratoga" Up In Detroit on Its 2nd Week

DETROIT, Aug. 12.—"Saratoga" made an excellent showing in its second week at the United Artists, the \$12,500 take going \$2,500 over par. It was moved to the Madison for a third week.

"Exclusive," helped by a stage show headed by Carl Freed's harmonica band, took \$24,000, up by \$4,000 at the Michigan. "The Girl Said No," also with a stage show took a strong \$23,500 at the Fox.

Total first run business was \$77,400. Average is \$70,000.

Estimated takings for the week ending Aug. 5:

"IT CAN'T LAST FOREVER" (Col.)

"TALK OF THE DEVIL" (G.B.)

ADAMS—(1,770), 10c-40c, 7 days. Gross: \$4,600. (Average, \$5,000)

"THE GIRL SAID NO" (G.N.)

FOX—(3,100), 15c-75c, 7 days. Stage, Robbins Family, Ginger Dulo, Master Eugene, Lewis & Van, Calgary Bros., Ben Yost Singers. Gross: \$23,500. (Average, \$20,000)

"EXCLUSIVE" (Para.)

MICHIGAN—(4,100), 15c-75c, 7 days. Stage, Carl Freed Harmonica band, Johnny Dalton Girls, Tip, Tap & Toe, Violet Carlson, 5 Elaine Dowling Girls. Gross: \$24,000. (Average, \$20,000)

"THE GREAT GAMBINI" (Para.)

"THERE GOES MY GIRL" (RKO)

STATE—(3,000), 10c-40c, 7 days. Gross: \$3,800. (Average, \$5,000)

"SARATOGA" (M-G-M)

UNITED ARTISTS—(2,070), 15c-65c, 7 days, second week. Gross: \$12,500. (Average, \$10,000)

"KNIGHT WITHOUT ARMOUR" (U.A.)

MADISON—(2,000), 15c-65c, 7 days. Gross: \$9,000. (Average, \$10,000)

"Good Earth" only Oklahoma Grosser

OKLAHOMA CITY, Aug. 12.—"The Good Earth" led the Midwest out of the summer doldrums here by piling up \$6,000 on the week. This was \$2,000 over par.

All the other houses were in a bad way.

Total first run business was \$13,800. Average is \$14,500.

Estimated takings for the week ending Aug. 7:

"KNIGHT WITHOUT ARMOR" (U.A.)

CRITERION—(1,700), 10c-25c-40c, 6 days. Gross: \$2,500. (Average, \$5,000)

"MAMA STEPS OUT" (M-G-M)

"BEHIND THE HEADLINES" (RKO)

LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$2,000. (Average, 7 days, \$2,500)

"THE GREAT GAMBINI" (Para.)

"SHE HAD TO EAT" (20th-Fox)

LIBERTY—(1,500), 10c-20c-35c, 3 days. Gross: \$600. (Average, 7 days, \$2,500)

"THE GOOD EARTH" (M-G-M)

MIDWEST—(1,500), 10c-25c-55c, 7 days. Gross: \$6,000. (Average, \$4,000)

"WAY OUT WEST" (M-G-M)

TOWER—(1,100), 10c-25c-35c, 7 days. Gross: \$2,700. (Average, \$3,000)

Seattle May Raise Fees

SEATTLE, Aug. 12.—Local theatres are faced with an increased license fee for the coming year. The City Council is now conferring on ways of balancing the city budget for the coming fiscal year, and prominently mentioned is the plan to double the current fee paid by theatres, beer parlors, dance halls and other places of amusement. Opposition is planned by theatre operators.

Coast's Radio Moves Delayed By Television

(Continued from page 1)

there is an administration building, now unused, and several sound stages, as well as a portion of KFVB's offices. The property if acquired would obviate the necessity for NBC's undergoing an extensive building program which, when television reaches commercial proportions, might have to be remodeled.

Mutual has made a bid for NBC's lease on the latter's present Melrose Ave. quarters, and it is looked upon favorably by NBC executives, it is reported.

Columbia's new building, at Sunset Blvd. and Gower St., will be ready by Jan. 1, on schedule, but CBS will retain the former Vine St. Theatre and the Music Box Theatre for presentations and remote control broadcasting, which strengthens the belief that television also has CBS executives worried about new stages and equipment.

Paramount is selling the two blocks at Sunset Blvd. and Vine St. to the Times-Mirror Co. and NBC is interested in purchasing one of them.

Shifts in NBC Affiliates

Several important changes in management of NBC affiliated stations were effected yesterday. H. A. Woodman, general manager of the Westinghouse station KDKA, Pittsburgh, has been transferred to New York for an unspecified executive assignment. A. M. Nelson, general manager of KOA, Denver, has been appointed his successor in Pittsburgh.

Nelson will be succeeded as general manager of KOA by Robert H. Owen, at present chief engineer of the station.

Camel Hour Returning

The Camel program will return to a full-hour broadcasting schedule, with Jack Oakie back as the star, beginning with the Sept. 28 broadcast. The show at present is a half-hour period, 9:30 to 10 P.M., with Benny Goodman's orchestra as the sole offering.

With Oakie's return, the first half-hour, 9:30 to 10 P.M., will come from Hollywood, with Goodman's orchestra completing the period from New York. The Wm. Esty Co. is the agency.

To Select Best Pictures

The "Movie Pilot's" last quarter-hour on WEAF tonight will be devoted to an attempt to select the best film of the past three months. The critics who will make the selection are Rose Pelswick of the *Journal-American*, Howard Barnes of the *Herald-Tribune*, and Frank Nugent of the *Times*. Produced by Bruce Disque, Jr., of King Features Syndicate, the series folds tonight after 13 weeks of broadcasting.

Alois Havrilla to Free Lance

Alois Havrilla, NBC announcer, has resigned from the announcing staff to free lance. Havrilla was the winner of the Diction Award in 1936. His resignation is effective Aug. 31.

Radio Personals

ED CURTIN, NBC's news editor, became the father of a baby boy, the first, yesterday . . . Dave Driscoll and Bill Maloney, of WOR's special events and publicity department, respectively, begin their vacation periods today . . . Mrs. Georgie Price has been added to her husband's series on WOR, which begins Sunday . . . Bella Blau, co-producer of "Having Wonderful Time," will appear on Bide Dudley's series over WOR Aug. 14 . . . Charlie Pekor, NBC commercial publicity writer, Don Goddard, assistant director of special events, and George Hicks, announcer, off to Joe Louis' training camp . . . Roy C. Witmer, NBC vice president in charge of sales, leaves on a motor trip to New England today . . . Norman Morell, assistant program manager of NBC, Charles E. Phelps, sales representative, and Harry Kopf of the Chicago sales office, return together Aug. 18 from Europe. . .

Beatrice Fairfax Signed

Contracts were signed yesterday for a new network program featuring Beatrice Fairfax, King Features marital authority, in behalf of Silver Dust, a cleaning powder. The pact involved the signatures of the client, the agency, Batten, Barton, Durstine & Osborn, and Fred Smith, manager of King Features radio department. King Features owns the copyright to the Beatrice Fairfax column. Time starting date and network will be decided upon within the next few days.

"Canary Chorus" for Sundays

"Canary Chorus," a new series to be sponsored by the American Bird

Sandy Roth Busy

Hollywood, Aug. 12.—Hearing that Sandy Roth had been named publicity director of KMTR, a *Motion Picture Daily* reporter called him at the station. Finding him busy, he left word to call him back.

Roth called back and verified the report. "In addition," he said, "I'm—but just a minute, I'm on the air now."

After two minutes, Roth came back to the phone, saying, "I'm also in charge of the station's sports announcements, special events and interviews, in addition to being an announcer."

Products Co., will be heard each Sunday over Mutual, beginning Oct. 10. The time is 11:45 A.M. to 12 noon, E.S.T. Stations which will carry the programs are WGN, KFEL, WTAM, and WHKC.

WMCA Adds Two Salesmen

Two new salesmen have been added to the WMCA sales staff, it was learned yesterday.

They are Al Socolow, formerly of the *New York American*, and Newman Johnson, of Barron Collier.

Eddie Cantor Back Sept. 12

Eddie Cantor's return to the air has been set for Sept. 12. The program, sponsored by Texaco through the Buchanan Advertising Agency, will remain in its present broadcasting period, 8:30 to 9 P.M. over CBS.

Lightning Halts WCOP

BOSTON, Aug. 12.—Lightning striking a transformer on the Speedway in Brighton this week cut off the power supply to WCOP in Boston and kept the station off the air for 50 minutes until repairs could be made.

Hollywood Town Pump

HOLLYWOOD, Aug. 12.—Jimmy Fidler, NBC film gossip commentator, is branching out, having purchased at a reported price of \$45,000 the library of the old Polyscope Co., assembled by Col. W. N. Selig and containing about 900 copyrighted books, plays and scenarios. He will offer them to film studios. . . . Although his new Sunday show, starting in October, will not be heard west of Denver, Phil Baker will broadcast at least two of his first programs from Hollywood, for he does not plan to return to New York until late October.

"Piano Painting," former KFVB musical program featuring Bert Fiske, assistant music director, has returned to the station to be heard Tuesdays and Thursdays regularly. . . . Lieut. Commander Perry Wood, U. S. N. R., has switched his "Officer of the Day" program, which gives information of Governmental activities such as the Navy, from KNX to KHJ and the Don Lee network. He is heard Thursdays from 7:30 to 7:45 P.M., P. S. T.

The broadcast by Mutual of Paramount's "High, Wide and Handsome" premiere at the Carthy Circle was lined up as a regular production, rather than the former haphazard manner of attempting to get stars and

featured players to come to the microphone. Cliff Lewis of Paramount handled production reins, and George Fischer, Hollywood commentator, and Lynne Overman, actor, were masters of ceremonies. . . . Raine Bennett isn't superstitious, so on Friday, the 13th, he moves his weekly "Island Cruises" on KECA at 7:30 P.M., P. S. T., from Saturdays to Fridays.

Allen and Davis return with their all-request "Musical Memories" program to KMTR this week as a nightly feature. . . . Sandy Barnett, "Lux Radio Theatre" writer, is back from his vacation. . . . Forest Lawn Memorial Park brings back its "Reunion of the States" program to KNX starting Oct. 3 for 52 weeks. Edward Lynn will continue to write the program, to be staged and aired by remote control from the Woman's Club of Hollywood stage, and Bill Lawrence will produce the program. . . . August 17 guests on "Hollywood in Person," CBS, will be Dixie Dunbar and Virginia Fields when the traveling microphone goes to 20th Century-Fox. . . . Frenko Laboratories and the Coast Federal Savings & Loan Ass'n. will participate in the "Housewives Protective League" program, KNX daily.

A. F. R. A. Governors To Convene Monday

The first meeting of the national board of governors of the newly formed American Federation of Radio Artists will be held Monday, at which time national officers are scheduled to be elected and management posts filled.

A meeting of the Associated Actors & Artistes of America scheduled for yesterday was postponed to Aug. 27. The issuance by the Four A's of an A. F. of L. charter to the new radio union is expected to take place at that meeting.

There are 42 members of the national board of governors, selected from the original radio organizing committee of Actors Equity Ass'n and from the Screen Actors' Guild, American Federation of Actors and Grand Opera Artists Ass'n. Local boards will be selected by regional units of the radio union as they are organized.

To Scout London Reviews

The reviews of London plays to be given over WMCA in New York the same nights they open in London, will be watched by American scouts for overseas talent. This development was indicated today following arrangements now being made by Donald Flamm, president of WMCA, to contact American producers.

The reviews start during the week of September 13. J. W. Marriott, English author and critic, will cable the reviews to WMCA, where they will be broadcast by a local critic over associated stations of the Inter-City Broadcasting System.

Dodge to Air Football Giants

For the second successive year, the games of the New York Giants, professional football team, will be heard as a sponsored series over WOR, beginning Oct. 3. The games, eight in number, will be broadcast from 2:15 P.M. until approximately 4:15 P.M., E.S.T., with the exception of those played in November and December, which will start 15-minutes earlier, at 2 P.M.

The Chrysler Motor Co., Dodge division, will sponsor. Ruthrauff & Ryan is the agency.

Feg Murray in Bakers' Series

The "Bakers' Broadcasts," returning to NBC early in October, will have Feg Murray, newspaper cartoonist, as an added feature, supplementing Ozzie Nelson's orchestra.

The program last season featured Bob Ripley, Murray's cartoon strip is very similar to Ripley's. It would appear, therefore, that Murray's "Strange As It Seems" dramatizations will provide the highlight portions of the returning series.

Flippen in Von Zell Spot

Jay C. Flippen will take over Harry Von Zell's emcee duties on the "Summer Varieties" series over CBS beginning Aug. 22. Von Zell, following a three week vacation jaunt to California, will return to the program Sept. 12.

Hall's Taft Band Is Set

George Hall's orchestra will be heard in a weekly dance series from the Hotel Taft over WNEW each Friday from 8 to 8:30 P.M., beginning this evening.

Alert.
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Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief.
Accurate
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VOL. 42. NO. 38

NEW YORK, SATURDAY, AUGUST 14, 1937

TEN CENTS

British Labor Asks Passage Of 50% Quota

Also Wants Quality Film To Benefit Workers

By BRUCE ALLAN

LONDON, Aug. 3.—The National Ass'n of Theatrical Employees will put forward two resolutions concerning the British film industry at the Trade Union Congress in September. The congress is the yearly parliament of the whole trade union movement in England.

In its first resolution the N.A.T.E. will ask the congress to reaffirm the policy, stated in 1931, of support for a British film quota of 50 per cent. Reciting the national importance of the film, the resolution also alludes to the danger of "foreign domination" of the industry and the necessity of safeguarding British labor.

The second resolution presses for an early revision of the 1909 Act, dealing with licensing, by the inclusion of a series of safeguards for labor, including the establishment of minimum staff standards, and the provision of rest rooms for staff.

The N.A.T.E., jointly with the Ass'n of Cine Technicians, has also issued a press statement regarding

(Continued on page 4)

Television Causes No Rush—Murray

PHILADELPHIA, Aug. 13.—England today has "what might be called satisfactory commercial television broadcasting," with, however, "no rush to buy television receivers at \$350 each," said Albert F. Murray, chief television engineer of the Philco Radio & Television Corp., of the present status of television in the world in an address to the Rotary Club.

Murray said that although the science has not as yet reached the commercial stage in the United States,

(Continued on page 4)

Mutual and CBS in Feud on the Coast

HOLLYWOOD, Aug. 13.—A feud broke out this week between Mutual and Columbia over the scheduled interview of Lily Pons and Andre Kostelanetz on KHJ-Don Lee network Monday night. The original broadcast was cancelled, and the reason giv-

(Continued on page 4)

Albert Warner Is Queried in Probe

Albert Warner, vice-president in charge of distribution for Warners, and Roy H. Haines, eastern division sales head, are understood to have appeared before Assistant U. S. District Attorney Leo Hickey in Brooklyn for questioning in the reported complaint by Century circuit.

The questioning is said to have revolved around product buys and clearances in Brooklyn and Long Island.

Henry Randel and Lillian Bergson of Paramount were not called yesterday. Miss Bergson, Brooklyn and Long Island booker, today sails for a two-week vacation at Havana. It is likely that Randel may be called next week. Both Paramount representatives have already appeared before Hickey with Austin C. Keough and Louis Phillips, secretary and attorney respectively, in attendance.

I. Levinson, home office lawyer for Warners, is said to have accompanied Warner and Haines at the sessions

(Continued on page 2)

Monogram Regional Gets Started Today

The first of two Monogram regional sales meetings will get under way today at the Astor and will be followed by another meeting in Chicago tomorrow.

Home office and eastern executives who will attend the local session include W. Ray Johnston, president; Edward A. Golden, general sales manager; Herschel Stuart, treasurer; Lou Lifton, publicity and advertising director; Norton Ritchey, export general manager and the following exchange personnel:

New York, Joe Felder, Jerry Wilson, Sidney Kulick, Charles Penser, W. E. Raynor and Jack Meltzer; Philadelphia, Sam Rosen, William Z. Porter, S. Perlswieg, Charles C.

(Continued on page 2)

N. Y. Exchange Wage Talks Go on Tuesday

Negotiations among representatives of major distributing companies, I.A.T.S.E., Local 306 and exchange employees on a contract for the New York territory have been continued until next Tuesday. Three sessions were held this week, but because of the number of people attending, it has been impossible to hear all affected. More than 25 have been present at the discussions.

Increases are being sought by the "back room" exchange employees in the local area. No uniform scale exists, but it is understood that the staffs in New York and New Jersey exchanges are the highest paid in any key city.

Cake for DeMille

New Orleans, Aug. 13.—A 50-pound cake shaped like a ship was sent to Hollywood as a present from Governor Leche to Cecil DeMille for the producer's birthday, which was Thursday. The cake was sent as an appreciation for DeMille's choosing Louisiana as the site for filming of "The Buccaneer."

Accompanying the "ship" were 350 cotton "bales," each containing 10 New Orleans pralines. The cake was baked in the Roosevelt Hotel kitchen with a real little ship made in the carpentry shop as a mold.

National Theatres Meeting Concludes

COLORADO SPRINGS, Aug. 13.—Executives of National Theatres wound up their four-day 1937 conclave here tonight after discussions that included such topics as sound and projection, legislation, insurance, employees' associations and purchasing.

The 105 attending executives took time out from their discussing of theatre problems to hear Michael Dorizas, professor at the Wharton School, Pennsylvania University, relate experiences during world travels and voice opinions on European conditions. Dorizas assailed communism as a trouble maker throughout the world, and said the capitalistic system "is the best in the world," but has a number of abuses which must be eliminated.

W. H. "Bud" Lollier, Los Angeles, in charge of public relations for Fox West Coast Theatres in California, stressed the large investment in theatre buildings and equipment throughout the country, and the resulting benefits to communities through taxes. He termed the defeat of a "block booking" bill in California as an industry boon.

Defendants Secured Minneapolis Delay

Paramount's legal department was advised yesterday by its Minneapolis attorneys that the postponement to Aug. 19 of the hearing on its application for a permanent restraining order against exhibitors participating in a "buyers' strike" against the company in the Minneapolis territory was granted by Federal Judge Gunnar H. Nordbye at the request of the defendants. The exhibitors, Paramount was advised, informed the court that they were retaining new counsel and required additional time to allow the new attorneys to familiarize themselves with the case.

It was stated at Paramount that

(Continued on page 4)

"U's" British Films Will Be Made by Woolf

No Outside Arrangement Needed, Says Cowdin

Universal's British production requirements will be handled by C. M. Woolf's General Film Distributors organization, thus relieving the American company of the necessity of effecting an outside production arrangement for compliance with the indicated new quota provisions, J. Cheever Cowdin, Universal board chairman, said yesterday.

The Woolf organization holds approximately a 30 per cent interest in Universal, acquired through its participation with Standard Capital Co. and others in the acquisition of Carl Laemmle's Universal holdings early last year. Through this alliance, Universal attains a position in which its British production requirements under the quota laws are, in effect, supplied entirely within the company.

Cowdin said that negotiations are now under way for new Canadian distribution arrangements for Universal. He declined to indicate the nature of the new arrangements, explaining that the negotiations involve several different possibilities and are insufficiently advanced at this time to predict which, if any, of the deals would be consummated.

Carlos Moore Goes To U. A. India Post

Carlos Moore, who has been with U. A. on and off for the past 20 years, has been appointed general manager for the company in India, Burma and Ceylon, succeeding H. A. O'Connor, resigned. He will sail today on the *Champlain* for Bombay, where he will make his headquarters.

Arthur W. Kelly, head of the foreign department, yesterday tendered Moore a luncheon at the Tavern

(Continued on page 4)

Biophone Loses on Sound Case Appeal

PHILADELPHIA, Aug. 13.—The U. S. Circuit Court of Appeals here today denied an appeal of the Biophone Corp. from a decision of the U. S. District court of New Jersey holding that the company had infringed certain patents of Erpi, Western Electric and A. T. & T.

The case originated in 1929, when a Western Electric complaint was

(Continued on page 2)

More Radio — P. 4

**MOTION PICTURE
DAILY**

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MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

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PRAGUE: Uhelný trh 2, Prague 1; Harry Knoop, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lörant, Representative.

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◀ **Purely
Personal** ▶

ARTHUR LEE and ARTHUR GOTLIEB will leave the end of next week for Toronto to attend the three-day convention of Famous Players Canadian. The sessions open Aug. 23. LEON NETTER is planning to attend, but is not sure he can get away.

REGINALD P. BAKER, managing director of Associated British Film Distributors, Ltd., which handles Grand National production in England, arrives today. He will leave Monday for Hollywood to confer with EDWARD L. ALPERSON.

Mrs. JEROME SAFRON will leave Monday for Los Angeles by plane. She has been vacationing here for the past two weeks as the guest of the RUBE JACKERS.

HELEN TEITEL of Modern Films sails today on the *Champlain* for a month's vacation. She will visit England, France, Holland and the Riviera.

J. J. FITZGIBBONS and BEN GELDSÄELER of Famous Players Canadian have returned to Toronto after product conferences here.

WALTER WANGER returned yesterday from Saratoga and today will leave for a weekend at Atlantic City.

PETER MARTIN of the William Morris office arrived in Hollywood yesterday by plane from New York.

BURGESS MEREDITH is due from the coast Monday. He will appear in another stage vehicle next fall.

HENRY BROWN left last night for Stanford, N. Y., to spend the weekend with his family.

AL YOUNG of DuArt Laboratories will return Monday from a vacation in Nova Scotia.

JIM ARTHUR, brother of HARRY, and an attorney in Los Angeles, is in New York.

NED E. DEPINET got together with JACK ROBBINS for lunch yesterday at the Tavern.

J. J. MILSTEIN is suffering from a cold. He returned yesterday from Chicago.

TAMARA GEVA flew to the coast last night via TWA for the Republic studios.

DOROTHY PARKER and her husband, ALAN CAMPBELL, returned from the coast yesterday via American Airlines.

SAM RUBENSTEIN of Lloyds will arrive by boat today from the coast.

STAN TRUE will return Monday from a weekend at Washington.

LOUIS NIZER left via TWA yesterday for a coast vacation.

AL LEVY will fly to the coast today.

Ten of 'em

Omaha, Aug. 13.—William Miskell, manager of Tri-States Orpheum, still is smarting over the trick pulled on him in the name of charity.

Standing in the lobby, Miskell was approached by a stranger who begged him to allow a "poor man and his family" to see the show.

Miskell consented. The "poor man" paraded his wife and eight children into the theatre.

**Monogram Regional
Gets Started Today**

(Continued from page 1)

Heit, Samuel Palan; Washington, Harry Bachman, Harry Crull, Ben Cletsky; Pittsburgh, David Selznick, Saul I. Perilman, William Liebler, Vincent Josack; Boston, Steve Broidy, P. Sherman, L. Britton; Buffalo, Harry Berkson, Jules Jasper and Tony Ryan.

The principal topic of discussion will be the W. Ray Johnston-Monogram playdate drive for October and November. Johnston and Golden will leave for Chicago by plane tonight.

**Biophone Loses on
Sound Case Appeal**

(Continued from page 1)

filed charging Biophone with the infringement of 16 amplifier patents. In January, 1935, the New Jersey district court entered default decrees in which the patents were adjudged valid and held to have been infringed by Biophone. The court denied Biophone's petition to reopen the case late last year, with the result that the ruling was appealed to the U. S. Circuit Court here. The decrees of the lower court were affirmed in a unanimous decree.

**Albert Warner Is
Queried in Probe**

(Continued from page 1)

yesterday. Warner will leave for Hollywood today via American Airlines for conferences with his brothers, Harry M. and Jack L. Harry Warner is not due to return from Hollywood until the middle of October.

Biograph Studios Busy

Production at the Biograph Studios in the Bronx is at a peak with shooting on eastern sequences for Republic's "Manhattan Merry-Go-Round," under the direction of John H. Auer, scheduled to be completed this week. Harry Gray is the producer, William J. O'Sullivan is production manager and Jack Marta is behind the camera.

Ben K. Blake will make two musical shorts for Columbia next week and Milton Schwartzwald is slated to produce two musical shorts for Universal and one for RKO, shooting to start late in August.

O'Sullivan also stated that plans have been completed with a west coast producer to make six features, the first to start early in October.

Variety Club

Des Moines

DES MOINES, Aug. 13.—Officials of Variety Club have planned a picnic for members and exhibitors to be held Aug. 16 at Sycamore Park, an amusement spot near Des Moines. Games of all kinds are being arranged and a fried chicken dinner is to top the program. Earnings from the affair will go into the general fund of the club.

Stanley J. Mayer, 20th Century-Fox exchange manager, is general chairman.

**Ohio Women's Hour
Law Starts Aug. 19**

COLUMBUS, Aug. 13.—P. J. Wood, secretary the Ohio I.T.O., has called members' attention to the new state law, effective Aug. 19, which provides that no employer shall employ a female between 18 and 21, or a boy under 16, for more than 48 hours in any one week, or eight hours in any one day, or on more than six days in any period of seven consecutive days.

Employers are required to post in or about the premises where any female is employed, a schedule of hours of employment, as well as the starting and stopping time, the time of meal periods and other pertinent information.

Attend Republic Opening

Herbert J. Yates, Walter Vincent, Edward Schnitzer and Herman Gluckman, Republic executives, yesterday left for Reading to attend the opening of "The Sheik Steps Out" at the Embassy there. Ramon Novarro, star of the picture, made a personal appearance.

The group will be in Harrisburg today for the opening of the film in one of the Wilmer & Vincent houses. Novarro also made an appearance in this town. Hubert Voight handled the advance campaigns.

Empire Issues Statement

The Empire State M.P. Operators' Union issued the following statement yesterday:

"Despite reports to the contrary the Empire State M. P. Operators union has succeeded in signing all of the operators working in houses connected with the Empire union, choosing the Empire organization as their collective bargaining agency. We have just signed up an independent circuit and several substantial independent exhibitors. An intensive drive will be instituted to organize the remaining independent theatres."

Rites for Nathan Myers

Funeral services will be held tomorrow for Nathan Myers, late member of Allied of New Jersey, from his home in Newark. At the time of his death, Myers operated the Court.

Cliff Smith Stricken

HOLLYWOOD, Aug. 13.—As a result of a ruptured appendix, Cliff Smith, Universal director, today was taken to the Santa Fe Hospital in a serious condition.

Sonotone Pays Dividend

Sonotone Corp. has declared a dividend of 10 cents on the common stock.

Plaque for Miss Bennett

The Professional Models of New York on next Monday afternoon will make public award of a plaque to Joan Bennett in recognition of the distinction which the actress has brought to the modeling craft by her work in "Walter Wanger's Vogues of 1938." The presentation will be made at a cocktail party to be held in the shadow of Prometheus at Rockefeller Plaza.

Miss Bennett is now in Saratoga, but will be here in time for the presentation and will also attend the premiere of the film at the Music Hall next Thursday.

Warners Claim Sellout

Warners claimed a weekend sellout last night for "The Life of Emile Zola" at the Hollywood, 1,440-seat house, and an indefinite run is now being predicted by company officials with tickets on sale eight weeks in advance.

The advance campaign which lasted three weeks and uniformly good reviews following the opening are given credit for much of the current interest.

FIDELITY

EXPERIENCE shows that Eastman Fine-Grain Duplicating Films are capable of giving duplicates which are actual facsimiles of the originals. Completely solving a major photographic problem, these new high-fidelity films are among the most important safeguards of motion picture quality. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*
DUPLICATING FILMS

Radio Personals

JOHN GORDON of Ruthrauff & Ryan's radio production staff sails for Bermuda today with Mrs. Gordon. They will entertain at a sailing party Bob Welsch of Young & Rubicam, Heagan Bayles of Ruthrauff & Ryan, and Dick Anderson of NBC. . . . Morton Bowe, Walter Cassel and Barry McKinley have been signed for Chevrolet transcriptions. . . . Howard Clancy, announcer, is in London on vacation. . . . George Lowther, assistant production manager of the NBC electrical transcription department, sails today for a cruise to Canada and Bermuda. . . . Henry T. Ewald of the Campbell-Ewald agency is recovered sufficiently from an eye operation to spend part of each week in his office. . . . Julian Field, formerly of CBS, and Young & Rubicam, has joined the copy staff of Arthur Kudner, Inc. . . . Wilford S. Roberts of NBC's production staff leaves for Saratoga Monday to supervise production details for the Ben Bernie broadcast Tuesday.

Todd Duncan and the Eva Jessye choir of 16 voices have been set for an appearance on the Aug. 31 Ben Bernie program, while Gregory Ratoff and Connie Boswell will appear on the series Sept. 7. Herman Bernie set the deals. . . . Paul Cavanaugh will be the guest of the WHN "Movie Club" tonight. . . . Harry Conn, who is writing a series of his own, has signed Beatrice Kaye for a singing spot. . . . Five "Rockettes" will be quizzed on the subject "Are You Likely to Have a Happy Marriage?" on Tommy Dorsey's program tonight. . . . Incidentally, it does not appear likely that Jack Pearl will come back to this show. The sponsor, it is believed, will continue indefinitely with Dorsey's orchestra and vocalists. . . . Harlan Eugene Reid will have an audition for a new program at NBC and CBS next week. . . . Francis White will be presented on Harry Von Zell's program Aug. 22 in a guest role. . . .

CBS Gets Golf, Tennis

The national doubles championships at the Longwood Cricket Club, Chestnut Hill, Mass., and the national amateur golf championship at Portland, Ore., will be broadcast exclusively over CBS the week of Aug. 22-28. Ted Husing will describe the golf matches, and Vincent Richards will provide the talk for the tennis matches. The National Biscuit Co. will sponsor a portion of the golf broadcast.

CBS is allotting eight hours and 30 minutes of time to each sport.

Four Renew on Thesaurus

Four renewals have been signed for the NBC Thesaurus recorded program service. Stations which will take the service for another year are WAVE, Louisville, Ky.; WORC, Worcester, Mass.; KSTP, Minneapolis-St. Paul, and WPG, Atlantic City.

G. J. Tropp Joins Hood

George J. Tropp, in the past with Home News, has been retained by Hood Educational Broadcasts, Inc., as program production manager.

Baldwin Warns on Radio Fan Mail Use

James W. Baldwin, managing director of the N.A.B., has issued a warning to members, asking them not to sell or rent fan mail to commercial firms, because, he says, the results can be injurious to broadcasting.

Once released, he says, the broadcaster cannot control the use made of such lists but he must be prepared nevertheless to accept his share of responsibility for uses made of his mail. As significant of what he means, he cites a letter received by an N.A.B. member from a commercial house, asking the station owner to supply him with the names of juvenile listeners, of the type who respond to broadcasts appealing to the 10 and 15-year-old group. This type of business must not be allowed in radio broadcasting, he concludes.

Report Farm Gain New Field for Ads

The current farm boom, extending into Canada as well as the United States, is creating new markets for radio advertisers. The latest report of the Radio Manufacturers' Assn. of Canada shows that 9,150 battery sets valued at more than half a million dollars were sold in June, against 9,642 sold in the entire first six months of 1936. Electric sets sold in June numbered 5,821, indicating that the major buying is taking place in farm areas where electric service is not available, and that farmers in such areas at last are in position to spend for more than bare essentials.

Plan 14-Hour Broadcast

GREEN BAY, WIS., Aug. 14.—Fourteen and one-half hours of broadcasting dedicated to the opening of the new WTAQ-WHBY studios atop the Bellin Bldg. have been sponsored by Green Bay merchants for programs to be aired Aug. 15 and 16. WTAQ will also be saluted by a half-hour dance music program played by Jay Freeman over CBS from 9:30 to 10:00 P.M., C.S.T., Sunday night. The sponsored programs include popular orchestras, string ensembles and trios, old time music, vocal and instrumental duos and trios, organ melodies, poetic readings, sportscasts and newscasts.

WFIL to Move Sept. 1

PHILADELPHIA, Aug. 13.—WFIL's present quarters in the Strawbridge & Clothier store will be closed at the end of the month and broadcasting will start Sept. 1 at the new \$200,000 plant atop the Widener Bldg., according to Donald Withycomb, WFIL general manager. Formal dedication will be deferred until decorative work is finished, probably late in October.

Total Programs Gained

A recent heading in MOTION PICTURE DAILY reading "NBC Eastern Division Turns in 43.5 per cent of June Business," has been misinterpreted. The reference was to the total programs of the network, not just the commercial programs.

Attilio Baggiore Signed

CHICAGO, Aug. 13.—Attilio Baggiore, operatic tenor has been signed by WGN-MBS on a three-year contract for his services exclusively. Baggiore will continue personal appearances and concerts, however.

Mutual and CBS in Feud on the Coast

(Continued from page 1)

en was that Miss Pons was indisposed. Scheduled again for Thursday night, the interview again was called off.

Instead, Miss Pons and Kostelanetz were scheduled to receive on KNX and the Columbia Pacific chain the Hollywood Bowl trophy for drawing the greatest crowd last season to the Hollywood Bowl's Symphonies under the Stars.

No open indication of the break between Mutual and CBS was given. Mutual has been conducting a series of sustaining broadcasts plugging the bowl concerts, and the time for Monday's program was shifted from the afternoon to the evening to accommodate the pair. KHJ announced Miss Pons had become ill and set the new time for the interview at 7:15 P.M. Thursday.

Wednesday KHJ announced the broadcast was off, giving no reason. Then KNX announced that Thursday night from 8:15 to 8:30, the bowl trophy would be presented to Miss Pons and Kostelanetz over KNX and the Columbia Pacific net.

Both are under contract to the Columbia Artists Bureau.

Television Causes No Rush—Murray

(Continued from page 1)

"from the standpoint of technical development, this country leads the world in television, and the hub of its development is Philadelphia." The three principal television laboratories, Philco, Farnsworth and RCA, are in this vicinity, he said.

It is estimated there are about 5,000 receiving sets in operation in England, most of them owned by dealers and lent to prospective customers, Murray said.

"Literary Forum" for WHN

WHN has completed plans with Dr. H. M. Partridge of the radio division of N.Y.U. to broadcast a weekly series of dramatizations of novels and non-fiction books directly from the Washington Square College of N.Y.U. The program, to be known as the "N.Y.U. Literary Forum of the Air," will start Oct. 7, from 8:30 to 9 P.M.

"Passing Parade" Contract In

The Duart Sales Co. contract for "Passing Parade" was received in the Mutual offices yesterday. The program is to begin Sept. 12, and will be heard over WOR, WGN and CKLW from 9 to 9:15 P.M., and over the 11 Don Lee stations in California from 12:15 to 12:30 A.M., New York time.

Lutherans to Start Oct. 24

The Lutheran Layman's League will sponsor a new half-hour series over Mutual beginning Oct. 24 from 4:30 to 5 P.M., E.D.T. The series will be aired over 33 stations. Kelly, Stuhlman & Zahndt, Inc., St. Louis, is the agency. The contract is for 26 weeks.

NBC Releases Marconi Talk

NBC is releasing to the trade the recorded voice of the late Guilielmo Marconi in a talk made by him several months ago. On the reverse side of the record is a tribute to Marconi by David Sarnoff, president of RCA.

British Labor Asks Passage Of 50% Quota

(Continued from page 1)

the approaching new quota legislation. It regrets that previous statements have "tended to express the views of producers, exhibitors and renters, while ignoring those of the workers in the film industry."

"The present Quota Act has produced the 'quickie,' under which type of picture salaries, wages and bad conditions of employment compare very unfavorable on the whole with those of the better class of production. The worker in the film industry, whether technician or artisan, trusts that any new legislation will ensure that quota pictures are good pictures and that it is British technicians who make them. . . . It is not sufficient merely to restrict by legislation the import of foreign films."

Carlos Moore Goes To U. A. India Post

(Continued from page 1)

which was attended by James Mulvey, Harry D. Buckley, Harry Gold, Reeves Espy, Charles Stern, Tom Mulrooney, Sam Cohen, Walter Gould, Steve McGrath, Paul Lazarus, Moe Streimer, Monroe Greenthal and Murray Silverstone.

Defendants Secured Minneapolis Delay

(Continued from page 1)

no effort has been made yet by the Federal Trade Commission to communicate with company officials in connection with the complaint recently filed with the Commission by Allied States Ass'n.

Wall Street

Gains General on Board

	High	Low	Close	Net Change
Columbia	30 3/4	29 3/4	30 1/2	+1 1/4
Columbia, pfd.	42 3/4	42 1/4	42 3/4	+1 7/10
Consolidated	3 3/4	3 1/4	3 3/4	+ 1/8
Consolidated, pfd.	12 3/4	12 1/4	12 3/4	+ 1/2
Eastman	190 1/2	187 3/4	190 1/2	+ 3
Gen. T. Equip.	25 1/2	24 3/4	25 1/2	+ 1
Loew's, Inc.	83 3/4	82 3/4	82 3/4	-1 1/4
Loew's, pfd.	105 3/4	105 1/4	105 3/4	s15
Paramount	23 3/4	23 1/4	23 1/2	+ 3/8
Paramount 2 pfd.	21 3/4	20 3/4	21 1/4	+ 5/8
Pathe Film	10 1/2	9 3/4	9 3/4	+ 1/8
RKO	9 1/4	8 3/4	8 3/4	- 3/8
20th Century-Fox.	37 3/4	36 3/4	37 3/4	+1 1/2
Universal, pfd.	61	60 1/2	60 1/2	
Warner Bros.	15 1/2	15 1/4	15 3/4	+ 1/8

Fractional Curb Activity

	High	Low	Close	Net Change
Grand National ..	3 3/4	3 1/4	3 1/4	- 1/8
Sonotone	2	2	2	
Technicolor	33 1/2	32 3/4	32 3/4	+ 3/8
Trans-Lux	4 1/2	4 1/4	4 1/4	
Universal Pict.	4 1/2	4	4 1/2	+ 1/4

Little Bond Change

	High	Low	Close	Net Change
Loew's	100 3/4	99 3/4	99 3/4	- 1/8
Paramount Pict.	100 1/4	100 1/4	100 1/4	+ 3/8
6s '55	93 3/4	93	93	- 1/2
Warner Bros. 6s	95	94 3/4	94 3/4	- 1/4

(Quotations at close of Aug 13)

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and
Indispensable
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Industry

MOTION PICTURE DAILY

First in
Film and
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Brief,
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VOL. 42. NO. 39

NEW YORK, MONDAY, AUGUST 16, 1937

TEN CENTS

Investigation Of Radio Said To Be 'Assured'

McFarland's Resolution Requests Probe

WASHINGTON, Aug. 15.—Thorough investigation of the actions and policies of the Federal Communications Commission is sought in a resolution introduced in the House of Representatives by Congressman W. D. McFarlane of Texas.

Continuing his drive for adoption of an investigation measure, McFarlane has asked the House Rules Committee

*Additional developments in
radio on pages 16-18.*

to grant right of way on his resolution, in which yesterday he was supported by Representative Robert L. Bacon of New York.

Employment by the Crosley Radio Co. of Charles Michaelson, press agent of the Democratic National Committee, as public relations adviser, (Continued on page 16)

New System Started With Three Stations

FOND DU LAC, Wis., Aug. 15.—The Wisconsin Broadcasting System, an independent radio network comprising stations KFIZ, Fond du Lac; WHBY, Green Bay, and WIBU, Poynette, has been organized here and will air its first network program Sept. 1, under sponsorship of the Sims Co., Minneapolis, Minn.

Stations will interchange programs (Continued on page 16)

Kent, Skouras Back From Colorado Meet

Sidney R. Kent, president of National Theatres, and Spyros Skouras, executive vice-president, will head the group of home office delegates returning today from the circuit's annual convention at Colorado Springs. Jack J. Sullivan, Fox West Coast film buyer, has accompanied Charles Skouras and the western contingent to (Continued on page 14)

Sears Sets 8 More Warner Trade Shows

Gradwell L. Sears, general sales manager, has set eight more theatres for the national trade showings scheduled for Aug. 23-24.

The new group of houses and cities (Continued on page 14)

Big Pictures Fail to Halt Decline in Key City Takes

Even the enormous grosses being piled up by "Saratoga," "Wee Willie Winkie" and "The Good Earth" failed to halt the mid-August decline in key grosses for the week ending Aug. 6-7. The total for 24 key cities was \$1,424,122. This was \$73,242 below the previous week.

New York was an outstanding example of a city that felt the impetus of outstanding attractions in spite of the

(Comparative Tabulation on Page 8)

heat. Instead of falling off, it chalked up \$256,600, above the previous week by \$12,070. Chicago also showed strength, getting \$177,200, which was \$38,600 above the previous week. Other cities which showed gains rather than declines were Milwaukee, Montreal, Oklahoma City, Pittsburgh, San Francisco and St. Paul.

The number of first run houses in operation remained at 138.

Stage Council to Attempt Program

The first efforts to resolve a promotional program for the legitimate theatre from the proposals indorsed at the national convention of the American Theatre Council, held here last May, will be made at a meeting of theatre groups at the Astor on Aug. 23.

Consideration is expected to be given by the meeting to the appointment of permanent officers for the council and the selection of a promotional manager, the latter to be a paid official charged with administration of the principal features of the (Continued on page 5)

Exchange Help Asks 40% Boost in Wages

Local exchange service employees are reported to be asking for increases of 40 per cent for all "back room" workers. Demands were made at three meetings last week with representatives of the I.A.T.S.E., Local 306 and home office representatives of the major companies.

Because of the number of men attending the sessions and the desire of distributors to give each union representative a chance to present his arguments for the increases, distributors were unable to complete a basic wage and hour scale for New York (Continued on page 5)

Predict \$30,000 on 1st Week of "Zola"

"The Life of Emile Zola" is expected to wind up a first week at the Hollywood with \$30,000 or better, it was indicated Saturday. An extra midnight show has been added for Saturdays and an additional showing at 6 P. M. for Sundays. The theatre has been doing capacity business for the two-a-day attraction and at several performances 200 and more pros- (Continued on page 14)

40 Houses Change Hands in 3 Months

More than 40 theatres in the Greater New York territory changed management and 17 others were closed during April, May and June, according to an official checkup by the New York Film Board of Trade. In addition, many houses were given new names.

Theatres which have new corporations and operators include the Embassy Newsreel, Folk, New Amsterdam, Roosevelt, Schuyler, Colony, 68th St. Playhouse and Chopin in Manhattan; the De Luxe, Bobby, Eagle, Paras Court, Navarre, Republic, Sun- (Continued on page 5)

Morris Says Warner London Move Limited

Acquisition of Daly's, London, shortly by Warners does not indicate any general theatre expansion move abroad, Sam E. Morris, foreign head for the company, stated Saturday.

Negotiations with I. W. Schlesinger are expected to be concluded between Oct. 1 and Oct. 15. An English group is affiliated with Schlesinger in the house.

Warners will use the theatre as a first run show window in England, Morris said. Joe Hummel, who is now in Europe, is there on distribution matters and is not handling negotiations.

Johnston, Golden Hold Chicago Meet

CHICAGO, Aug. 15.—W. Ray Johnston and Edward Golden yesterday conducted a one-day sales meeting of Monogram franchise holders and salesmen at the Drake. This is the second regional session. The first was held in New York.

Attending the local gathering were the following:

Cincinnati, William Onie, William (Continued on page 5)

Divestment of Erpi by W.E. In Eight Weeks

Officers and Department Heads Figure in Deal

Western Electric's divestment of the physical aspects of theatre sound reproducing sales and servicing in Electrical Research Products is expected to be consummated in about eight weeks. The manner and method still are to be determined, but at present the indications point strongly in the direction of officers and the more important sales executives of Erpi acquiring the business. This would be accomplished by Western Electric virtually giving away a license—probably for some such nominal sum as \$1—to a new national company, which, in turn, would sell, for prices proportionate to the size of the respective territory, sales franchises to sub-units headed by and operated by the individuals, who would raise their own financing.

Alternative plans are to sell fran- (Continued on page 5)

Hickey to Summon Warner, Para. Men

Sales executives of Warners and Paramount are expected to be called in by Assistant U. S. District Attorney Leo Hickey for questioning again in the reported complaint by Century circuit in Brooklyn and Long Island. Several of the men already have appeared before Hickey and it is understood he is seeking additional information regarding clearances in both situations.

Meanwhile, the Dept. of Justice and film men are not discussing the informal investigation.

New Roxy Clearance Plan Stirs Protest

Theatre owners in Greater New York are protesting increased clearance demands being made by the Roxy, under the new setup, for 20th Century-Fox product next season.

According to exhibitors, the Roxy (Continued on page 5)

Loew's Expected to Extend Astor Lease

Loew's is expected to take an extension of its lease on the Astor when the present deal expires Oct. 31. The circuit has been operating the theatre for about two years on extensions and recently leased it to Paramount for the (Continued on page 5)

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and foreign \$12. Single copies: 10 cents.Seven Films Rated
By Decency Legion

Seven pictures were reviewed during the week by the Legion of Decency. Of these, four were classed as unobjectionable for general patronage, two were rated as unobjectionable for adults and one was called objectionable in part.

The classifications follow: Class A—Section 1—Unobjectionable for general patronage: "Boothill Brigade," Republic; "Man Who Cried Wolf," Universal; "Mr. Dodd Takes the Air," First National; "The Rangers Step In," Columbia.

Class A—Section 2—Unobjectionable for adults: "Das Schloss em Flandern," Tobis-Magna; "Souls at Sea," Paramount.

Class B—Objectionable in part: "Flight from Glory," RKO.

ITOA Delays Meetings

Meetings by the I.T.O.A. have been suspended for the summer. The next get-together of local independent exhibitors will be held at the Astor Hotel on Sept. 1. Hot weather and no pressing topics were responsible for the decision.

◀ Purely Personal ▶

OSCAR SERLIN's production of "Damn Deborah" will open to-night at the Cape Playhouse, Dennis, Mass. GERTRUDE MICHAEL and PHILIP HUSTON are starred. SERLIN recently left a production post at Selznick International to produce the show.

FRED BYLE, formerly in the make-up department at the Paramount Studios in Astoria, is doing the honors on the "Manhattan Merry-Go-Round" set.

CRESSON E. SMITH, southern and western division sales head for RKO, is in Atlanta on a swing of exchanges.

FRANCIA WHITE is in from the coast and is stopping at the Piccadilly.

JACK COHN has gone to Saratoga.

HERBERT J. YATES, WALTER VINCENT, RAMON NOVARRO, HUBERT VOIGHT, EDWARD SCHNITZER and HERMAN GLUCKSMAN returned today from Reading and Harrisburg after attending openings of "The Sheik Steps Out."

LEO and MRS. JUSTIN leave by car Wednesday for Murray Bay with a stopover at Niagara Falls. They'll be gone a week.

DICK WALSH and JIM BRENNON are en route to Seattle to attend the I.A.T.S.E. convention.

WALTER WANGER is due to return from Atlantic City today.

WILLIAM PHILLIPS, vice-president and treasurer of U. A. Theatres, Inc.,

is due to return this week from a two-month vacation abroad.

ARTHUR WILLI, RKO talent head in the east, finally got away Saturday for the coast. He's been trying to make the trip for some time, due to his father's illness, has been putting it off.

JOE TINSLEY, former stage manager for EARL CARROLL, FLORENZ ZIEGFELD and MAX GORDON, is now acting in the same capacity at the Biograph Studios.

REEVES ESPY, assistant to SAMUEL GOLDWYN, has arrived from Hollywood and will spend a month in town looking over plays and enjoying a vacation.

RUTH WEISBERG, vice-president in charge of welfare for the Warner Club, has been re-elected honorary governor of the studio branch on the coast.

SAUL KRUGMAN has left for the New Orleans and Dallas exchanges of Grand National. He'll be gone two weeks.

C. W. ALLEN, RKO branch head at Jacksonville, Fla., is in town for home office conferences.

ROSE LICHTMAN left yesterday via American Airlines for the coast.

HARRY C. ARTHUR has again delayed his departure for St. Louis.

BOB GILLHAM is due back from the coast Aug. 19.

JOHN ZANFT is in from the coast.

... San Antonio

EDWARD COLLINS of the Majestic and JIMMIE GRIMES of the Texas have returned from vacations.

JACK CHALMAN, Interstate press agent, and MRS. VAN PIPER of the Majestic are away enjoying a breathing spell.

JOHN FLOORE of the Texas Theatre passed another milestone on Aug. 4. He and PATSY BATTON were married on the sixth. They are now honeymooning-vacationing in Texas cities and towns.

LYNN KRUEGER of the Aztec Theatre spent his vacation up in Dallas and Fort Worth.

HARRY ELLIS, exhibitor of Darlington, Wis., was a visitor along North Soledad Street recently.

MRS. SARAH BETH FELLOWS, secretary of National Pictures, spent her resting period over in Houston with relatives and friends.

Little JEAN ROSAN, Hollywood juvenile film player, is here modeling dresses for one of the downtown shops.

FAY BELL of the Paramount information desk is in cool Monterey, Mexico, for her vacation.

ROBERT COLE, Eagle Lake, Texas, theatreman, was a caller last week at the film exchanges.

HARRY SACHS, Interstate booker from Dallas, visited the Paramount branch office and Interstate City Offices here recently.

Zukor Due Here Today

Adolph Zukor, chairman of the Paramount board, will arrive today from Hollywood. He will spend 10 days here before sailing for Europe.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Broadway Melody of 1938"

(M-G-M)

HOLLYWOOD, Aug. 15.—When this edition of the M-G-M annual is good it is very, very good and when it is bad there is still Robert Taylor to look at. It is very good when Sophie Tucker steps up to the lens and turns on the "red hot" personality and it is very bad when many people with talents worthier of likelier chores toil with the telling of the old, old story about the producer who lacks money for his show and the older, older one about the impoverished daughter of the blue-grass pastures who saves the racehorse that saves the day. In between these high and low spots the picture sparkles in spots and sprawls in others but always it is efficiently executed, impeccably appointed and fastidiously fabricated. It brings to the marquee more than enough box-office names to carry a picture half as good but it is as well to forego the annual temptation to declare the current edition twice as good as its predecessors.

Unlike the more memorable of these, this one dwells upon the story and disposes briskly of production numbers that are or were the life blood of the form. There is no dearth of singing and dancing and all of it is tops, but for the most part the solo talent does its stuff where it happens to be standing when it gets its cue, and some of it looks pretty impromptu. Eleanor Powell's dancing is of course the outstanding factor in that department. She dances alone, with George Murphy and Buddy Ebsen, and finally with the chorus, but always in the established manner. The singing assignments are distributed among Miss Tucker, Judy Garland, Charles Igor Gorin and Miss Powell, with the honors falling in that order. Miss Tucker's "Some of These Days" is a show-stopper in any man's cinema and Miss Garland scores almost as soundly with a straight revival of the decade-old "You Made Me Love You," sung to a portrait of Clark Gable. Willie Howard is briefly in and out of one sequence shared for the laughs with Robert Wildhack. In a new routine, Robert Benchley does the best he can with a closely clipped press agent bit. Raymond Walburn, Billy Gilbert and Helen Troy enliven the proceedings at intervals with characteristic comedy.

Robert Taylor plays the impecunious producer without seeming to feel at all perturbed about where the money is coming from. The story is recorded as an original by Jack McGowan and Sid Silvers. It offers Taylor as a budding producer backed by a capitalist whose wife is for him. Miss Powell plays the impoverished Kentucky miss he falls in love with and determines to star. She salvages a race horse born on her pappy's farm and when the capitalist's wife causes the producer's backing to be withdrawn the horse wins a race and the prize money goes into the production which turns out to be colossal. The picture skips at once from race track to stage and it is in this last prosceniumed splurge of song and dance that the picture rises to the expectations bred of its illustrious forebears which are kept constantly in memory by excerpts worked into the musical score. The new music and lyrics are by Nacio Herb Brown and Arthur Freed. Jack Cummings produced the picture and Roy Del Ruth directed.

Running time, 110 minutes. "G."

(Additional Reviews on Page 6)



IF YOU HAD TO TRAVEL FROM

ONE END OF THE COUNTRY TO THE OTHER



TO GET TO **WARNER BROS.®**

**TRADE
SHOW**

YOU'D SAY IT'S WORTH GOING THE 2,641 MILES

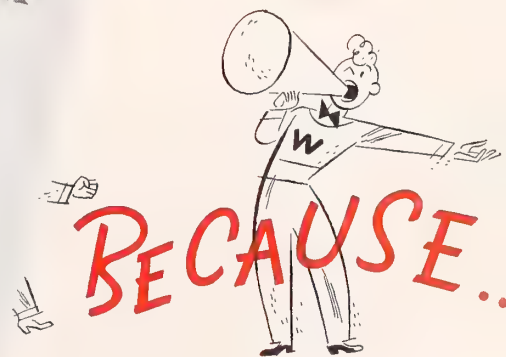
JUST TO SEE

The Life of Emile Zola
The Perfect Specimen

VARSAITY SHOW

That Certain Woman
Mr. Dodd Takes The Air
Confession

It's Love I'm After
Back in Circulation



BECAUSE..

Varsity Show



WILL SHOW YOU THAT WARNER BROS.
CAN TOP ANYTHING THAT ANYBODY,
ANYWHERE CAN OFFER FOR 1937-1938!

WHEE!
We're Moving Up to
'42ND STREET'
Again!

*But It's Only 1/8th of the
Big Bill at that Aug. 23-24
Trade Show!—Also*

PAUL MUNI in
THE LIFE OF EMILE ZOLA

ERROL FLYNN in
THE PERFECT SPECIMEN
(Joan Blondell, Hugh Herbert, Edw. Ev. Horton, Dick Foran, Beverly Roberts, May Robson, Allen Jenkins)

BETTE DAVIS and **HENRY FONDA**
in **THAT CERTAIN WOMAN**
(Ian Hunter, Anita Louise, Donald Crisp)

MR. DODD TAKES THE AIR
(Kenny Baker, Frank McHugh, Alice Brady, Gertrude Michael, Jane Wyman. Songs by Warren & Dubin)

KAY FRANCIS in **CONFESSION**
(Ian Hunter, Basil Rathbone, Jane Bryan)

LESLIE HOWARD, BETTE DAVIS and
OLIVIA de HAVILLAND in
IT'S LOVE I'M AFTER
(Patie Knowles, Eric Blore, George Barbier)

BACK IN CIRCULATION with
Pat O'Brien, Joan Blondell, Margaret Lindsay

'Varsity Show' Shows You

DICK POWELL

in the one big performance 'natural' of his life, and

FRED WARING

AND HIS PENNSYLVANIANS

*In pictures at last—so watch the film go by with more
fun per frame than ever before, and the All-Singing,
All-Dancing, Fred Waring Wonder-Performers
Including The Glee Club and*

Priscilla Lane, Rosemary Lane, Johnny Davis
Ted Healy, Walter Catlett, Buck & Bubbles
Plus 7 SONGS by Dick Whiting
and Johnny Mercer

Directed by **WILLIAM KEIGHLEY** :: Screen Play by Jerry Wald, Richard Macaulay,
Sig Herzig, Warren Duff :: Finale created and directed by Busby Berkeley

Divestment of Erpi by W.E. In Eight Weeks

(Continued from page 1)

chises to circuits and groups of exhibitors, probably employing present Erpi department heads, engineers and workers, or to give the company outright to Erpi employees, as Western Electric did with its Graybar electrical household distributing company. The employee plan was born within Erpi itself, and a group in the company is understood to be still sponsoring the idea.

The exhibitor-franchise idea dates back to the Paramount theatre-partners' meeting last March in Florida, where Erpi executives and the Paramount partners discussed such a possibility. Lawyers in New York are understood to be presently engaged in "paper" negotiations between some of the Paramount partners and the electrical company.

In any event, each of the three plans have gained considerable ground, but inner-company complications, legal and otherwise, have entangled either of them.

See International Using Erpi

It is quite likely that regardless of which plan is effected, International Projector Corporation, manufacturing Powers and Simplex projectors, will be sold the right to manufacture the Western Electric sound heads and incorporate them directly in their projectors in their own factories under Western patents. The projection and Erpi sound machines now are entirely separate devices, and the new plan is to incorporate them into one. The engineers of each company have long felt that this would make for greater efficiency. International Projector have been using RCA sound heads for some time, and the acquisition of the right to use Erpi's sound heads would thereby allow the company to give complete service to exhibitors on both sound systems.

RCA still figures in the picture of a reconstructed sound business, in connection with the strong possibility that the new Western Electric-divested sales and servicing plan would take over RCA's servicing, long an economic problem to that company. Erpi has down through the years made a profit on its servicing—although only a very nominal profit.

W. E. Continues Reproducers

Western Electric, of course, would continue to manufacture the Erpi theatre reproducers, save for those manufactured by International Projector or any other such projection makers as may purchase patent rights.

And behind it all is the United States Government's continuing investigation of the American Telephone and Telegraph Company's activities in fields other than communications being conducted through the Federal Communication Commission. No conclusions have necessarily been drawn by the Commission, which holds hearings sporadically, but Walter Gifford, president of the Telephone Company, told the Commission last year, while testifying as a formal witness, that A. T. and T. would eventually disassociate itself from ERPI.

40 Houses Change Hands in 3 Months

(Continued from page 1)

set and Varsity, Brooklyn; the Concourse, Cameo, Jackson and Radio, Bronx.

In Long Island, the following are listed: Central, Cedarhurst; Bays, Hampton Bays; Howard, Howard Beach.

New York State: Hudson, Cold Springs; Manor, Livingston Manor; Center, Marlboro; Parkway and Plaza, Mt. Vernon; Cameo, New Rochelle; Broadway, Central and Parkhill, Yonkers.

New Jersey: the Opera House, Bayonne; Lyric, Bound Brook; Broad, Elizabeth; Fort Lee, Fort Lee; Casino, Keansburg; Fowler, Keansburg; Parker, Long Branch; Newsreel, Newark; Rahway, Rahway.

The 17 theatres darkened include the Glory, Gotham, Esquire, Roosevelt, Chopin, in Manhattan; the Imperial, Marvin, New Kirk and Jackson, Brooklyn; the Central, Cedarhurst; Criterion, E. Rockaway, Long Island; Opera House, Livingston Manor; Plaza, Mt. Vernon, New York; Opera House, Bayonne; Rivoli, Belmar, and Topaz, Clinton, New Jersey.

Theatres which underwent a change in name are the Ideal to Esquire; 79th St. to Colony; Sunshine to Chopin; Bay to De Luxe; Luxor to Eagle; Rex to Center at Marlboro, N. Y.; Folk to Century in Manhattan.

Brandt Acquired Three

Major and independent circuits which added and dropped units during the three months include Brandt Theatres acquiring the Colony, Century and Sheldon. The circuit also dropped the Marvin and closed the Imperial. Leo Brecher added the 68th St. Playhouse. Century circuit darkened the Central, Cedarhurst, L. I.

Cinema circuit took the New Amsterdam and Sam Cocalis turned over the Broadway and Parkhill, Yonkers, to RKO, and at the same time added the Casino, Keansburg, N. J.

Harris Theatrical Enterprises closed the Jackson, and Interboro linked the Sunset and Vanity in Brooklyn to its group. Ben Knobel took the Schuyler in Manhattan and closed the Plaza, Mt. Vernon. Loew's acquired the Cameo, New Rochelle, and is now building a de luxe theatre on the Boston Post Road in the Bronx. This is expected to be completed by Labor Day. The Newsreel Theatres, Inc., bought the Concourse, Bronx, which will reopen shortly as a newsreel unit. RKO also closed a deal for the Republic, which will be turned over by Randforce on Sept. 1. Herman Sussman sold the Parkway, Mt. Vernon, to the major circuit.

The Rosenblatt-Welt circuit dropped the Sunset and Vanity, Brooklyn, and Warners increased its New Jersey holdings by taking the Rahway, Rahway.

RKO Proctor to Operate

RKO Proctor Corp. will be the operating company for the Central, Parkhill and Broadway, Yonkers, recently acquired from Sam Cocalis and Herman Sussman by RKO. The Central changed management July 23, while the other two houses came into the RKO fold June 1.

Stage Council to Attempt Program

(Continued from page 1)

program developed at the national convention. The meeting will also consider a constitution for the council acceptable to all theatre organizations. Several of the theatre unions such as Actors Equity Ass'n, I.A.T.S.E., A. F. of M. and other theatrical unions affiliated with the A. F. of L. have objected to provisions of the constitution which would permit the American Theatre Council to commit the labor organizations to a participation in council activities without ratification by the executive bodies or membership of the various individual unions. If a compromise on this point could be reached, it is felt that the theatrical unions would have no hesitancy in accepting membership in the council.

Among the aims outlined for the council by the national convention, in addition to the formation of a permanent organization and the appointment of a promotional manager for the theatre, are the development of plans for a national theatre festival, the extension of aid to new playwrights and producers of promise, enlargement of opportunities for new stage talent, revival of the "road" and organized defense of the stage from censorship and legislation.

In addition to the informal support of the theatrical unions, the council has the active backing of the Dramatists Guild, the League of N. Y. Theatres, numerous "little theatre" organizations and drama critics.

Exchange Help Asks 40% Boost in Wages

(Continued from page 1)

last week. Another session is scheduled to get under way at the Warner home office tomorrow.

At the present time no uniform wage scale obtains for local exchange employees. However, they are regarded by distributors as the highest paid in any key city.

An agreement is expected to be reached this week which will provide for a 40-hour week and a minimum wage scale.

New Roxy Clearance Plan Stirs Protest

(Continued from page 1)

is seeking the same clearance clause as the Music Hall, which is said to have seven days' protection over theatres within a radius of 50 miles.

Independent operators are demanding that the present clearance schedule be continued. This provides that theatres 15 miles or more from the Roxy play day-and-date on all product, sometimes starting with the opening of the picture and at other times a week later.

In defense of the Music Hall clause, exhibitors assert that this theatre established the precedent and is entitled to continue it, but theatre owners are not willing to accede to its adoption by other Broadway houses.

Under the recent reorganization plan approved by the Federal Court, 20th Century-Fox will give the new operating company for the Roxy a 20-year franchise.

Johnston, Golden Hold Chicago Meet

(Continued from page 1)

McCave, E. Skirball and Jack Cohen; Chicago, Henri Elman, M. Hellman, Charles Lindau, Harold Weiss, Herman Marks and Joe Abramson; Milwaukee, E. C. Krofta and H. Edward Lorie; Minneapolis, Ben Nathanson and Charles Weiner; Indianapolis, Carl Harthill and Edward Sipe; Detroit, S. A. Decker, W. Hurlburt, W. Flemion, C. Custer, B. Foster, W. Clary and R. Raskin; Des Moines, F. E. Judd and R. Ringler; Omaha, Nate and Sam Schultz, Carl Schuch and Lee Chapman.

Golden last night left for a tour of St. Louis, Kansas City, Oklahoma City, Dallas, Atlanta, Jacksonville and Charlotte exchanges. He plans to be gone three weeks. Johnston has started on a tour of northwest and western exchanges. Individual sales meetings will be called by Golden and Johnston at the branches they visit.

Loew's Expected to Extend Astor Lease

(Continued from page 1)

two-a-day showing of "High, Wide and Handsome." The Paramount deal is for eight weeks, following which "The Firefly" will make its debut at roadshow prices early next month. This picture is expected to run beyond the present lease date, according to M-G-M.

On Aug. 26 the Capitol will be closed for a week during which time alterations costing \$200,000 will be made. The reopening attraction will be "Broadway Melody of 1938."

May Issue Old Chaplins

Pathagrams is considering releasing several Charles Chaplin pictures made years ago for Keystone Films. Pathagrams plans to secure the films for the 16mm market and is now trying to clear the rights.

Build House at Oxford

COOPERSTOWN, N. Y., Aug. 15.—William Smalley is building a new theatre at Oxford. He recently took over a theatre at Camden, N. Y.

Wall Street

20th-Fox Best Board Increase

	High	Low	Close	Net Change
Consolidated Film.	3/4	3/4	3/4	+ 1/8
Consolidated, pfd.	12 1/2	12 1/2	12 1/2	+ 1/4
Eastman Kodak...	197 3/4	195	197 3/4	+7 1/4
General Theatre				
Equipment	25 1/4	25 1/4	25 1/4	+ 1/4
Loew's, Inc.....	83 1/2	82 3/4	83 1/2	+ 1/2
Paramount	23 1/2	23 1/2	23 1/2	+ 1/8
Paramount 2 pfd.	21 1/2	21 1/2	21 1/2	+ 1/4
Pathe Film.....	10	9 3/4	9 3/4	- 1/8
RKO	9	8 7/8	9	+ 1/8
20th Century-Fox.	38	37 1/2	37 1/2	+ 1/8
20th Century, pfd.	47	47	47	+ 1/4
Warner Bros.....	15 1/2	15 1/2	15 1/2	+ 1/8

Curb Maintains Levels

	High	Low	Close	Net Change
Grand National...	3 1/4	3 1/4	3 1/4	- 1/8
Technicolor	32 1/2	32 1/4	32 1/2	+ 1/8
Universal Pictures	8	8	8	

Little Bond Activity

	High	Low	Close	Net Change
Warner Bros 6s				
'39 wd.....	95	94 3/4	95	+ 1/4

(Quotations at close of Aug. 14.)

Best Week of Entire Summer In Philadelphia

PHILADELPHIA, Aug. 15.—The stage and screen combination at the Earle and "Artists and Models" at the Stanley combined to give Philadelphia its best week to date this summer.

With "Super-Sleuth" as the film and the Three Stooges, the Preisser Sisters and other headliners on the stage, the Earle gathered \$20,000. "Artists and Models" grossed \$19,500 for its first Stanley week and stays for a second.

Rest of the business slipped under par. "Exclusive" disappointed; only got \$10,500 at the Fox, and "Good Earth," in its first popular price run, took in \$12,500 at the Boyd. The reissued "Manhattan Melodrama" did a nice \$1,800 for its five days at the Arcadia.

Total first run business was \$75,200; the average is \$71,000.

Estimated takings for the week ending August 12 are:

"MANHATTAN MELODRAMA" (M-G-M)

(Reissue)

ARCADIA—(600), 25c-40c-50c, 5 days. Gross: \$1,800. (Average, 7 days, \$2,800)

"THE GOOD EARTH" (M-G-M)

(First pop-price run)

BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$12,500. (Average, \$14,000)

"SUPER SLEUTH" (RKO)

EARLE—(2,000), 25c-45c-55c, 6 days. Stage: Three Stooges, June and Cherry Preisser, Marjorie Gainsworth, Saul Grauman and Cox, France and Labell. Gross: \$20,000. (Average, \$12,000)

"EXCLUSIVE" (Para.)

FOX—(3,000), 40c-55c-65c, 7 days. Gross: \$10,500. (Average, \$14,000)

"ROAD BACK" (Univ.)

KARLTON—(1,000), 25c-35c-40c, 7 days. 2nd run. Gross: \$2,500. (Average, \$4,000)

"SARATOGA" (M-G-M)

KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. Gross: \$3,400. (Average, \$4,000)

"ARTISTS AND MODELS" (Para.)

STANLEY—(3,700), 40c-55c-65c, 7 days. Gross: \$19,500. (Average, \$14,000)

"SAN QUENTIN" (F.N.)

STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$5,000. (Average, \$7,000)

No Date for Moskowitz

No date has been decided upon for the adjourned hearing of the examination of C. C. Moskowitz, Loew executive, in the suit by the Brandt circuit against Loew's split week booking policy. Moskowitz had been questioned twice, but did not complete the quiz by Melvin Albert of Weisman, Quinn, Allen & Spett.

Hold "Dallas" in A. C.

ATLANTIC CITY, Aug. 15.—The Strand is holding "Stella Dallas" a second week. The picture previously played at the Apollo for a week.

The Music Hall may hold over "Stella Dallas" a third week. A decision will be reached by W. G. Van Schmus today.

Add Two "Firefly" Dates

Two more roadshow engagements have been set by M-G-M for "The Firefly." The picture will open at the Community, Saratoga, Aug. 24, and the St. James, Asbury Park, Aug. 26. Both engagements are for one week.

No definite date has been set for the opening at the Astor. The picture will follow "High, Wide and Handsome."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Hopalong Rides Again"

(Paramount-Harry Sherman Production)

HOLLYWOOD, Aug. 15.—Best entry in the series to date, "Hopalong Rides Again" looks like a sure fire money maker for those exhibitors who specialize in their presentation. Based on a logical story, well acted, intelligently directed by Les Selander, with outdoor scenic backgrounds of superior quality, the film blends more than the customary amount of romance with the standby drama, comedy, suspense and action. Bill Boyd, Russell Hayden and George Hayes repeat their quality performances, and a juvenile newcomer, Billy King, makes a decided impression. In the heavy role, Harry Worth is a resourceful foe who gives Boyd no end of trouble.

Crowded with elements appealing to adults and youngsters, romance is introduced in a manner to give the drama a refreshing character. Mysterious rustlers play havoc with William Duncan's cattle drives. Boyd, romantically attached to Nora Lane, feels that her brother, Worth, who poses as a professorial fossil collector, is involved in the dirty work. Setting a trap after a mountain has been dynamited and making it possible for Hayes and young King to be convincingly heroic, Boyd leads the Bar-20 cowboys into a roaring battle with the rustlers. A spectacular climax has Worth killed in an explosion in which he had planned to wipe out both his cohorts and enemies.

In his first production effort, Ralph Ravenscroft demonstrates he understands what showmen and audiences want in "Hopalong Cassidy" pictures. Under his guidance, this one emerges as a romantic, hard punching outdoor feature that should more than satisfy. Running time, 65 minutes. "G."

Looking 'Em Over

"Gangway"

(G. B.)

With the larger part of "Gangway" filmed against the backgrounds of New York and a transatlantic liner, and with a sprinkling of Hollywood familiars in the cast, Director Sonnie Hale has kept American audiences well in mind in the production of this newest Jessie Matthews vehicle.

The picture is off to a hesitating start, but redeems itself in delivering plenty of action, and just the right amount of comedy, romance, song and dance as it unreels.

As a girl reporter, Miss Matthews becomes embroiled in a hunt for an international jewel thief. The suspicions of Barry Mackay, as a Scotland Yard man, fasten on her. American gangsters, also mistaking her for the thief, take command of her on her arrival in New York after an involuntary voyage from London, in order to avail themselves of her talents in a spectacular jewel robbery in a night club setting. Miss Matthews turns the tables and succeeds not only in preventing the planned theft but in delivering the real thief to the police and winning the handsome Scotland Yard man for herself.

Mackay is a satisfactory partner in romance and dance for Miss Matthews. The latter's song and dance numbers are effectively spaced and unobtrusively introduced. Olive Blakeney, as a former Hollywood star of the silent screen era; Patrick Ludlow, as her meek and unacknowledged mate; Nat Pendleton, as a New York gangster, and Warren Jenkins as a dancer, all contribute effective comedy. Photography and sound are excellent.

Running time, 90 minutes. "G."

(Additional Reviews on Page 12)

Berman Sets Ginger

HOLLYWOOD, Aug. 15.—Ginger Rogers has been cast for the lead in "Having a Wonderful Time," Pandro S. Berman, producer for RKO, made known today. Miss Rogers is now working on "Vivacious Lady," following which she will take a short vacation and report back to the studio. Director and the balance of the cast have not been set.

MGM to Use "Whoppers"

M-G-M has closed a deal with the magazine *Liberty* for the use of the first 11 winners in a "Whoppers" contest as material for short subjects to be produced by Pete Smith. The competition begins Sept. 18 and ends Oct. 9. Fulton Oursler, editor of *Liberty*; Pete Smith, the producer, and Fred C. Quimby, in charge of shorts at M-G-M, will be the judges.

"Artists" Gets A High \$9,000 At Milwaukee

MILWAUKEE, Wis., Aug. 15.—"Artists and Models" and "Under the Red Robe" took the week's high money with \$9,000 at Fox's Palace. It has been held over.

"The Road Back" and "Marry the Girl" together took second money, grossing \$7,000 at the Warner, \$2,000 to the good. "The Mighty Treve" and vaudeville at the Riverside grossed \$6,500, while the Wisconsin grossed \$8,600 for the final five days of "Wee Willie Winkie" and "Born Reckless" and the first two days of "The Good Earth" and "Blonde Trouble."

Total first run business was \$35,100. Average is \$26,500.

Estimated takings:

Week Ending Aug. 12:

"ARTISTS AND MODELS" (Para.)

"UNDER THE RED ROBE" (20th-Fox)
PALACE—(2,400), 35c-40c-50c, 7 days. Gross: \$9,000. (Average, \$5,000)

"THE MIGHTY TREVE" (Univ.)

RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Mirth of a Nation. Gross: \$6,500. (Average, \$5,000)

"SARATOGA" (M-G-M)

"BIG BUSINESS" (20th-Fox)

STRAND—(1,400), 35c-40c-50c, 5 days. Gross: \$3,600. (Average, \$3,500)

"WEE WILLIE WINKIE" (20th-Fox)

"BORN RECKLESS" (20th-Fox)

STRAND—(1,400), 35c-40c-50c, 2 days. Gross: \$1,000. (Average, \$3,500)

"THE ROAD BACK" (Univ.)

"MARRY THE GIRL" (W.B.)

WARNER—(2,400), 35c-50c, 7 days. Gross: \$7,000. (Average, \$5,000)

"WEE WILLIE WINKIE" (20th-Fox)

"BORN RECKLESS" (20th-Fox)

WISCONSIN—(3,200), 35c-40c-50c, 5 days. Gross: \$5,000. (Average, \$8,000)

"THE GOOD EARTH" (M-G-M)

"BLONDE TROUBLE" (Para.)

WISCONSIN—(3,200), 35c-40c-50c, 2 days. Gross: \$3,600. (Average, \$8,000)

"Toast" a \$13,500 Hit at Cincinnati

CINCINNATI, Aug. 15.—"The Toast of New York" was last week's best box-office bet with \$13,500 at the RKO Palace, where the normal figure is \$10,000. "The Good Earth" at the RKO Shubert pulled \$13,000.

Total first run business was \$57,300. Average is \$58,700.

Estimated takings for the week ending Aug. 12:

"EXCLUSIVE" (Para.)

RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$10,500. (Average, \$12,000)

"THE TOAST OF NEW YORK" (M-G-M)

RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$13,500. (Average, \$10,000) Moved to RKO Capitol.

"THE GOOD EARTH" (M-G-M)

RKO SHUBERT—(2,150), 35c-42c, 7 days. Gross: \$13,000. (Average, \$12,000) Held over.

"SARATOGA" (M-G-M)

RKO CAPITOL—(2,000), 35c-42c, 7 days, 3rd downtown week. Gross: \$5,500. (Average, \$6,500). Moved to RKO Grand.

"WEE WILLIE WINKIE" (20th-Fox)

RKO LYRIC—(1,400), 35c-42c, 7 days, 2nd downtown week. Gross: \$4,500. (Average, \$6,500)

"TOPPER" (M-G-M)

RKO GRAND—(1,200), 25c-40c, 7 days, 2nd downtown week. Gross: \$3,600. (Average, \$2,750)

"ROARING TIMBER" (Col.)

RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,200. (Average, \$1,250)

"THAT MAN'S HERE AGAIN" (F. N.)

RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"ANOTHER DAWN" (W. B.)

KEITH'S—(1,500), 30c-42c, 7 days. Gross: \$4,500. (Average, \$6,500)



100 MEN
and a **GIRL**

"Artists" Is \$9,000 Smash Hit at Denver

DENVER, Aug. 15.—"Artists and Models" pulled a smash \$9,000 at the Denham. This was \$4,000 over normal.

"You Can't Have Everything" was outstanding at the Denver with a \$10,500 take and it was moved to the Aladdin for a second week. "The Road Back" was moved to the Broadway for a third week after getting \$4,000, up by \$1,000 at the Aladdin. It had previously played at the Denver.

Total first run business was \$34,000. Average is \$27,000.

Estimated takings for the week ending Aug. 11:

"THE ROAD BACK" (Univ.)
ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. Gross: \$4,000. (Average, \$3,000)

"WEE WILLIE WINKIE" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 7 days, following a week each at the Denver and Aladdin. Gross: \$2,500. (Average, \$2,000)

"ARTISTS AND MODELS" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. Gross: \$9,000. (Average, \$5,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$10,500. (Average, \$7,500)

"TOAST OF NEW YORK" (RKO)
"YOU CAN'T BEAT LOVE" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$6,000. (Average, \$6,000)

"HOOSIER SCHOOLBOY" (Monogram)
"SHE HAD TO EAT" (20th-Fox)
PARAMOUNT—(2,000), 25c-40c, 7 days. Gross: \$2,000. (Average, \$3,500)

"Topper" a \$7,500 Indianapolis Draw

INDIANAPOLIS, Aug. 15.—"Topper" took a hearty \$7,500 at the Circle, \$3,000 to the good. "You Can't Beat Love" shared the bill with it.

"Saratoga" gave Loew's excellent second week business of \$7,000. Noble Sissle and his orchestra on the stage pulled \$10,400 for the Lyric, \$2,400 into the black. "San Quentin" was the picture. "The Road Back" gave the Apollo \$4,200 for \$200 upstairs.

Total first run business was \$29,100. Average is \$23,500.

Estimated takings for the week ending Aug. 6:

"THE ROAD BACK" (Univ.)
APOLLO—(1,100), 25c-40c, 7 days. Gross: \$4,200. (Average, \$4,000)

"TOPPER" (M-G-M)
"YOU CAN'T BEAT LOVE" (RKO)
CIRCLE—(2,800), 25c-40c, 7 days. Gross: \$7,500. (Average, \$4,500)

"SARATOGA" (M-G-M)
"LEAGUE OF FRIGHTENED MEN" (Col.)

LOEW'S—(2,800), 25c-40c, 7 days, 2nd week. Gross: \$7,000. (Average, \$7,000)

"SAN QUENTIN" (F. N.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Noble Sissle and his Orchestra, with Chilton & Thomas, Gordon & Rogers, Edna May Harris and Billy Banks. Gross: \$10,400. (Average, \$8,000)

Lana Turner for "Polo"

HOLLYWOOD, Aug. 15. — Samuel Goldwyn has borrowed Lana Turner, under contract to Mervyn LeRoy, for a role in "The Adventures of Marco Polo." The Goldwyn film will also feature Gary Cooper, Basil Rathbone, Alan Dale and Ernest Truex.

Big Pictures Fail to Halt Decline in Key City Takes

Estimated takings for the latest available periods:

Week Ending Aug. 6-7			Week Ending July 30-31		
No. Theatres	Gross		No. Theatres	Gross	
Boston	7	\$75,500	7	\$129,000	
Buffalo	5	46,900	5	49,300	
Chicago	8	177,200	8	138,600	
Cincinnati	7	51,700	7	50,100	
Cleveland	4	50,500	5	67,500	
Denver	7	35,500	6	39,500	
Detroit	6	77,400	6	79,700	
Houston	4	25,900	4	32,000	
Indianapolis	4	29,100	4	30,200	
Kansas City	5	36,000	5	44,600	
Los Angeles	9	86,822	9	88,964	
Milwaukee	5	31,800	5	29,100	
Minneapolis	5	22,600	5	41,600	
Montreal	4	26,000	4	25,000	
New Haven	4	17,600	4	19,800	
New York	9	256,600	8	244,550	
Oklahoma City	4	13,800	4	13,000	
Omaha	3	22,300	3	25,800	
Philadelphia	8	65,300	8	68,400	
Pittsburgh	5	62,900	5	59,250	
San Francisco	8	92,100	8	89,200	
St. Paul	4	23,000	4	15,600	
Seattle	6	35,500	7	36,900	
Washington	7	62,100	7	79,700	
	138	\$1,424,122	138	\$1,497,364	

Key cities grosses from September to the week ending Aug. 6-7.

	No. Theatres	Gross
Sept. 4-5	163	\$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2-3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6-7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4-5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1-2	178	2,037,040
Jan. 8-9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5-6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5-6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2-3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387
April 23-24	176	1,718,379
April 30-May 1	175	1,714,841
May 7-8	167	1,505,702
May 14-15	168	1,590,530
May 21-22	163	1,527,579
May 28-30	169	1,471,862
June 4-5	171	1,466,911
June 11-12	141	1,295,708
June 18-19	139	1,250,325
June 25-26	138	1,360,751
July 2-3	137	1,319,381
July 9-10	139	1,315,153
July 16-17	137	1,258,802
July 23-24	140	1,286,472
July 30-31	138	1,497,364
Aug. 6-7	138	1,424,122

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"Saratoga" Is 2nd Week Tops Philadelphia

PHILADELPHIA, Aug. 15.—With the city still held in the grip of warm weather and harassed two days by a general truck strike, theatres just managed to get by.

"Topper," with \$13,000 at the Boyd and "The Road Back," with \$13,500 at the Fox, almost got extra time, but a week was deemed enough. "Saratoga" got a neat \$17,000 for its last nine days at the Stanley, altogether achieving two weeks and two days.

Total first run business was \$68,200. Average is \$75,625.

Estimated takings for the week ending Aug. 5:

"EMPEROR'S CANDLESTICKS" (M-G-M)
(2nd run)
ARCADIA—(600), 25c-40c-50c, 8 days. Gross: \$2,900. (Average, 7 days, \$2,800)

"TOPPER" (M-G-M)
BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$13,000. (Average, \$14,000)

"FLY AWAY BABY" (W.B.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Clyde Lucas with band; Pansy the Horse; Joe and Betty Lee. Gross: \$11,000. (Average, \$12,000)

"THE ROAD BACK" (Univ.)
FOX—(3,000), 40c-55c-65c, 7 days. Gross: \$13,500. (Average, \$14,000)

"MARRY THE GIRL" (W.B.)
KARLTON—(1,000), 25c-35c-40c, 6 days. Gross: \$2,100. (Average, 7 days, \$4,000)

"WEE WILLIE WINKIE" (20th-Fox)
(2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. Gross: \$3,500. (Average, \$4,000)

"SARATOGA" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 9 days, 2nd week. Gross: \$17,000. (Average, 7 days, \$14,000)

"LEAGUE OF FRIGHTENED MEN" (Col.)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$5,200. (Average, \$7,000)

"Winkie" \$15,100 Leader in Buffalo

BUFFALO, Aug. 15.—Empire Day across the border and the absence of the home baseball team helped to boost all houses over par for the first time this summer, despite warm weather. "Wee Willie Winkie," playing the Buffalo, drew a neat \$15,100, to top average by \$3,400. "Saratoga," held over at the Great Lakes, ran a close second with a \$10,200 take, up by \$3,100.

The Lafayette, showing "The Road Back," grossed \$8,500, breaking par by \$2,700 and "Between Two Women" and "The Jones Family," dualed at the Hippodrome, took \$7,500 in a \$7,100 house.

Total first run business was \$46,900. Average is \$37,300.

Estimated takings for the week ending Aug. 7:

"WEE WILLIE WINKIE" (20th-Fox)
BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$15,100. (Average, \$11,700)

"BETWEEN TWO WOMEN" (M-G-M)
"THE JONES FAMILY" (Para.)
HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$7,500. (Average, \$7,100)

"SARATOGA" (M-G-M)
GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$10,200. (Average, \$7,100)

"THE GREAT GAMBINI" (Para.)
"SHE HAD TO EAT" (20th-Fox)
CENTURY—(3,000), 25c, 7 days. Gross: \$5,600. (Average, \$5,600)

"THE ROAD BACK" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. Gross: \$8,500. (Average, \$5,800)



JOE PENNER

... Imagine him in love!
—he's punnier than ever!

PARKYAKARKUS

Goofier than himself, as
a Greek detaché . . .

The Life of the Party . . .

Follow the arrow for fun!

"Eve" Grosses \$9,000, High At St. Paul

MINNEAPOLIS, Aug. 15.—"Ever Since Eve" with Major Bowes girls' swing band on the stage, boosted the St. Paul Orpheum into the lead for the week. The gross was \$9,000, passing average by \$5,000.

No. 2 hit of the week played the St. Paul Paramount. Here "Saratoga" did an \$8,000 business where \$5,500 is the normal take. The same show playing a second week in Minneapolis brought in a \$5,000 gross at the Century where \$3,500 is usual.

Total first run business in Minneapolis was \$22,600. Average is \$27,000. Total first run business in St. Paul was \$23,000. Average is \$15,000.

Estimated takings:

Minneapolis:

Week Ending Aug. 5:

"EXCLUSIVE" (Para.)
MINNESOTA—(4,000), 25c-55c, 7 days. Gross: \$7,300. (Average, \$10,000)
"SLAVE SHIP" (20th-Fox)
ORPHEUM—(2,900), 25c-40c, 7 days. Gross: \$5,000. (Average, \$6,000)
"SARATOGA"
CENTURY—(1,600), 25c-40c, 7 days, 2nd week. Gross: \$5,000. (Average, \$3,500)

Week Ending Aug. 4:

"MIDNIGHT MADONNA" (Para.)
"OH, DOCTOR" (Univ.)
STATE—(2,400), 25c-40c, 7 days. Gross: \$3,000. (Average, \$5,500)

Week Ending Aug. 6:

"KNIGHT WITHOUT ARMOR" (U.A.)
WORLD—(400), 25c-35c, 7 days. Gross: \$2,300. (Average, \$2,000)

St. Paul:

Week Ending Aug. 5:

"SARATOGA" (M-G-M)
PARAMOUNT—(2,300), 25c-40c, 7 days. Gross: \$8,000. (Average, \$5,500)
"EVER SINCE EVE" (F.N.)
ORPHEUM—(2,000), 25c-40c, 7 days. Stage: Major Bowes unit. Gross: \$9,000. (Average, \$4,000)

Week Ending Aug. 4:

"WOMAN CHASES MAN" (U. A.)
"BORN RECKLESS" (20th-Fox)
RIVIERA—(1,000), 25c-40c, 7 days. Gross: \$4,000. (Average, \$3,500)
"THE CALIFORNIAN" (20th-Fox) (Col.)
TOWER—(1,000), 25c-35c, 7 days. Gross: \$2,000. (Average, \$2,000)

Make Evelyn Daw Trailer

HOLLYWOOD, Aug. 15.—Grand National is producing a trailer to introduce Evelyn Daw, who plays opposite James Cagney in "Something to Sing About," as her film debut. The teaser trailer will be shipped to Grand National exchanges as part of the build-up campaign and will precede the regular trailer by two weeks.

Crash the Gate

Delphos, O., Aug. 15.—C. W. Ruby and Mrs. Ruby literally "crashed the gate" after driving from Lima to attend the Capitol here.

Finding a parking space in front of the theatre, Ruby steered toward it, but lost control of the car. When the car stopped it was wedged tightly between the box-office and entrance.

They didn't see the show.

"Knight" Is \$7,500 Milwaukee Winner

MILWAUKEE, Aug. 15.—The week's high money went to "Knight Without Armor" and "Call It a Day," which grossed \$7,500 at the Warner, just \$2,500 above average.

"Saratoga" and "Big Business" in the last four days of its second week at Fox's Wisconsin, and "Wee Willie Winkie" and "Born Reckless," in its first three days gave the house \$9,500 for the week, \$1,500 to the good. "Saratoga" and "Big Business" have been booked into the circuit's Strand. "Topper" and "Wild Money" were good for \$6,300 at the Palace, \$1,300 to the good, while "Venus Makes Trouble" and vaudeville did \$5,100 at the Riverside, just \$100 above par.

Total first run business was \$31,800. Average is \$26,500.

Estimated takings:

Week Ending Aug. 5:

"TOPPER" (M-G-M)
"WILD MONEY" (Para.)
PALACE—(2,400), 35c-40c-50c, 7 days. Gross: \$6,300. (Average, \$5,000)
"VENUS MAKES TROUBLE" (Col.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: "Stardust Revue." Gross: \$5,100. (Average, \$5,600)
"SLAVE SHIP" (20th-Fox)
"SING AND BE HAPPY" (20th-Fox)
STRAND—(1,400), 35c-40c-50c, 4 days. Gross: \$1,400. (Average, \$3,500)
"SARATOGA" (M-G-M)
"BIG BUSINESS" (20th-Fox)
STRAND—(1,400), 35c-40c-50c, 3 days. Gross: \$2,000. (Average, \$3,500)
"KNIGHT WITHOUT ARMOR" (U.A.)
"CALL IT A DAY" (W.B.)
WARNER—(2,400), 35c-50c, 7 days. Gross: \$7,500. (Average, \$5,000)
"SARATOGA" (M-G-M)
"BIG BUSINESS" (20th-Fox)
WISCONSIN—(3,200), 35c-40c-50c, 4 days. Gross: \$4,000. (Average, \$8,000)
"WEE WILLIE WINKIE" (20th-Fox)
"BORN RECKLESS" (20th-Fox)
WISCONSIN—(3,200), 35c-40c-50c, 3 days. Gross: \$5,500. (Average, \$8,000)

Germans Claim New Device for Dubbing

WASHINGTON, Aug. 15.—Karl Robert Blum, of the firm of Blum & Co., has developed a new process called "phonorhythmic," by which it is possible, it is claimed, to produce sound films in any number of languages using only one sound strip, according to a report to the U. S. Dept. of Commerce from Assistant Commercial Attache R. M. Stephenson in Berlin.

In this new process, sound and pictures are shot separately. The text for all languages is recorded before the shooting of the picture begins and the pictures are then synchronized (by a special procedure) with the sound film. The sound is recorded in two parts, one strip for the music and noises and one for the language. These strips are then mixed, and copied on the picture strip.

The inventor claims that by this method it will be easy to replace a good singer who is a poor actor by a good actor, recording only the singer's voice.

It is claimed that by this method, costs may be reduced by 25 to 30 per cent through saving in materials, time, and employment over the usual dubbing methods.

So far, only short films produced by this method have been shown privately in Germany. A long feature, however, is in preparation, which is intended to be produced in eleven languages.

The process is covered by German and foreign patents.

"Saratoga" Omaha 2nd Week Leader

OMAHA, Aug. 15.—"Saratoga," paired with "Midnight Court" on a dual, continued a smash hit in its holdover run of six days at the Omaha last week, grossing \$7,800. Average for seven days is \$5,500.

"Easy Living" and "Rembrandt" also rang the bell at the Orpheum with a \$9,700 take, \$2,500 over par \$7,200. The Brandeis scored with "San Quentin" and "Talent Scout," grossing \$4,800. Average is \$4,000.

Total first run business was \$22,300. Average is \$16,700.

Estimated takings:

Week Ending Aug. 3:

"SARATOGA" (M-G-M)
"MIDNIGHT COURT" (W.B.)
OMAHA—(2,200), 25c-40c, 6 days, 2nd week. Gross: \$7,800. (Average, \$5,500)

Week Ending Aug. 4:

"SAN QUENTIN" (F.N.)
"TALENT SCOUT" (F.N.)
BRANDIEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,800. (Average, \$4,000)

Week Ending Aug. 5:

"EASY LIVING" (Para.)
"REMBRANDT" (U.A.)
ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$9,700. (Average, \$7,200)

New Zealand Rules Restrict Theatres

By CLIFF HOLT

AUCKLAND, N. Z., July 24.—Regulations governing the restriction of theatre licenses have been gazetted by the New Zealand Government. They are embodied in the Cinematograph Films Act, and provide for the following:

If in any locality there are one or more theatres functioning, and an application is lodged for a new license or for increasing the number of seats in any licensed theatre, the licensing officer may refuse the application, provided he is satisfied:

(a) That the existing theatre or theatres provide adequately for the requirements of the locality having regard to the entertainment value and date of release of the films exhibited, the seating accommodation and general amenities provided, the number of nights per week on which exhibitions are given, the prices charged for admission, and any other relevant considerations affecting the public interest; or

(b) That in view of the conditions existing in the industry or the limited number of films of reasonable exhibition value obtainable in the market, the granting of further licenses in the locality or the licensing of additional seating accommodation or of exhibition on additional nights would cause undue hardship to such existing licensed exhibitors or would result in unreasonable economic waste.

For a city license the application fee is £25. For suburban areas exceeding in population 10,000 a fee of £15 is required, and for all other applications, £10.

Kurtzman in Washington

WASHINGTON, Aug. 15.—Charles Kurtzman, former F. & M. executive in St. Louis, has taken over his new post as manager of the Capitol here for Loew's. He will work under the direction of Carter Barron, division manager.

"Wee Willie" \$11,500 Hit, Kansas City

KANSAS CITY, Aug. 15.—"Wee Willie Winkie" was the big draw of the week. She took \$11,500 at the Tower, \$4,500 better than average, and \$4,800 at the Uptown, \$800 up, for a total of \$16,300 at both houses, whose combined average is \$11,000. It was held at the Uptown.

Other first runs failed to go over the line. "Saratoga" and "Thunder in the City" took \$10,500 in a second week. "Super-Sleuth" and "Midnight Madonna" gave the Newman \$1,700 less than \$7,000 par.

Outside of one rainstorm, weather was normally hot.

Total first run business was \$36,000. Average is \$35,700.

Estimated takings:

Week Ending Aug. 3:

"ANOTHER DAWN" (W. B.)
MAINSTREET—(3,100), 25c-40c, 5 days. Gross: \$3,900. (Average, 5 days, \$6,200)

Week Ending Aug. 5:

"SARATOGA" (M-G-M)
"THUNDER IN THE CITY" (Col.)
MIDLAND—(4,000), 25c-40c, 7 days, 2nd week. Gross: \$10,500. (Average, \$11,500)
"SUPER-SLEUTH" (RKO)
"MIDNIGHT MADONNA" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days. Gross: \$5,300. (Average, \$7,000)
"WEE WILLIE WINKIE" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Four O'Connors, Stevens Bros. & Big Boy, Roy Lee & Dunn, John Colvin, Harlan Christie. Gross: \$11,500. (Average, \$7,000)
"WEE WILLIE WINKIE" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 7 days. Gross: \$4,800. (Average, \$4,000)

"Saratoga" Houston Second Week Lead

HOUSTON, Aug. 15.—Termed nothing short of "colossal" by Loew's State manager, "Saratoga" closed the second week with \$6,200. Average is \$7,000. The picture pulled \$21,700 in the two weeks.

"Exclusive" at the Metropolitan showed \$7,700 for the week, which is \$700 on the profit side. "The Toast of New York" did an average \$7,000 at the Majestic.

Total first run business was \$25,900. Average is \$26,000.

Estimated takings for the week ending Aug. 5:

"ON AGAIN, OFF AGAIN" (RKO)
KIRBY—(1,450), 15c-35c, 4 days. Gross: \$3,300. (Average, 7 days, \$5,000)
"BORN RECKLESS" (20th-Fox)
KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,700. (Average, 7 days, \$5,000)
"SARATOGA" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days, 2nd week. Gross: \$6,200. (Average, \$7,000)
"THE TOAST OF NEW YORK" (RKO)
MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)
"EXCLUSIVE" (Para.)
METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$7,700. (Average, \$7,000)

Doorman to Write

Bridgeport, Aug. 15.—Norman Sullivan, doorman at the Loew Poli, who has been writing radio gags for various radio stars for several years, has resigned to join the staff of WLW, Cincinnati, as a continuity writer.

VICTOR MOORE

... Making you howl for Moore
and Moore of his comedy

HELEN BRODERICK

... Wise-cracking with wise-
cracks and wise cracks ...

The Life of the Party...

... and that's only part of it! ... KEEP GOING! ...

Short Subjects

"Sport's Greatest Thrills"

(Columbia)

Chock full of slam bang exciting incidents in various branches of the sports world, this subject will keep audiences on edge. Some patrons may find some of the thrills, particularly the last shot where a racing car does a somersault and the driver hurtles through the air, a little too much. But for the true sportsman, this is a knockout reel with Ford Bond describing and continuity by Jack Kofoed. Running time, 9 mins. "A."

"The Killer of the Tonto"

(Paramount)

Well filmed scenes of the tracking and capture of a cattle-killing mountain lion. The camera work in the chase scenes is exceptional. It is well narrated and should hold interest. Running time, 10 mins. "G."

"Spring Festival"

(Columbia)

An interesting and entertaining novelty animated subject in Technicolor's three-toned process. It should find a preferred spot on any program. Mr. Ground Hog emerges from his subterranean quarters to announce the oncoming of spring. And then Mother Nature makes the rounds and is greeted by a merry jubilee with flowers, birds and animals participating. The music under the direction of Joe de Nat provides a happy accompaniment. Charles Mintz produced and UB Iwerks directed. Running time, 8 mins. "G."

"Queen of Harmony"

(Paramount)

Phil Spitalny's girl band, featured in radio, performs with distinction in this short. In cleverly mounted sequences they offer "Tiger Rag," "The Lost Chord," "Alabama Barbecue" and a modern treatment of a Liszt Hungarian rhapsody. Running time, 11 mins. "G."

"Bury the Hatchet"

(Columbia)

Monty Collins and Tom Kennedy may make up a fine team of housewreckers, but the story material is so ordinary that this so-called comedy falls far short of its mark. As neighbors, Collins and Kennedy are always scrapping. When Collins accidentally breaks a pane of glass in the Kennedy homestead, Collins sends the Kennedy offspring out to buy another pane. Instead, he goes to a movie and wins a furnished home in the Bank Night draw. Both Collins and Kennedy claim the home, take possession of it and wreck the place in short order. Running time, 19 mins. "G."

"I Never Change My Altitude"

(Fleischer-Paramount)

The usual Popeye-Pluto combat. This time it is ingeniously set in the air. Plenty of whirlwind action and laugh-provoking humor. Running time, 7 mins. "G."

Overseas Preview

"Feu"

(Open Fire)

(F.C.L.-Eclair Journal)

PARIS, Aug. 1.—Jacques de Baroncelli, veteran director, here has re-made his silent film success. The modern taking version is not up to the standard of his original story.

The narrative is set in 1925, on the Moroccan coast, where the French navy is engaged in tracking gun-runners. A naval commander on patrol there meets and falls in love with a woman, who, unknown to him, is the ringleader of the smugglers. The romance blooms and she is about to give up her illegal pursuit. But the officer discovers her identity. She makes her escape. The navy pursues her ship and as she refuses to surrender they open fire, sinking the vessel.

Victor Francen plays the leading male role. Edwige Feuillere, very talented and attractive, is the woman in the case. Also in the cast are Roger Legris and Aimos. The production is rather old-fashioned.

There is an interesting musical score by Jacques Ibert and Roger Le Febvre's photography of the Mediterranean Sea and other outdoor settings is beautiful. The greatest value of this film lies in its story. It could be re-made advantageously in Hollywood.

Running time, 80 minutes. "A."

AUTRE

Out Hollywood Way

HOLLYWOOD, Aug. 15.—Twentieth Century-Fox will team MYRNA LOY and WARNER BAXTER in "Career in C Major," from the book by JAMES M. CAIN. . . . GLENDA FARRELL goes into Warners' "Hollywood Hotel," announced today as the final title for the picture which has been having its name alternated between "Hollywood Hotel" and "Hollywood Band Wagon."

Kay Francis' next for Warners will be "Return from Limbo," which STANLEY LOGAN will direct. . . . FRANK McHUGH will be featured in "Larger than Life," which BRYAN FOY will produce for Warners. . . . MAURICE CONN has purchased three untitled westerns for KERMIT MAYNARD's series. They are by RIDGEWAY CALLEW, GEORGE PLYMPTON and LEW KINGDON. . . . HAL ROACH has extended the contract of CONSTANCE BENNETT and will feature her in "Love without Reason." . . . RUTH HUSSEY, M-G-M contract player, has changed her name to RUTH MARCH. . . . Columbia's "All American Sweetheart," based on college crew racing, gets under way this week with SCOTT COLTON, PATRICIA FARR, GENE MORGAN, ALLEN BROOK, ARTHUR LOFT and JOE TWERP topping the cast. LAMBERT HILLYER will direct.

WARREN LEONARD, dialogue director for Schulberg's "Blossoms on Broadway," will also direct dance numbers for the film.

Casting—MARGOT GRAHAME in CECIL B. DEMILLE's "The Buccaneer." . . . REBECCA WASSER in "Wells Fargo," Paramount. . . . BENNY BAKER in "Love on Toast," Cohen-Paramount. . . . JEANETTE HALL goes into Wanger's "I Met My Love Again." . . . LOIS JANUARY draws the feminine lead of "The Roaming Cowboy," which JED BUELL is producing for Spectrum release. . . . CHARLES IRWIN in RKO's "Fight for Your Lady." . . . HENRY JANICE, one of the Radio Rogues, in "Blossoms on Broadway," SCHULBERG. . . . GEORGE REGAS in "Ali Baba Goes to Town," 20th Century-Fox.

ALLYN JOSLYN in "Hollywood Hotel" in which TED HEALY's three new stooges, GARNER, WOLFE and HAKINS, make their film debut. . . . FRANCES DRAKE in "I Married an Artist," Columbia. . . . ANDY DEVINE in "Young Man's Fancy," Universal. . . . M-G-M placements: JANET BEECHER in feminine lead of "Give Till It Hurts," short, ROBERT YOUNG to "Navy Blue and Gold," LIONEL BARRYMORE in "A Yank at Oxford."

Writers—RIAN JAMES goes to Universal to work with SOPHIA CLEUGH on the screenplay of her original, "Little Lady," for DEANNA DURBIN. ADRIAN LEVY goes to Paramount to work on an untitled original musical. . . . HENRY F. MISSELWEITZ, former United Press man, joins M-G-M. . . . STUART PALMER is scripting a new Paramount Bulldog Drummond feature. . . . FREDRICK SCHLICK is working on Paramount's "Prison Farm," and STUART ANTHONY and ROBERT YOST on "The Mysterious Rider," same lot.

Directors—ROY DEL RUTH assigned to direct "Bread, Butter and Rhythm."

Contracts—Paramount has given term contracts to five screen possibilities—DOROTHY HOWE, M-G-M Dallas exchange telephone girl; MARGARET RANDALL and JACK HUBBARD in Chicago; RICHARD DENNING, Los Angeles business school graduate, and JAMES CRAIG of Houston. . . . KARL STRUSS signed as cameraman on MAE WEST's next, tentatively titled "Sapphire Sal."

Columbia Set for Season

Columbia in September will usher in "Happiness Month." During this period "Lost Horizon," "It's All Yours," "The Awful Truth," "It Happened in Hollywood," "The Game That Kills" and "Counsel for Crime" will be released on a nation-wide scale. "The Community Sing" short subjects will also be offered.

Short Subjects

"Aquabats"

(Rice-Paramount)

There are thrills in practically every foot of this Sportlight. It deals with the insane, limb-risking antics of individuals who get their fun from being towed by a speeding boat in shallow water and doing the darndest things while racing in outboard hulls. There is no limit to their prowess. It is good enough to be run twice in succession. Running time, 10 mins. "G."

"Haiti's Black Napoleon"

(Columbia)

While many of Haiti's points of interest afford an interesting background to the subject, it is far below the general travelogue. The producers here resorted to sketches to bring out a complete story of the subject. Other scenes are hazy and the narration seems to lack force.

Coastal fortifications, citadels and other important buildings which make up Haiti's present day life are interesting, but the combination of poor continuity, narration and photography relegates this subject to the so-so category. Running time, 9 mins. "G."

"Paramount Pictorial 7-1"

(Paramount)

A "bird bar" with humming birds sipping nectar from an automatic feeder, fine scenes in color of dude ranch activities in Wyoming and an intimate glimpse of Sam Coslow, the songwriter, at home. A good combination effectively presented. Running time, 10 mins. "G."

"Unusual Occupations"

(Paramount)

This is the first of a new series. It is handsomely filmed in color. The unusual pursuits include flea taxi-dermy, sand sculpture, a golf-ball picker-upper and a sky-writer. The last named is thrillingly photographed. It should have good reception. Running time, 11 mins. "G."

Quota Default Fines Talk Up in Commons

LONDON, Aug. 5.—The fact that Associated British Pictures had been fined five times for quota default has been raised in the House of Commons by J. R. Remer, M.P., who pointed out that it was the second biggest film company in the U. K. and that its principal, John Maxwell, was a member of the Advisory Committee to the Board of Trade under the Films Act. Remer suggested that the president of the Board of Trade should make inquiries "in the interests of public policy," but Capt. Euan Wallace, the Parliamentary Secretary, replied that no further inquiries seemed necessary in view of the fact that A.B.P.'s defaults had taken place over a period of three quota years in some 250 theatres.

Increase Capital

OKLAHOMA CITY, Aug. 15.—The National Theatre Supply Co., Delaware, in Oklahoma City has been granted an increase in capital stock from \$18,844.01 to \$19,459.86, it was announced by the secretary of state.



**GENE RAYMOND
HARRIET HILLIARD**

**The screen's new sweetheart
team, falling in love to hot and
sweet new swingtime strains.**

The Life of the Party

HOLD YOUR BREATH FOR...

TIME MARCHES ON



...with RCA!

March of Time joins swing to Magic Voice of the Screen! YOU, too, can enjoy benefits of this superior sound in your theatre at low cost!

In the world of motion picture sound—the trend today is RCA. And latest addition to RCA's fast growing list of users is The March of Time.

Large motion picture companies, theatre chains and independents alike are installing RCA's Magic Voice of the Screen. For they have discovered that RCA equipment means better sound and better sound means better box office. RCA Photophone equipment, designed and priced for your theatre will prove a "sound" investment! Details on request. No obligation.

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Photophone

THE MAGIC VOICE OF THE SCREEN
RCA Mfg. Co., Inc. • Camden, N. J.
A Service of the Radio Corp. of America

Sears Sets 8 More Warner Trade Shows

(Continued from page 1)

in which they are located are: Broadway, Charlotte; Ogden, Denver; Garfield, Milwaukee; Nile, Minneapolis; Southeast, Salt Lake City; Alhambra, San Francisco; Egyptian, Seattle; Ritz, St. Louis.

Five more Canadian theatres remain to be set before the entire number is completed. The pictures to be screened include "It's Love I'm After," "The Life of Emile Zola," "Varsity Show," "That Certain Woman," "Confession" and "Back in Circulation."

Chamber to Aid

DALLAS, Aug. 15.—J. Ben Critz, vice-president of the local Chamber of Commerce, has sent letters to all exhibitors who have received letters to attend the Warner trade showings to also visit the Centennial exposition. The Warner exhibit will be held at the Melrose Aug. 23-24.

Warner Theatre Men To Meet on Tuesday

PHILADELPHIA, Aug. 15.—Approximately 150 Warner theatre managers and others in the local zone will be on hand for the one-day meeting scheduled for the Bellevue-Stratford on Tuesday.

Joseph Bernhard, general manager of the circuit; Gradwell L. Sears, general sales manager for Warners; S. Charles Einfeld, advertising and publicity director; and Harry Goldberg will address the men.

Ted Schlanger, zone manager, will preside at the meeting which will be followed by a screening of "The Life of Emile Zola."

James Cruze Sues Photoplay for Libel

LOS ANGELES, Aug. 15.—James Cruze, director, has filed suit for \$250,000 damages against MacFadden Publications, Inc., and Ruth Waterbury, editor of MacFadden's *Photoplay*, charging he was libeled in an article in the June issue of the magazine.

Through his attorneys Holland, Snidow and Johnson, Cruze alleges that the article implied that his directorial career ended with the advent of sound and that it said he was reduced to "living in a room in the servants' quarters of his home."

Writer Asks Damages

LOS ANGELES, Aug. 15.—Charles Art Powell, writer and former newspaperman, whose pen name is Gordon Newell, has filed suit for \$30,000 damages against Sol Lesser, Principal Productions, Inc., Harold Bell Wright and 20th Century-Fox Film Corp., charging that he had not received sufficient exploitation and screen credit on the story, "The Californian," which Lesser produced. Powell alleged that he wrote the original and adaptation of the film, and that Wright was credited with the story writing and he with the adaptation in an inconspicuous manner on the main leader of the picture.

Martin Dead in West

PULLMAN, Wash., Aug. 15.—T. C. Martin, 50, pioneer theatre operator in this city, is dead from a heart attack.

New Fan at 87

AGNESS, Ore., Aug. 15.—The screen has a new fan. He is 87 years old and lives on the banks of the Rogue River. His name is Chris Jacher.

The other evening, members of the C.C.C. camp here invited Jacher over to look at the "newfangled" form of entertainment. He wasn't so anxious because he was hard of hearing, but when he emerged from the screening he asked officers to put him on the "free list."

Kent, Skouras Back From Colorado Meet

(Continued from page 1)

LOS ANGELES. He will return here later to finish a number of product deals.

Among those due today are William T. Powers, Edward Zable, Aubrey Schenck, Milton Hossfeld, Irving Barry, Jack Edmondson, Frank S. Irby, Harry Cox, Alan May and John Healy.

The new product and operating policies for the circuit's theatres were the main topics discussed at the Colorado Springs sessions.

All other divisional operating heads and staffs have returned to their respective territories.

Nine Return to Frisco

SAN FRANCISCO, Aug. 15.—Arch Bowles, Fox West Coast division manager, will return tomorrow with eight men after attending the four-day National Theatres' convention at Colorado Springs.

Skouras Has Woman Acting as Manager

Skouras Theatres are experimenting with women managers again. Some time ago the circuit tried out the idea, but dropped it when the manager resigned. Augusta Kessler, formerly secretary to George Skouras, is now relieving managers at the various houses and in a few weeks will be assigned to a permanent spot.

Loew's has three women managing theatres and has found the plan to be successful.

Reopen Frisco Amazon

SAN FRANCISCO, Aug. 15.—Golden States Amusement Co. this week reopened the Amazon after extensive alterations.

Markowitz Closes Palmer

SAN FRANCISCO, Aug. 15.—Irving Markowitz has closed the Palmer and is reported seeking a site across the way for the construction of a new theatre. His father M. L. Markowitz, operates the Davies, while his uncle, Abraham, is interested in the Neptune, Alameda.

Brandt Dates "Journey"

HARRY BRANDT has booked "Dark Journey" for the Central, following "Thank You, Mr. Moto," which ends its run Aug. 21. A special night showing will be held Saturday evening.

Predict \$30,000 on 1st Week of "Zola"

(Continued from page 1)

pective patrons have been turned away.

The third week of "Wee Willie Winkie" ended at the Roxy with \$28,700. "They Won't Forget," in its second week at the Strand, got about \$14,000.

According to the Roxy management, 17,314 persons saw "The Road Back" on the opening day, Friday. The picture is being shown there for the first time at popular prices after a four-week engagement at the Globe at two-a-day.

Harry Charnas and B. S. Moss have booked "Talent Scout" for the Criterion, starting Aug. 18. "Confession" will open at the Strand Wednesday.

Arthur Miller to Return

ARTHUR MILLER, in charge of plant operations for Pathe at Bound Brook, will return this week on the *Washington* after a six-week trip to London. While in England he made a study of operations at Alexander Korda's studio at Denham.

Prior to Korda's sailing for London recently, he closed a one-year contract whereby Pathe will handle all the printing next year.

"Winkie" Up 25 Per Cent

PORTLAND, Aug. 15.—The first week's take of "Wee Willie Winkie" at the Paramount exceeded that of "Stowaway" by 25 per cent. The Shirley Temple picture is now in its second week and is still holding.

"100 Men" Starts Aug. 31

HOLLYWOOD, Aug. 15.—Universal has set the premiere of Deanna Durbin's "100 Men and a Girl," for Aug. 31 at the Pantages with a \$2 top opening. Regular prices will follow.

THEATRE ACCOUNTING

by WILLIAM F. MORRIS

(Certified Public Accountant)

Tells all the facts about your business each week.

- Payroll data for Social Security Taxes.
- Profit at a glance—Daily or Weekly.
- All expenses deducted—including Rent, Taxes and Depreciation.
- Complete record of advance bookings.
- Itemized Schedule of All Assets and Equipment with Table of Depreciation Rates.
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QUIGLEY BOOKSHOP
ROCKEFELLER CENTER
NEW YORK



The biggest fun-and-music show on record! . . . **SIX SWELL SONGS**, including those top-ten hits: "Roses in December" and "Let's Have Another Cigarette!" . . . Goofy! . . . Gay! . . . Dazzling! . . . Delightful! . . . A lifetime of laughs . . . plus all the glorious charm and exciting loveliness your leaping heart can stand!

**JOE PENNER
GENE RAYMOND
PARKYAKARKUS
VICTOR MOORE
HARRIET HILLIARD
HELEN BRODERICK**

THE LIFE of the PARTY



BILLY GILBERT • ANN MILLER •

Directed by William A. Seiter
Produced by Edward Kaulman

Investigation Of Radio Said To Be 'Assured'

(Continued from page 1)

was criticised by Bacon, who suggested that the company might "want a friend at court to influence the decisions of the Communications Commission."

Three resolutions calling for an inquiry into the broadcasting situation are now pending before the Rules Committee, introduced by the late Representative Connery of Massachusetts, and Congressmen Wigglesworth of Massachusetts and McFarlane.

"In the Senate, through the efforts of Senator White," Bacon pointed out, "a resolution calling for an investigation of the radio industry and the Federal Communications Commission has finally been unanimously reported to the Senate and will undoubtedly pass. Thus a real investigation is assured. The House of Representatives should have passed the resolution of Congressman Wigglesworth long ago. The Democratic leadership, however, has refused to allow his resolution calling for an investigation to come up, and it still remains buried in committee."

New System Started With Three Stations

(Continued from page 1)

and plans have been made to extend the network eventually from Green Bay to Wausau, Eau Claire and Minneapolis, and from Poynette to Janesville, Racine and Milwaukee.

Station KFIZ, owned and operated by the Fond du Lac Commonwealth Reporter, will act as the clearing house for programs and accounts using the system.



JESSICA DRAGONETTE
Palmolive
BEAUTY BOX THEATRE
of the air
Every Wednesday Night, Nine-Thirty,
E.D.S.T.
W A B C — COLUMBIA NETWORK
Wednesday • August 18th
Friml's "The Three Musketeers"

CBS Schedule Leads All of Past Efforts

CBS will boast one of the most elaborate commercial schedules in its history this fall, a roundup of new and returning programs reveals. Contracts closed to date are as follows:

New programs:
Aug. 3—H. J. Heinz Co., a five-time-a-week series over 58 stations, program title and talent unannounced. Maxon, Inc., agency.

Sept. 10—The Coca-Cola series, with Kitty Carlisle and Gus Haenschen's orchestra, Fridays 10 to 10:45 P. M., 91 stations. The D'Arcy Co., agency.

Sept. 14—J. B. Ford Co., for Wyandotte Cleaner, 2 to 2:15 P. M., 14 stations, talent unannounced. N. W. Ayer & Son, Inc., agency.

Sept. 16—Liggett & Myers Tobacco Co., for Chesterfield cigarettes, Thursdays and Saturdays from 6:30 to 6:45 P. M., with Eddie Dooley in football forecasts and resumes. Newell-Emmett, agency.

General Foods Scheduled

Sept. 30—General Foods for Swandown and Calumet, starring Kate Smith, Thursdays, 8 to 9 P. M., 75 stations. Young & Rubicam, agency.

Oct. 3—Vick Chemical Co., "Open House" series with Jeanette MacDonald, Sundays, 7 to 7:30 P. M. The network stations are not set as yet. Morse International, agency.

Oct. 4—Vick Chemical Co., Monday, Wednesday and Friday, 10:30 to 10:45 A. M., featuring Tony Wons. Network stations not set as yet. Morse International, agency.

Oct. 3—International Silver Co., for 1847 Rogers, "Silver Theatre," Sundays, 5 to 5:30 P. M., 46 stations. Young & Rubicam, agency.

Oct. 4—Lehn & Fink for Lysol, Monday, Wednesday and Friday, 4:45 to 5 P. M., featuring Dr. Dafoe. Network is not complete as yet. Lennen & Mitchell, agency.

Oct. 4—Lehn & Fink for Pebeco, "Follow the Moon," Monday through Friday, 5 to 5:15 P. M. Network not complete as yet. Lennen & Mitchell, agency.

Hind's Cream Show Listed

Oct. 4—Lehn & Fink for Hind's Honey and Almond Cream, Monday through Friday, 5:15 to 5:30 P. M. Talent and network not yet set. William Esty, agency.

Oct. 5—Lever Bros., Tuesdays from 8 to 8:30 P. M. Talent and network not yet set. Ruthrauff & Ryan, agency.

Oct. 7—General Foods for Sanka Coffee, Thursdays, 7:30 to 8 P. M. Talent and stations not yet set. Young & Rubicam, agency.

Programs returning:

Sept. 7—Lever Bros., for Lifebuoy and Rinso, Al Jolson and company, Tuesdays, 8:30 to 9 P. M., 57 stations. Ruthrauff & Ryan, agency.

Sept. 11—"Universal Rhythm" for Ford Motor Co., 9:30 to 10 P. M., over approximately 93 stations. N. W. Ayer & Son, Inc., agency.

Sept. 12—Ford "Sunday Evening Hour," 9 to 10 P. M., over 95 sta-

Inventor White

Paul White, CBS director of special events, has turned inventor. The invention is a new golf coverage device, and it will be given its first test at the National Amateur Golf championships the week of Aug. 23-28.

The device is a tall umbrella-topped stick with a heavy point which enables it to stick solidly in the ground. Attached to the stick is a periscope. The periscope magnifies the player, ball, and the cup ten times. Attached to the pole is a microphone. With this equipment the commentator can stay quite some distance from the actual play and give an accurate story of what is going on. Previously, spiliers have had to clamber up the ladders or trees to broadcast the putting portions of a golf match.

tions. N. W. Ayer & Son, Inc., agency.

Sept. 13—Lever Bros., for Lux, "Radio Theatre," 9 to 10 P. M., over 58 stations. J. Walter Thompson, agency.

Sept. 19—The Texas Co., returning Eddie Cantor and new cast, 7:30 to 8 P. M., over 59 stations. Young & Rubicam, agency.

Sept. 26, Chevrolet Motor Co., 6:30 to 7 P. M., over 97 stations. Talent not yet set. Campbell-Ewald, agency.

Sept. 28—Personal Finance Co., "Your Unseen Friend," 10:30 to 11 P. M., over 11 stations. Albert Frank-Guenther Law, agency.

Sept. 28—R. J. Reynolds, for Camel, returning Jack Oakie, for a full-hour show, 9:30 to 10:30 P. M., 79 stations. Wm. Esty, agency.

Oct. 2—Pet Milk, 8 to 8:30 P. M. Talent and network unannounced. The Gardner Co., agency.

Oct. 3—R. B. Davis for Cocomalt, with Joe Penner, 6 to 6:30 P. M., over 45 stations. Ruthrauff & Ryan, agency.

Oct. 3—Gulf Refining Co., returning Phil Baker, 7:30 to 8 P. M., over 59 stations. Young & Rubicam, agency.

British and Irish Shows for 'Workshop'

The "Columbia Workshop" experimental dramas which Irving Reis directs for CBS, will venture afield for the first time when it broadcasts its Sunday evening programs from London and Dublin Sept. 12 and 19 respectively.

The first production will be "Death of a Queen," which will be transmitted here from the BBC studios with Val Gielgud as guest director. "Riders of the Sea" is the drama to be given from Dublin. The broadcasts will be received here from 7 to 7:30 P. M., E.D.S.T.

Reis will sail for Europe Aug. 25 for extended visits.

Taplinger Sells to 150

Supplementing the usual printed release coverage, Bob Taplinger, radio publicist, has completed arrangements with more than 150 local radio commentators in 85 cities to broadcast exclusive material consisting of news, chatter and comment upon the Taplinger radio and film clients.

Radio Personals

HERBERT R. EBENSTEIN, president of Atlas Radio Corp. and Leon See, advertising director, have returned from a trip through New England setting dates for the various Atlas shows in that territory. . . . Bell Neel, NBC trade news editor, left Saturday on vacation. . . . Bob French, production manager of WHKC, Columbus, O., is visiting Mutual headquarters here. . . . Fred Weber, of Mutual's executive staff, left Saturday for Washington. . . . Joan Edwards has been signed by NBC artist service. . . . Hesse-McCaffrey guest bookings include Norman Cordon on "Hit Parade" Aug. 21, Ramon Novarro on the Gulf show Sept. 19, Doris Kerr on the same program and date, and Joe Cook on Gulf Sept. 26. . . .

Elissa Landi replaces Wendie Barrie on the CBS Shakespeare cycle tonight. . . . Joan Irvin of WOR's engineering department was married to Edgar S. Hassard Saturday. . . . Frank Buck will head the guest talent on the WHN "For Men Only" program tonight. . . . Dr. Franklin Dunham, NBC educational director will speak on "Radio and Public Response" at the fifth annual conference of the Institute of Human Relations, being held under the auspices of the National Conference of Jews and Christians Aug. 29-Sept. 3. . . .

Green on "Showboat"

Eddie Green, colored comedian, has been set for a series of appearances on the Maxwell House "Showboat." Green departed Saturday for Hollywood, where he will make his initial appearance on the program this Thursday. The booking is through the Nelson Hesse-William McCaffrey office.

Another Hesse-McCaffrey booking is for Andy Love's Griffin Chorus, for 13 weeks, on the "Tic Toc Revue."

New Program and a Renewal

The Dentists Supply Co. of New York will sponsor a new series of programs over WMCA titled "The Dentist Says," beginning Sept. 21, from 11 to 11:15 A. M. The programs will be offered Tuesdays and Thursdays. The contract is for 26 weeks.

Renewing for a full year on WMCA is the Apollo Theatre's "Amateur Night in Harlem" series. The renewal is effective immediately.

New Hour for Mrs. Miles

Allie Lowe Miles' "Women's Club of the Air" will be brought to WOR listeners at a different time beginning tomorrow. Mrs. Miles' new schedule will find her broadcasting all of her programs in the morning. Heretofore, two of her programs were aired in the afternoon.

Mrs. Miles three weekly broadcasts will be heard at the following times: Tuesdays and Thursdays from 9:30 to 10 A. M. and Fridays from 10:30 to 11 A. M.

More Radio—Page 18

"INDISPENSABLE"

GARRET D. BYRNES

Theatre Editor

EVENING BULLETIN

Providence, Rhode Island

"May I once more enter my annual congratulations on the Motion Picture Almanac. To reviewers and theatre editors, this book is indispensable, and the new edition seems better than ever. I enclose a clipping from the Evening Bulletin in which the Almanac is discussed."

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M O T I O N P I C T U R E A L M A N A C



R O C K E F E L L E R C E N T E R

N E W Y O R K

Several Promotions Made in KOA Staff

DENVER, Aug. 15.—Several promotions have been made in the KOA staff, effective Sept. 1, when A. E. Nelson, manager of KOA, will become general manager of KDKA in Pittsburgh. Robert H. Owen has been named as manager, and he will be succeeded as chief engineer of the station, a job he has held since 1927, by C. A. Peregrine, control supervisor. Walter L. Morrissey succeeds Peregrine.

To work with Owen in the business end of the station operation A. W. Crapsey has been named commercial manager and James R. MacPherson merchandising director. Remaining as program director will be Clarence Moore.

Nelson came to KOA in 1934, and since then has built the station up to the position it now holds. Nelson was here for the dedication of the new 50,000-watt transmitter in July, 1934. He demanded new offices and studios. The result was a \$100,000 Denver Radio City, where the downtown broadcasting plant of KOA is located in the NBC Bldg. He cooperated with the *Denver Post* in developing a daily news service direct from the editorial rooms of the paper, and in 1936 the station paid 17 times as much to Denver radio talent as in the first year Nelson came.

His successor, Owen, has been with KOA for 10 years as chief engineer, and was on the technical staff for three years before that.

WFIL to Have 55 Mins. of News

PHILADELPHIA, Aug. 15.—The fall season will find the program listing 55 minutes of sponsored news broadcasts at WFIL. Starting Sept. 14, placed for 52 weeks through the Clements Agency, Mrs. Morrison's Puddings will sponsor a daily quarter hour news period at 8:45 A.M. Tide-water Associated Oil Co. will sponsor 30 minutes of news daily and Adams Clothes will have another 10 minutes. The only sustaining news period is a five-minute shot at 5 P.M., which is already being eyed by prospective sponsors.

WFIL is serviced by International and Universal and maintains its own news bureau headed by Joe Connelly.

Standard Oil Off Air

CHICAGO, Aug. 15.—No appropriation for radio advertising has been made by the Standard Oil Co. of Indiana for the coming year, it is reported. This means that the company which sponsored Bob Elson's broadcasts of the professional football games here last fall and a series of programs by Jack Hilton will not use this media for a year at least.

Don Lee to Have 22 Outlets

SAN FRANCISCO, Aug. 15.—The addition of 11 stations in Oregon and Washington on Sept. 1 will increase the Don Lee Broadcasting System to 22 outlets, according to Lewis Allen Weiss, general manager. The chain is affiliated with Mutual.

Purina to Start on WHO

DES MOINES, Aug. 15.—The Purina Mills, farm feed manufacturers, will begin a series of musical programs over WHO Aug. 30. The show will be heard at 6:45 A.M. on Mondays, Wednesdays and Fridays. The Gardner Advertising Co., St. Louis, is the agency.

Hollywood Town Pump

HOLLYWOOD, Aug. 15.—Mutual aired a new transcontinental show Sunday, "Sands of Time," a 15-minute presentation of drama based on lives of famous men and women. Charles Frederick Lindsley wrote the plays, and John Prince directed. The first drama was an incident in the life of Clara Barton, founder of the Red Cross.

Frank Tavaglione, 20-year-old community opera star, has been added to David Broekman's "Music of the Stars" program, on KHJ-Mutual, Saturdays.

Johnny Green will take a month's vacation after the last broadcast of his current Tuesday night series, Aug. 31. . . . Wilbur Hatch, music director of KNX, takes his first vacation in 15 years this week when he gets five days off.

Ashmead Scott's "Your Witness" presentation on KNX and the Columbia Pacific network will be "The Camera Sees Death," a story of a nun being murdered during the filming of a motion picture. . . . Chiquito, "the original peanut vendor," will be a guest again on "Western Home" on KNX and the Columbia Pacific chain Monday night. . . . The Broadway (department store) has placed with KFI and KECA an order for 80 one-minute electric transcriptions to be run off from Aug. 16 to Dec. 3.

WCKY Signs New Accounts

CINCINNATI, Aug. 15.—The following new accounts have been closed by WCKY, NBC basic Blue: Sherwin-Williams Co., 52 weeks, participation on "For Women Only" program, five days weekly, through T. J. Maloney, Inc., New York; Bartlett Pear Advisory Board, 14 spot announcements, through J. Walter Thompson Co., San Francisco, and the Anderson Co., (Sleetmaster), weather reports, seven days weekly, Oct. 24 to Nov. 27, through Schwab & Beatty, Inc., New York.

WOW Signs New Accounts

OMAHA, Aug. 15.—New business signed by WOW includes an early-bird program sponsored by the Producers' Live Stock Marketing Ass'n featuring Cullen Wright, humorist billed as the "Will Rogers of Nebraska," and also giving current market trends. Time is 6:45 A.M.

Also signed are the Omar Bakeries of Omaha with an "Our Home Town" program, at 10:00 A.M., Mondays through Fridays, and a transcribed series, "Modern Miracles," sponsored by the Chicago Engineering Works.

'Air Mass Details Are Set

NEW HAVEN, Aug. 15.—Joseph Lopez, WICC supervisor, has completed arrangements with Father John E. Riley of St. Ann's Church for Connecticut's first broadcast of a complete Catholic mass. Starting early in September, high mass will be broadcast weekly from 9 to 10 A. M.

Ritz Carlton Starts Tieup

The first venture in radio by Ritz Carlton Hotel will start on WQXR today when that hotel will employ spot announcements to advertise its Japanese Gardens. The contract was placed through J. Walter Thompson.

Second Conference Is Set for Radio

WASHINGTON, Aug. 15.—Plans for a second national conference on educational broadcasting, to be held at Chicago Nov. 29 to Dec. 1, next, were announced today by C. S. March, executive secretary of the conference, composed of 28 organizations.

The conference, it was explained, is intended to provide a national forum where interests concerned with education by radio can exchange ideas and experiences, appraise the situation, and examine the present and potential resources of education through radio.

Among the organizations which will cooperate in sponsoring the conference are the Institute of Radio Engineers, Institute for Education by Radio, National Advisory Council on Radio in Education, National Association of Educational Broadcasters, and National Committee on Education by Radio.

Van Cronkhite Gets Exclusive on Dunkel

CHICAGO, Aug. 15.—Van Cronkhite Associates, Inc., have secured exclusive sales and programing rights to the Dick Dunkel Football Forecasting System.

Dunkel, chief radio buyer for Benton and Bowles, is now in Chicago for conferences with VCA sales executives. It is understood the deal was completed several months ago but announcement withheld until VCA localized plan for radio station use.

The Dunkel system is going into its third year for Atlantic Gasoline in 18 eastern states over CBS, NBC, and regional networks.

According to John Van Cronkhite, VCA president, radio broadcasting rights are now available for all states west of Ohio and the Carolinas.

"Never before has this sports broadcast been available to local stations and local sponsors," said Van Cronkhite.

Atlantic Gasoline officials have pointed out that in 1936 over 700,000 people came into Atlantic stations each week for the Dunkel forecast sheets.

"Dead End" on "Hotel"

A radio adaptation of "Dead End" will be offered during the "Hollywood Hotel" program over CBS Aug. 20, from 9 to 10 P. M., E. D. S. T. Joel McCrea, Humphrey Bogart and Andrea Leeds will appear in the lead.

CBS Reacquires Stock

CBS, Inc., in its initial report to the Committee on Stock Listings of the New York Stock Exchange reports reacquired shares as follows: 2,850 shares of class A stock and 189,750 shares of class B stock.

Medford Maxwell Joins WIRE

INDIANAPOLIS, Aug. 15.—Medford Maxwell, formerly of WCLS at Joliet, Ill., has been named traffic manager of WIRE here. He succeeds George Engelter, who resigned.

WOR Signs Contract For Higher Wages

An increase in wages and reduction in hours at WOR was this weekend effected when a contract was signed between the Radio Quality Group Service, Inc., operators of WOR, and the American Guild of Radio Announcers and Producers. Guild negotiations had been under way for the past six weeks.

An immediate increase in wages for announcers and production men will result from the agreement and graduated increases in the scale for the future were provided for.

The term of the contract is until Sept. 1, 1939.

In addition to the 40 elapsed hour, five-day week, increased benefits were obtained by the Guild for its members with respect to vacations, leaves of absence, preferential re-employment, etc. Two weeks' notice of discharge is required and the management must arbitrate any disputes under the contract.

One innovation in the management set-up resulting from the contract is the establishment of a classification of senior directors, who will build and direct the more important shows. This group of employees will receive the highest scale in the production department.

The negotiations were conducted for the Guild by three WOR staff announcers, Roger Bowers, who was spokesman, Howard Barnes and Jack Hayes. Roy Langham of CBS is head of the Guild. Representing the station were Alfred J. McCosker, president, Ted C. Streibert, a WOR executive, and Jack Popelle, chief engineer and a member of the station board of directors.

Crandall Joins Atlas

SAN DIEGO, Aug. 15.—Perry Crandall, KGB staff-writer, has resigned to accept a position as writer and producer with the Atlas Radio Corp. in Hollywood, effective Aug. 20.

Crandall has authored "True Air Adventures," "Life of Edison" and the current "Tales of the Tuna Clippers" and "Sycamore Street," all heard locally.

No successor to Crandall at KGB has been announced, but it is expected that Ada, local newspaper woman, will handle the "Sycamore Street" scripts.

Hotel Lincoln Takes WMCA

Arrangements have been completed for the inclusion of WMCA programs on the radio channel of the Hotel Lincoln. The addition of this hostelry brings the total of midtown hotels running WMCA features to five.

The hotels listed with WMCA are, in addition to the Hotel Lincoln, the New Yorker, Park Central, Waldorf-Astoria and the Lexington.

Call Off Peabody

HOLLYWOOD, Aug. 15.—In a sudden decision, Eddie Peabody's "Rancho" program on KFVB for the last six months, has been ordered discontinued for the rest of August and all of September. It was announced that the program would resume in the fall.

Leon Leonardi and his orchestra will supplant "Rancho."

Ed Hurley Is Out

Ed Hurley has resigned from the publicity department of Artists Management Bureau, Inc.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 46

NEW YORK, TUESDAY, AUGUST 17, 1937

TEN CENTS

Congressmen Endorse FCC Move on WLW

*Feel It Will Aid Start of
Federal Probe*

By BERTRAM F. LINZ

WASHINGTON, Aug. 16.—Members of Congress fighting for a Federal investigation of the broadcasting situation today hailed as their first victory the demand of the Federal Communications Commission yesterday that the Crosley Radio Corp. furnish information showing to just what extent it

*Additional developments in
radio on pages 10-11.*

has profited by its experimental license permitting the use of 500,000 watts.

In a letter to the operators of station WLW, George H. Payne, F. C. C. commissioner, charged that no adequate response has ever been made to requests for such information, made last November following a year in which Powell Crosley, Jr., claimed the company was plowing back a large

(Continued on page 10)

Eddie Cantor Head Of Radio Artists

Eddie Cantor was elected president of the American Federation of Radio Artists at the first meeting of the national board of governors of the organization here yesterday.

Other officers elected are: Lawrence Tibbett, Norman Field, Helen Hayes, Jascha Heifetz and James Wallington, vice-presidents; Lucille Wall, recording secretary, and George Heller, treasurer. A national executive secretary is to be appointed at the next meeting of the board, Aug. 23.

The constitution of the new radio

(Continued on page 10)

Technicolor Holders To Meet September 9

A special meeting of the stockholders of Technicolor, Inc., has been called for Sept. 9, to vote on an amendment to the certificate of incorporation to authorize increasing the amount of stock from 1,000,000 to 1,500,000 shares, without par value, all to be common shares and none subject to any right of preemption by the stockholders.

Dr. Herbert T. Kalmus, president,

(Continued on page 11)

Ostrer Hits Government's Quota Plans

*Sees No Help to British
Industry in Scheme*

By BRUCE ALLAN

LONDON, Aug. 7.—Isidore Ostrer has gone on record expressing his disappointment with the proposals of the Government White Paper on films.

"They will undoubtedly result in more American pictures being made in Britain but not in helping the establishment of a real British industry," he said, adding that there is "no sufficient inducement to the American producer to lessen his obligation to make quota pictures in Britain by the showing of genuine British pictures in the United States."

Ostrer had previously expressed support of a policy whereby American distributors in England would be compelled to expend a proportion of their takings on British films for American release.

Criticism of the White Paper, in other quarters, is gradually shaping into opposition to the cost clause on

(Continued on page 11)

ATP Planning 20 in England Next Season

Associated Talking Pictures, Ltd., and associated companies will produce 20 pictures in England next season, Reginald Baker, managing director in charge of finances, stated yesterday upon his arrival from Montreal. Six to eight of the films will

(Continued on page 11)

China Grosses Off

Washington, Aug. 16.—Closing of theatres in North China has reduced Chinese earnings of American pictures by 25 per cent, declared Commercial Attache Julian Arnold, at Shanghai, in a report to the U. S. Dept. of Commerce. Shanghai box-office receipts have fallen off considerably because of the prevailing disturbed conditions, he said.

Denies Orpheum Plea To Intervene in RKO

Another effort of preferred stockholders of Orpheum Circuit, Inc., to intervene in the RKO reorganization proceedings was denied in the U. S. District Court yesterday when Federal Judge William Bondy denied a motion of Isidore J. Kresel, attorney for the consolidated preferred stockholders' committee, to compel RKO through its controlling interest in Orpheum to include the latter in the reorganization plan.

An alternative petition to permit the committee to intervene directly was also denied. Judge Bondy ruled that an order of June 11 by Federal Judge Patterson declared that the stockholders had no interest in the assets of Orpheum and that "all points had been fully and carefully considered," on the original motion.

Orpheum assets were sold to Stadium Theatres, Inc., an RKO subsidiary, for \$700,000 in cash and the waiver of a \$2,908,774 claim. The petition stated that Orpheum profits amounted to \$500,000 and constitute 25 per cent of the total RKO earnings. Kresel also charged that Orpheum assets were sufficient to meet all claims

(Continued on page 7)

To Continue Phila. Strike Against Para.

*Exhibitors So Vote at
UMPTO Meeting*

PHILADELPHIA, Aug. 16.—The date strike against Paramount here will be continued indefinitely, it was indicated today. Local exhibitors, meeting at a session of the United M. P. T. O., individually went on record as approving an extension until such time as the Paramount situation is settled amicably.

The extension of the strike probably will apply to all exhibitors now participating in the move. It is assumed here that no exhibitor will enter into negotiation for the new season product.

The chief address at the meeting was made by Ben Golder, attorney for the organization, who reviewed the situation. When questioned regarding the possible entrance of Dep't of Justice investigators into the case, Golder stated that if it were so it would take a long time before any action would come from that source. He revealed that two years ago when he was appointed a "friend of the court" by Federal Judge Welsh, he went ahead

(Continued on page 11)

Production Levels Steady; 41 Going

HOLLYWOOD, Aug. 16.—Forty-one pictures, one above last week, were before the cameras today, as 10 finished and 12 started. Twenty-one are being prepared and 81 are being edited.

The starts were: Monogram, "A Bride for Henry;" Paramount, "Thrill of a Lifetime" and "The Buccaneer;" Republic, "Trouble for Two," "Treasure Hunt" and "Portia on Trial;" 20th Century-Fox, "45 Fathers;"

(Continued on page 7)

Monogram to Finish Nineteen by Nov. 30

CHICAGO, Aug. 16.—W. Ray Johnston, president of Monogram, here for the sales meeting of midwestern branch managers at the Drake Hotel yesterday, told MOTION PICTURE DAILY that the company would have 19 of the scheduled 42 pictures finished and delivered to the exchanges by the end of November.

He declared that sales during October and November would bring in \$900,000, the greatest collection total in the company's history.

"High, Wide" Sign Is Using Projector to Operate Bulbs

The new type animated projection sign currently in use above the Astor for the run of "High, Wide and Handsome" is expected by Douglas Leigh, Inc., the owners, to replace most of the spectacular electric signs used in the Times Square area within the next year.

The apparatus comprising the 43x75 foot sign can be dismantled and set up in a new location on short notice. Although Paramount contracted for the sign for \$21,000 for seven weeks at the Astor, it is to be rented in the future at \$4,000 per month.

The sign contains a center screen,

24x30 feet, within which is projected an animated display of figures or lettering. Ordinary animated films are prepared for this display and projected against a miniature replica of the sign in the projection room. Light from the film touches off photo-electric cells on the miniature sign, transmitting the film image to the outdoor sign, the two being connected up by a very long system of wiring. The film carrying the advertising message can be changed as often as desired. Currently, it displays the artist's conception of scenes from the picture,

(Continued on page 7)

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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

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Extension Nears for Brooklyn Pool Pact

Negotiations for continuing the Brooklyn pool of the Strand, Paramount and Fox are expected to be concluded tomorrow. The one-year arrangement ends Aug. 31. Discussions under way are for extending the deal for a period of years.

Si Fabian currently operates the three houses in association with Byron Moore, metropolitan district manager for Warners. Joseph Bernhard, who is in Philadelphia today attending a zone managers' meeting, is due back tomorrow on the deal. Y. Frank Freeman will represent Paramount.

Zukor In from Coast

Adolph Zukor arrived from the coast yesterday and will be here another week for regular production conferences with Barney Balaban, Paramount president, and Neil F. Agnew, vice-president in charge of distribution. Zukor is scheduled to leave on the *Queen Mary* Aug. 25 for a four-week vacation in England and France. He will be accompanied by Mrs. Zukor, who said the crossing will be her 27th.

Purely Personal

FRED JACK, Warner southern district manager, arrived in town yesterday from Dallas to confer with GRADWELL L. SEARS and HERBERT J. OCHS. He will return to his headquarters at the end of the week.

WILLIAM PHILLIPS, vice-president and treasurer of United Artists Theatres Circuit, will arrive tomorrow on the *Bremen*. He has been vacationing in Europe for two months.

MORT BLUMENSTOCK, Warner advertising manager, left yesterday for Detroit to supervise the campaign on "The Life of Emile Zola," which opens at the Cass on Aug. 26.

EDWARD SMALL, due yesterday on the *Normandie*, cancelled departure plans at the last minute. He is scheduled to return from abroad within the next few weeks.

FRANCES WEIL, associated with HARRY GOETZ in Reliance, will sail Thursday on the *Quarigua* on a Caribbean cruise. She will return Labor Day.

AARON ROSENTHAL, comptroller for Grand National studios, left yesterday for Hollywood after conferring with officers and executives at the home office here for 10 days.

EDWARD SULLIVAN, columnist for the *Daily News*, returned from a European vacation yesterday on the *Normandie*.

ROBERT F. GILLHAM is expected back from the coast by way of San Francisco on Thursday or Friday.

CRESSON E. SMITH, RKO southern and western division manager, has returned from a tour of the south.

SOL EDWARDS, eastern sales division head for Grand National, will return next Monday from Albany.

ALFRED HITCHCOCK, British direc-

No Cruelty

Hollywood, Aug. 16.—Seeking to avoid the usual rumors of cruelty to animals which crop up during the production of pictures using horses in battle scenes, Samuel Goldwyn invited a committee of the Los Angeles Chapter of the Society for the Prevention of Cruelty to Animals to witness the battle scenes for "The Adventures of Marco Polo."

Some 250 horses were used in the scenes which the committee saw and it approved the treatment of the animals.

tor, will sail on the *Queen Mary* from England tomorrow.

MRS. JEROME SAFFRON left for the coast yesterday via American Airlines.

MARTA ABBA, who recently appeared in "Tovarich," flew to Boston yesterday.

CONSTANCE BENNETT will sail for England tomorrow on the *Normandie*.

M. LEARY of Universal took a plane to Oklahoma City last night.

MIRIAM HOPKINS left yesterday for Hollywood via TWA.

ERICK PALMER will leave today for the coast by plane.

DAVE EPSTEIN, coast publicist, is in town.

... Washington

SYDNEY LEHMAN, branch manager for United Artists in Buffalo, formerly salesman for U. A. here, is a father.

LOUISE NOONAN MILLER, co-operator of the Little and Rialto is on the sick list.

LOUIS K. SIDNEY was in for the WHN hearing before the National Labor Relations Board.

BILL "BOJANGLES" ROBINSON played a week's engagement at the Earle. HAL LEROY will appear there soon.

DON WERMUTH, formerly with the Pittsburgh Warner theatres, has joined the local Warner exchange as publicity contact man.

New Games Test Is Up in Connecticut

MIDDLETOWN, Conn., Aug. 16.—Arrest of the Palace management here for operation of Bank Night precipitated a new Bank Night test case in this state, following complete abolition of money games last week. The arrest was pre-arranged on agreement between the Middlesex County State's Attorney George S. Ryan, Boston Bank Night attorney, Joseph B. Morse, local Bank Night attorney, and the theatre operator, Sal Adorno.

Roy Heffner, Bank Night distributor for New England, states that every attempt will be made to carry the matter to the Supreme Court without undue delay, and that leading exhibitors in the state, including Loew's and Warners', will cooperate with Bank Night in the attempt to reinstate the plan in the state's theatres. Meantime, exhibitors state that churches and organizations are unmolested in their operation of Bingo.

Negotiations Off on Para-Criterion Deal

Negotiations under which Paramount would acquire a partnership interest in the Criterion have been discontinued with little indication that they will be revived, a Paramount official stated yesterday.

The company had planned to use the Criterion, in the event a deal was worked out, as an extended run house, product to go in there directly from the Paramount whenever additional first run time was believed to be warranted. Failure of the participants to work out an agreement with Loew's State, which has Paramount product under contract for runs following the Paramount, is understood to be the reason for the collapse of the partnership deal with the Criterion. The latter house may contract for Paramount pictures rejected by the Paramount, however.

Warner Managers to Hold Meeting Today

Joseph Bernhard, general manager of Warner Theatres, is in Philadelphia to address the annual general meeting today of the managers and executives of the Philadelphia zone.

Gradwell L. Sears, general sales manager, and S. Charles Einfeld, director of advertising and publicity, also will address the men. During the afternoon "The Life of Emile Zola" will be shown to the managers at the Aldine, after which Harry Goldberg will discuss the merchandising of the film.

Cleveland Warnerites Meet

CLEVELAND, Aug. 16.—Warner Zone Manager Nat Wolf will hold a meeting of southern district managers tomorrow and Wednesday at the Netherlands-Plaza Hotel in Cincinnati, and a meeting of the northern district managers the following two days at the Warner offices here.

Skouras Men to Convene

About 100 managers and assistant managers of Skouras Theatres will convene Monday at the St. Moritz for the first session of a three-day meeting. Policies and new product deals will be discussed by George Skouras, William White and other circuit executives.

Looking 'Em Over

"Riders of the Dawn" (Monogram)

When Bert Longenecker handles the photography on a western the audience is given a fine, pictorial treat of outdoor scenes. This is probably the sole redeeming feature of this film. It also brings a new western star on the screen, Jack Randall. Randall sings with a fine baritone voice and reads the dialogue lines effectively.

The plot is one of those things about the tough time peaceful citizens in Green Valley are having due to the depredations of unscrupulous outlaws. Sympathizing with the father of a murdered boy, Randall decides to tame the place. He ingeniously works himself in with the gang and more ingeniously captures them with the aid of his whitecapped troop and the heavenly aid of a departed buddy, who causes lightning to strike a stage coach that is carrying dynamite and bandits. Peggy Keys, attractively dimpled, plays the feminine lead. Warner Richmond and George Cooper do quite well with their respective character parts. R. N. Bradbury directed.

Running time, 60 minutes. "G."

"Paramount's 'SOULS AT SEA'—a WHALE of a film"

—Kate Cameron,
Daily News

DAILY NEWS, TUESDAY, AUGUST

One Whale of a Sea Film Opens at Globe



By KATE CAMERON.

"Souls at Sea," Paramount picture directed by Henry Hathaway, screen play by Grover Jones and Ted Lesser based on story by Dale Van Every, presented at the Globe Theatre.

Every once in a while, a picture comes out of a Hollywood studio that is so good it surprises its own makers. It happened that, when the Paramount producers saw the finished print of "Souls at Sea," they decided Director Henry Hath-

away had created a stirring film play which deserved to be treated to a special release on Broadway, instead of being sent out to the trade merely as a run-of-the-mill product. Therefore, it was brought into New York last night for a flood-lighted premiere at the Globe Theatre, decorated especially for

the occasion, where it will continue to be shown indefinitely on a two-a-day schedule.

The picture is based on a sensational marine case that was tried years ago. The story of the court proceedings came to light when a newspaper man, browsing through the old files of a Philadelphia Journal recently, came upon the brittle, yellow pages containing the account of a sailor's trial for a mass murder at sea.

Out of this incident, Dale Van Every constructed a fictional account of the terrifically exciting and climactic events that followed up to the one man on a sinking ship assumes command of an overcrowded lifeboat and plays God to the extent of discarding some of the passengers and carrying others to safety.

Suspense Breathless.

With a finely constructed screen play, the work of Grover Jones and Ted Lesser, and a superb cast headed by Gary Cooper, George Raft, Henry Wilcoxon and Frances Dee, Director Hathaway has built an engrossing drama that holds one's attention from beginning to end.

The picture opens slowly and removes with a certain amount of reserve through the scenes of the trial of Nuggin Taylor for the murders at sea. But even through the leisurely progress of the trial, there is a persistent stir of mystery that keeps one's attention riveted to the screen until the action that fades into the action that provoked it. Then the mystery gives way to a breathless suspense that lasts throughout the horrific sea adventure.

Gary Cooper is a perfect choice for the role of Nuggin Taylor. He



Critics go overboard.
Turn, please. →

Paramount
has
another
smash hit
on
Broadway!

GARY COOPER
GEORGE RAFT
"SOULS
AT SEA"

a Paramount Picture
GARY COOPER
GEORGE RAFT
"SOULS
AT SEA"

GLOBE
GARY COOPER
GEORGE RAFT
"SOULS
AT SEA"



a of a lot of fine reviews

New York Film Critics say . . .

"Colorful and exciting. Cooper and Raft contribute grand performances. You'll like it!"

—Rose Pelswick, *Evening Journal*

"A walloping picture. Cooper and Raft roles rich in color, sympathy and strength."

—Bland Johaneson, *Daily Mirror*

"Will rank with 'Mutiny on the Bounty' as a thrilling and romantic saga of the sea."

—Kate Cameron, *Daily News*

"Robust and absorbing entertainment."

—Howard Barnes, *Herald-Tribune*

"High adventure."

—Frank S. Nugent, *New York Times*

"Thrilling, gripping, eminently satisfying."

—William Boehnel, *World-Telegram*

"Seldom has a sea disaster been done so magnificently on the screen."

—*New York Sun*

Trade Paper Critics say . . .

"Big calibre entertainment for any theatre."

—*Film Daily*

"Striking piece of mass entertainment. In the big money class unquestionably."

—*Daily Variety*

"Fresh, basic subject matter and a fine production technique will carry the picture into the upper box-office bracket."

—*Motion Picture Daily*

"Smashing, dramatic narrative, big in every element, stunningly produced and engrossingly entertaining throughout."

—*Hollywood Reporter*

a of a pre-selling campaign on "SOULS AT SEA"



PRE-SOLD BY POSTERS

Poster showing in New York area for "Souls at Sea" premiere is part of nationwide billboard campaign that will tie in with playdates on picture when it goes into national release early in September. Theatres cash in.



PRE-SOLD BY ADVERTISING

Advertising on "Souls at Sea" will be seen by more than 40,000,000 magazine readers during July, August, September and October... National cooperative newspaper campaign available in first runs in key situations.



PRE-SOLD BY PUBLICITY

Millions have been reached for weeks past in a concentrated newspaper and magazine publicity campaign that has been building interest in "Souls at Sea" in every city and town in the United States and Canada.

Paramount's **3** smash hits on Broadway have what it takes to **C** attract **YOUTH!**



"SOULS AT SEA"

Enters long-run roadshow engagement after enthusiastic reception from first-night audience and plaudits from the critics. Advance sale indicates picture is of tremendous appeal to mass public.

LOVE!

ACTION!



"HIGH, WIDE AND HANDSOME"

Entering into the fourth week as a roadshow engagement at the Astor Theatre, New York. Prestige, plus a build-up that will benefit every theatre that plays the picture when it goes into national release!

ACTION!

LAUGHTER!

MUSIC!

GAY LOVE!



"ARTISTS AND MODELS"

Held over at Paramount Theatre, New York, for second week following a record-breaking first week that smashed every summer figure for dollars and attendance. Looks like a four-week session.

MUSIC!

GAY LOVE!

LAUGHTER!

Looks like a **PARAMOUNT YEAR!**



Labor Board to Hold Fleischer Election

The regional labor board, acting on a recent order of the National Labor Relations Board, proceeded last night with an election designed to select a bargaining representative for employees of the Fleischer Studio.

Spokesmen for Fleischer said that the company would not cooperate in the holding of the election pending a planned appeal to the U. S. Circuit Court of Appeals here from the N. L. R. B.'s order. It was also stated that, to the company's knowledge, none of its present employees would participate in the election.

Washington Union Chartered

WASHINGTON, Aug. 16.—Local B-14 of the I. A. T. S. E. has become a reality with the granting of a charter to the so-called ushers' union.

Willard L. Brabson, chief of service at the Earle, heads the new organization, whose formative period was directed by DeForest L. Ormes, former business agent of the projectionists and now business agent for the Film Exchange Employees Union, Local B-13, which he helped to form.

Union Demands Ready

NEW HAVEN, Aug. 16.—A. F. of L. Local 42B of theatre employees is reported to be contemplating a simultaneous presentation of demands with the M. P. Operators' Union in this territory. A wage schedule has been adopted but not made public.

Canada Union Fights Single Man in Booth

VANCOUVER, B. C., Aug. 16.—Projectionists' Union, Local 340, has taken strong exception to the ruling of a public inquiry commission here which will allow one man in a booth, instead of two as previously demanded under the B. C. Fire Marshal's Act.

J. Williams, union secretary, declares the findings of the commission "contrary to expert witnesses' testimony," and claims the trend everywhere, else is back to two-man control. He stated that, if the commission recommendations are accepted, the union will "refuse to accept responsibility" for the consequences.

At the present time theatre owners are negotiating new wage scale contracts with the projectionists, and the commission decision is making the discussions somewhat difficult.

Mexico Will Produce Shorts for U. S. Use

HOLLYWOOD, Aug. 16.—Louis Ramos Alarcon, Mexican Government director of cinematography, has completed a deal, through Fred Futter, for \$10,000 worth of new camera and lighting equipment, as part of Mexico's plan to use films to attract tourists to that country.

Alarcon said that the films would be shot in 16mm. with English narration added later to the series of short subjects, to be distributed only in the United States.

Beecher Is Knopf Aide

HOLLYWOOD, Aug. 16.—Milton Beecher of M-G-M's casting office has been made assistant to Edwin Knopf, story department head. Warren Groat continues in the story department as writer contact man.

'High, Wide' Sign Is Using Projector to Operate Bulbs

(Continued from page 1)

requiring 4,104 specially designed bulbs for the center screen.

The sign is the invention of a Stockholm scientist, but all of the American and manufacturing patents are held by Douglas Leigh, Inc., for a period of 17 years. They have been held by the firm for more than a year but the sign was not introduced until very recently, when final mechanical details were perfected. Its current engagement at the Astor is the first time it has been used in motion picture advertising, and the second time for any commercial purpose. The Wilson whisky people used the sign in Times Square a few weeks earlier but Douglas Leigh regards that as an "experiment."

Three Film Meetings Scheduled at Denver

DENVER, Aug. 16.—Scheduled for meetings in Denver the last of August are several theatre men's organizations. Rick Ricketson, Fox Inter-mountain division manager, has announced that nearly 100 will attend a divisional meeting here Aug. 31, Sept. 1-2.

During the week of Aug. 22 the partners in the Gibraltar Enterprises, Inc., will be in Denver for meetings at the Park Lane Hotel. Charles R. Gilmour, president, says that tentative plans call for a mountain trip, too.

A one or two-day convention of the Theatre Owners' and Managers' Ass'n of the Rocky Mountain Region will probably be held here the last of the month, according to A. P. Archer, president.

The Rocky Mountain Screen Club's annual picnic is to be held at Cherry Hills Country Club Aug. 31.

Cooper, Schoedsack Plan Jungle Picture

HOLLYWOOD, Aug. 16.—Under the terms of his new contract with M-G-M, Merian C. Cooper will be joined by his former associate, Ernest B. Schoedsack, to produce a jungle film in color in the East Indies with an all-native cast.

The color process to be employed has not been decided upon as yet, according to the studio. It may be Cinecolor. Hal Roach has been making secret tests with two color processes, one of which is believed to be Cinecolor. In the event this process is used, it will mark the entrance of Cinecolor into the major production field.

Reade-20th-Fox Sign

Walter Reade has closed a deal with 20th Century-Fox for the latter's product next season for the entire circuit. Harry H. Buxbaum and Joe Lee represented the distributor, while Reade and Leo Justin acted for the circuit.

A. & M. in Seattle Record

SEATTLE, Aug. 16.—Artists and Models finished a first week at the Paramount with \$400 better than "Waikiki Wedding," which chalked up a record for the house two years ago.

Educational Films To Be Studied Anew

The National Research Council of Washington, D. C., has begun a study of scientific aids for the educational field which will embrace the use of both films and radio in the schools of the nation and possible means of increasing and improving their use, Irvin Stewart, director of the council's educational committee, stated yesterday.

Stewart is a former vice-chairman of the F.C.C., having resigned that post June 30 last, to become associated with the committee on scientific aids to learning. Members of the committee include James B. Conant, president of Harvard; Vannevar Bush, vice-president of M.I.T.; L. D. Coffman, president of the University of Minnesota; Frank B. Jewett, vice-president of A. T. & T.; Ben D. Wood, Columbia University; Bethuel M. Webster, attorney, and Ludvig Hektoen, chairman of the National Research Council. The committee's headquarters have been established in New York.

No definite activities have been decided upon by the committee yet for the educational film and radio fields other than to proceed with a study of the extent to which and means by which they are and may be applied to learning. The committee is not connected with either the May committee on educational films or the M.P.P.D.A.'s educational films committee.

Derr to Produce 4 For Monogram List

E. B. Derr has been signed by Monogram to produce four pictures on next season's schedule. Derr will leave for Hollywood in a few days.

W. Ray Johnston, president, flew from Chicago to the coast yesterday after attending the second regional sales meeting. With 37 franchise holders and salesmen in attendance, the group passed a resolution complimenting Scott Dunlap, production head, on the pictures he has turned out since he took over the post early in March.

While on the coast Johnston will confer with Dunlap.

Finish Eastern Scenes

Eastern scenes for Republic's "Manhattan Merry-Go-Round" have been completed at the Biograph studios. John Auer, assistant director, who has been working on the picture here, has returned to the coast.

Among the personalities filmed were Kay Thompson and her rhythm singers, Henry Armetta, Ted Lewis and his band, Cab Calloway and his orchestra and Joe di Maggio.

Reliance Deal Not Set

Reliance has not completed negotiations for a new distribution outlet for its program next season, Harry Goetz stated yesterday. Discussions are under way but nothing has been decided, he said. "The Women," current Max Gordon show, is expected to be the first attraction.

Production Levels Steady; 41 Going

(Continued from page 1)

Universal, "The Westland Case;" Warners, "Hollywood Band Wagon," and RKO, "High Flyers" and "Love in a Basement."

The tally by studios follows:

Columbia finished none, shooting five, preparing two, editing three; Goldwyn, zero, two, zero, two; Grand National, zero, zero, zero, four; M-G-M, three, three, four, six; Monogram, zero, one, one, two; Paramount, one, seven, four, 11; Principal, zero, zero, zero, two; Republic, two, three, one, four; RKO, two, four, two, eight; Roach, zero, zero, zero, zero; Selznick International, zero, one, zero, one; 20th Century-Fox, zero, six, two, six; Universal, zero, three, four, five; Wanger, one, zero, zero, three; Warners, one, six, one, 24.

Four short subjects started shooting making five before the cameras. Two are at M-G-M, two at RKO and one at Warners. Four are preparing, and 12 editing.

Denies Orpheum Plea To Intervene in RKO

(Continued from page 1)

but that liquidation has been prevented by the transfer of the assets to Stadium. The committee is alleged to represent 44 per cent of all preferred stock in the hands of the public.

Six "Firefly" Bookings

M-G-M has increased its bookings on "The Firefly" to six, the two latest being the Community, Saratoga Springs, Aug. 21, and the St. James, Asbury Park, Aug. 26.

MPTO to Meet Aug. 31

WASHINGTON, Aug. 16.—The M. P. T. O. of the District of Columbia will meet in the first fall meeting on Aug. 31, at the Willard Hotel. Routine matters are on the agenda.

Wall Street

Board Off Lightly

	High	Low	Close	Net Change
Columbia	31	30½	30½	— ¼
Consolidated, pfd. ..	12¾	12½	12½	— ¾
Eastman	194½	194	194	— ½
Eastman, pfd.	158½	158½	158½	— ½
Gen. T. Equip.	25½	25¼	25¼	— ½
Loew's, Inc.	82½	82¼	82¼	— ¾
Loew's, pfd.	105½	105½	105½	— ½
Paramount	23½	23½	23½	— ½
Paramount 1 pfd.	162¼	162¼	162¼	— ½
Paramount 2 pfd.	21½	21	21	— ½
Pathe	10	9¾	9¾	
RKO	8½	8½	8¼	— ¼
20th Century-Fox.	37¾	37½	37½	— ¼
Universal, pfd.	60½	60½	60¼	
Warner Bros.	15¾	15¼	15¼	— ¼

Small Curb Increases

	High	Low	Close	Net Change
Grand National ..	¾	¾	¾	
Sonotone	2½	2½	2½	— ½
Technicolor	33¾	33¾	33¾	— ¾
Trans-Lux	4¼	4¼	4¼	— ½

Bonds Drop

	High	Low	Close	Net Change
Loew's	100	99¾	99¾	— ½
Paramount Pict.	100½	100½	100½	— ½
6s '55	110½	110½	110½	
RKO 6s '41 pp.	110½	110½	110½	— ¾
Warner Bros. 6s	95	94¾	95	
'39 wd	95	94¾	95	

(Quotations at close of Aug. 16)

Seattle Takes \$2,700 Above Par on 'Artists'

SEATTLE, Aug. 16.—"Artists and Models," as the top half of a double feature program at the Paramount, delivered one of the best above-average grosses here for the week just closed. Its \$8,700 was \$2,700 above average, earning a holdover for the program. "Saratoga" also continued above average at \$4,200 for its third week and is being continued.

"Trouble in Morocco" returned a good \$4,600 at the Palomar.

Total first run business was \$37,200. Average is \$36,500.

Estimated takings for the week ending Aug. 13:

"THE HOLLYWOOD COWBOY" (RKO)

"THE WILDCATTER" (Univ.)

BLUE MOUSE—(950), 15c-25c-35c, 7 days. Gross: \$3,200. (Average, \$4,000)

"THE TOAST OF NEW YORK" (RKO)

"BORN RECKLESS" (20th-Fox)

FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$6,800. (Average, \$7,000)

"IT CAN'T LAST FOREVER" (Col.)

"SPEED TO SPARE" (Col.)

LIBERTY—(1,800), 15c-25c-40c-55c, 7 days. Gross: \$4,300. (Average, \$5,000)

"SARATOGA" (MGM)

MUSIC BOX—(950), 30c-40c-55c, 7 days. 3rd week, extended run from Fifth Avenue. Gross: \$4,200. (Average, \$4,000)

"THE ROAD BACK" (Univ.)

"WILD MONEY" (RKO)

ORPHEUM—(2,450), 30c-40c-55c, 7 days. 2nd week. Gross: \$5,400. (Average, \$6,000)

"TROUBLE IN MOROCCO" (Col.)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by The Dixie Four. Gross: \$4,600. (Average, \$4,500)

"ARTISTS & MODELS" (Para.)

"FLY-AWAY BABY" (War.)

PARAMOUNT—(3,050), 30c-40c-55c, 7 days. Gross: \$8,700. (Average, \$6,000)

"Marry Girl," Ellington Top In Cleveland

CLEVELAND, Aug. 16.—"Marry the Girl" on a bill with Duke Ellington and his band at the RKO Palace took top place, going to \$22,350. This was \$7,350 better than average.

"The Toast of New York" made a splendid showing at Warners' Hippodrome, going \$3,000 over par to a gross of \$13,000. It moved over to the Allen.

"Saratoga," for the third consecutive week, went over par. It grossed \$6,500 at Loew's Stillman.

Total first run business was \$54,850. Average is \$47,000.

Estimated takings for the week ending Aug. 13:

"RIDING ON AIR" (RKO)

ALLEN—(3,000), 30c-35c-42c, 7 days. Gross: \$4,500. (Average, \$5,000)

"EXCLUSIVE" (Para.)

LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$8,500. (Average, \$12,000)

"SARATOGA" (M-G-M)

LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 3d week. Gross: \$6,500. (Average, \$5,000)

"MARRY THE GIRL" (W. B.)

RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Duke Ellington and Band. Gross: \$22,350. (Average, \$15,000)

"THE TOAST OF NEW YORK" (RKO)

WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. Gross: \$13,000. (Average, \$10,000)

"Rat" Authors Signed

John Monks, Jr., and Fred Finklehoffe, authors of "Brother Rat," have been signed by RKO to do the screenplay of "The Mad Miss Manton."

"Everything" Pulls \$10,000 at Houston

HOUSTON, Aug. 16.—"You Can't Have Everything" proved to be the popular attraction of the week, taking \$10,000 at the Metropolitan where the average take is \$7,000. "Wee Willie Winkie" at the Majestic also raised the \$7,000 ante at that theatre by \$1,500.

"Between Two Women" hit par at \$7,000 at Loew's State. The Kirby with a split program including "Sing and Be Happy" and "The Thirteenth Chair" fell off slightly. The take was \$4,800. Average is \$5,000 for 7 days.

Showers and Gulf breezes brought some relief from the heat wave and helped business somewhat.

First run business totaled \$30,300. Average is \$26,000.

Estimated takings for the week ending August 12:

"SING AND BE HAPPY" (20th-Fox)

KIRBY—(1,450), 15c-35c, 4 days. Gross: \$2,800. (Average, 7 days, \$5,000)

"THE THIRTEENTH CHAIR" (M-G-M)

KIRBY—(1,450), 15c-35c, 3 days. Gross: \$2,000. (Average, 7 days, \$5,000)

"BETWEEN TWO WOMEN" (M-G-M)

LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"WEE WILLIE WINKIE" (20th-Fox)

MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$8,500. (Average, \$7,000)

"YOU CAN'T HAVE EVERYTHING"

METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$10,000. (Average, \$7,000)

"Good Earth" High In Dull N.H. Week

NEW HAVEN, Aug. 16.—Another week of heat and humidity sent grosses generally under the line. "The Good Earth" at the Loew's-Poli was \$500 short of the new \$8,000 average.

"The Road Back," with "Love in a Bungalow," at the Paramount, took \$4,200, below the \$4,800 par by \$600. "Super-Sleuth" dualled with "Sing and Be Happy" at the College, and "San Quentin" with "Talent Scout" at the Roger Sherman, made poor showings.

Total first run business was \$17,500. Average is \$20,300.

Estimated takings for the week ending Aug. 13:

"SUPER SLEUTH" (RKO)

"SING AND BE HAPPY" (20th-Fox)

COLLEGE—(1,499), 25c-35c, 7 days. Gross: \$2,100. (Average, \$2,800)

"THE GOOD EARTH" (M-G-M)

LOEW'S-POLI—(3,040), 35c-50c, 7 days. Gross: \$7,500. (Average, \$8,000)

"THE ROAD BACK" (Univ.)

"LOVE IN A BUNGALOW" (Univ.)

PARAMOUNT—(2,348), 35c-50c, 7 days. Gross: \$4,200. (Average, \$4,800)

"SAN QUENTIN" (F. N.)

"TALENT SCOUT" (F. N.)

ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$3,700. (Average, \$4,700)

"U" Cameraman Wounded

George Krainukov, cameraman in China for Universal Newsreel, was wounded during the air bombing of Shanghai on Sunday, according to advices received here by Charles Ford, head of the newsreel department. Krainukov was hit by a piece of shrapnel while photographing the scenes in front of the Cathay Hotel.

Record Disney Songs

HOLLYWOOD, Aug. 16.—Numbers from seven of the latest Walt Disney Silly Symphony cartoons have been recorded in Spanish at the RCA-Victor studios on discs for the foreign market. The Disney Spanish recordings hit a high volume in Latin-American sales.

"Toast" Hits \$24,000, Big In the Loop

CHICAGO, Aug. 16.—"The Toast of New York" was outstanding in the Loop last week with \$24,800 at the Palace, which was \$5,800 above average.

"The Firefly" on a two-a-day extended run at the Erlanger got off to a good start with the matinee business the heaviest ever recorded for a road-show film there. The afternoon trade brought the gross up to \$11,700, which was \$1,700 over normal.

"The Road Back" was strong at the Garrick for its second Loop week after opening a week ago at the Palace. The gross was \$8,000, which was \$1,500 better than average.

More than 20,000 members of the Eagles were here for a convention and it is estimated more than 50,000 other convention delegates were present in the city.

Total first run business was \$141,700. Average is \$128,000.

Estimated takings:

Week Ending Aug. 12:

"BETWEEN TWO WOMEN" (M-G-M)

CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Herman Bing and revue. Gross: \$31,000. (Average, \$32,000)

"THE ROAD BACK" (Univ.)

GARRICK—(900), 35c-55c-75c, 7 days, 2nd Loop week, 7 days. Gross: \$8,000. (Average, \$6,500)

"DANCE, CHARLIE, DANCE" (W. B.)

ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Eddie Conrad and revue. Gross: \$16,000. (Average, \$15,000)

"THE TOAST OF NEW YORK" (RKO)

PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Vic Oliver and revue. Gross: \$24,800. (Average, \$19,000)

"SWEETHEART OF THE NAVY" (G. N.)

STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. Gross: \$14,000. (Average, \$13,000)

Week Ending Aug. 13:

"EVER SINCE EVE" (W. B.)

APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$5,200. (Average, \$6,500)

"WEE WILLIE WINKIE" (20th-Fox)

ROOSEVELT—(1,500), 35c-55c-75c, 7 days, 2nd week. Gross: \$15,000. (Average, \$11,000)

"SARATOGA" (M-G-M)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 3rd week. Gross: \$16,000. (Average, \$15,000)

Week Ending Aug. 14:

"THE FIREFLY" (M-G-M)

ERLANGER—(1,200), 50c-\$1.50, 2 shows daily. Gross: \$11,700. (Average, \$10,000)

Stop Shanghai Shipments

Shipments out of Shanghai have been stopped, according to home office distributors. It could not be learned whether theatres are in operation, as cables from China failed to mention the theatre situation.

Saland-Taylor in Deal

Nat Saland, president of Ace Pictures, has closed a deal with Robert Taylor of Chesterfield Pictures in St. Louis for distribution of Ace product for the coming season.

Now "Paradise for Two"

London Films has changed the title of the production formerly called "Kiss Me Good Night" and the film will be released as "Paradise for Two."

Ship it GENERAL AIR!



1. Merely phone Postal Telegraph. Pick-up is immediate either by messenger or high speed truck.

2. The first plane that goes out carries your shipment via the shortest, fastest route coast to coast.

3. Delivery at once. Shipments leaving Los Angeles or New York before 5 P.M. delivered by noon the next day.

Only General Air can give you all these advantages! Shortest, fastest, overnight coast-to-coast! Service complete. 20,000 world-wide destinations by air, rail, bus, steamship. Low rates. Prepaid, collect, C.O.D. \$50 free insurance.

Call Postal Telegraph, TWA or General Air Express.

GENERAL AIR EXPRESS

A DIVISION OF TWA

MEMBER OF NATIONAL SAFETY COUNCIL





Beautiful
**ANNA
LEE**

the daring heroine in the out-
standing spectacular dramatic
picturization of Sir Rider Hag-
gard's famous adventure novel

**KING
SOLOMON'S
MINES**

WITH

CEDRIC HARDWICKE

PAUL ROBESON • ROLAND YOUNG • JOHN LODER

Adapted from the famous novel by Sir Rider HAGGARD

Directed by ROBERT STEVENSON

GENERAL RELEASE DATE AUGUST 26th



Canada Distributors
Empire Films, Ltd.

Congressmen Endorse FCC Move on WLW

(Continued from page 1)

portion of the profits which the station was making.

Commissioner Payne intimated "dirty work" within the commission in favor of WLW, declaring that "Immediately after my attempt to question you there was surreptitiously inserted into our annual report to Congress—a report that was never seen by any commissioner—a gratuitous and valuable advertisement of your station, confirming my impression that there was something strange in Denmark."

"Since I first attempted to obtain information from you about your station, the commission and the public have had the question of monopoly and favoritism brought officially to their attention in both houses of Congress," he added.

Citing addresses made by Senator Wallace White, Jr., of Maine and Representative W. D. McFarlane of Texas, the commissioner renewed his demand that Crosley submit, by Sept. 13, detailed financial data, including a balance sheet showing its investment, assets, liabilities and stock; a profit and loss statement, statement of dividends declared, broadcasting hours sold, time devoted to products of Crosley and affiliated companies and rates and increase in rates.

McFarlane Concur

Declaring that Commissioner Payne's letter demonstrated an intention on the part of the F. C. C. to "clean house," Representative McFarlane, who has been the leading figure in the broadcasting fight since the death of Representative William Conner of Massachusetts, characterized it as a "very courageous statement and certainly in keeping with the facts."

"No man can serve two masters," he said, in referring to charges that the commission has granted preferential treatment to certain of the large stations. "I consider this a concrete result of the efforts that I and certain of my colleagues in the House have been making to secure a thorough airing of the broadcasting situation."

Other members of Congress also expressed gratification over the commission's new stand, but predicted it would not serve to avert a Congressional investigation.

Crosleys on a Vacation

CINCINNATI, Aug. 16.—Powell Crosley, Jr., president of WLW; Lewis Crosley, general manager, and William Hedges, station manager, were vacationing in Indiana, MOTION PICTURE DAILY was informed here. Mrs. Dorothea Bauer, Crosley's secretary, said however that the letter had not been received. She said Crosley would give it consideration when the letter arrives.

Radio Personals

E. P. H. JAMES, NBC sales promotion director, to Denver, where he will make an address on radio advertising at a trade convention. . . . Ray Saunders, WHN announcer, left for Nova Scotia yesterday. . . . George Nobbs, director of WHN'S "Movie Club," leaves Friday for the Ozarks on vacation. . . . Ed Supple, of the CBS press department, and Jack Miles, of NBC's publicity crew, have returned from vacation. . . . Marjorie Rambeau will be interviewed by Elza Schallert over the NBC-Blue Friday. . . . Dr. Charles Corboin, WOR organist, has returned to the station after vacationing for several months. . . . Cesare Sodero will return for two musical broadcasts over WOR this Thursday and the week following from 8 to 8:30 P. M. . . . Mrs. Cecil Underwood, wife of the producer of the "Fibber McGee & Molly" programs, is visiting here. . . .

NBC Thesaurus Gets 4 New Subscribers

Four new subscribers have been added as clients to the NBC Thesaurus recorded program service. They are WIBM, Jackson, Mich.; WMBS, Uniontown, Pa.; WBLK, Clarksburg, W. Va.; and WBOW, Terre Haute, Ind.

Four renewals for the service also were effected yesterday. The stations are: WKY, Oklahoma City; WIOD, Miami; CJCA, Edmonton, and CFAC, Calgary, both of Canada.

Eugene Ford Joins WHN

Eugene Ford, managing director of the Capitol, Washington, D. C., will join WHN in the production department Aug. 30. Ford will work under the supervision of Louis K. Sidney, for whom he previously produced stage shows at the Capitol in New York.

To Shortwave Louis-Farr Bout

The Joe Louis-Tommy Farr fight, which will be broadcast exclusively over the combined NBC Red and Blue networks for the Buick Motor Co., Aug. 26, will also be shortwaved to Great Britain, Mexico, Argentine and all Spanish speaking countries.

Eddie Cantor Head Of Radio Artists

(Continued from page 1)

union was ratified at yesterday's meeting and its A. F. of L. charter was applied for and granted by resolution of the board of Associated Actors and Artistes of America, the parent A. F. of L. organization for the amusement world. Formal issuance of the radio field charter is scheduled to take place at the next meeting of the board of the Four A's on Aug. 27.

The national board of governors of the radio union will consist of 45 members when complete. There are now 10 vacancies on the board which will be filled by the representatives of local radio unions to be established in the course of a national organizing drive which will get under way shortly. The present 35 members of the board are Edward Arnold, Phil Baker, Jack Benny, Edgar Bergen, John Boles, Richard Bonelli, Reed Brown, Jr., Cantor, Frank Chapman, Bing Crosby, Ted di Corsia, Norman Field, Edward Fielding, Georgia Fified, Martin Gabel, Jascha Heifetz, George Heller, Warren Hull, Carleton Kadell, Joe Laurie, John McGovern, Florence Malone, Queena Mario, James Melton, Grace Moore, Osgood Perkins, Dick Powell, Lanny Ross, Mark Smith, Margaret Speaks, Paul Stewart, Tibbett, Rudy Vallee, Lucille Wall and James Wallington.

Thomson Answers Charges

Kenneth Thomson, executive secretary of the Screen Actors' Guild, yesterday sent a wire to Frank Gillmore, president of the Four A's, denying any personal or organizational ambitions of ruling the latter organization. The wire, Thomson said, was intended as his answer to statements published by the New York daily and trade press which he interpreted as charging him with "czaristic ambitions." The statements referred to by Thomson pointed out that because of its greater membership, the Screen Actors' Guild was in a position to become the dominant influence in the Four A's. Thomson was credited with the sponsorship of the plan which resulted in the setting up of the new radio union as an autonomous organization, rather than as a branch of Actors' Equity Ass'n, as proposed at first by the latter. The switch in plans deprives Equity of the numerically largest organizing field now available in the amusement world.

Mutual Signs 8; Renews 4; More Coming

With eight new contracts for fall programs already signed, with four other commercial shows in the immediate offing, and with four long term renewals set, the Mutual network is looking forward to the most promising fall schedule since the inception of the web several years ago. Incidentally, 38 per cent of all new network accounts signed in the past two weeks have been placed over Mutual. The new accounts follow:

"Sunday Morning Quarterback," with Benny Friedman, for the Parker Watch Co., starts Sept. 12, from 11:30 to 11:45 A. M. The DeGarmo agency handles the account.

"The Shadow" Scheduled

"The Shadow," with Rod La Roque, for the Blue Coal Co., starts Sept. 26, from 4:30 to 5 P. M., with a west coast repeat from 5:30 to 6 P. M. Ruthrauff & Ryan, agency.

"Musical Plays," with Irene Wicker, for the Kellogg Co., starts Oct. 2, from 5 to 5:30 P. M. N. W. Ayer & Son, Inc., agency.

"Passing Parade," with John Nesbitt, starts Aug. 22, from 9 to 9:15 P. M. The Duart Co. sponsors. The deal was handled direct.

"Daily Information Service," with Myra Kingsley. The Hector Co. sponsors. Starts Sept. 7, Monday through Friday, from 11:45 A. M. to 12 noon, with a repeat from 1:30 to 1:45 P. M. Erwin Wasey is the agency.

Stokes for Schaeffer

"Harold Stokes' Orchestra," for the Schaefer Pen Co., starts Aug. 27, from 8:15 to 8:30 P. M. Bagley, Horton & Hoyt, agency.

"Dramatic Varieties," for *Commentator Magazine*, starts Sept. 19. The time has not been set. It will be an evening program, however. Cecil Wadwick, Legler, agency.

"Canary Chorus," for American Bird Products Co., starts Oct. 10, from 11:45 A. M. to 12 noon. Westen, Barnett, agency.

The renewals include:

"Fun in Swingtime," with Tim and Irene and Bunny Berrigan's orchestra, for Admiracion Laboratories. The fall series starts Oct. 17. Charles Dallas Reach, agency.

Weems Coming Back

"Ted Weems' Orchestra," for Variety of Vienna, returns Sept. 26, Sunday from 1:30 to 2 P. M. Bagley, Horton & Hoyt, agency.

"Lutheran Hour," sponsored by the Lutheran Church, resumes Oct. 24, from 4 to 4:30 P. M. The program is direct.

"Get Thin to Music," sponsored by the Wallace Biscuit Co., returns Sept. 27, Monday through Saturday, from 10:30 to 10:45 A. M. Reincke, Ellis, Younggreen & Finn, agency.

Commercial contracts which may be signed momentarily include a program for Health Products; the Georgie Jessel-Norma Talmadge program for Associated Department Stores; the return of "Famous Jury Trials," and a program featuring Potash & Perlmuter.

Summer Shows on the Air

Georgie Price and Company

Georgie Price, who forsook the entertainment world several years ago for a Wall Street brokerage desk, returned to the wars Sunday evening via a new sustaining period over WOR and Mutual, and a welcome return it was indeed. He brought with him Morton Gould's orchestra, his wife Lorraine, and Vivian Ruth. For a sparkling half-hour of light entertainment, the above combination of artists cannot be surpassed on any network.

Price, however, is practically the whole show. Possessed of a personality which is amazingly ingratiating, a singer of songs de luxe, a mimic of first rate ability and an emcee who won his spurs as such in the halycon days of vaudeville and the revue stage,

Georgie breezed through the 30-minute period in zestful fashion, palpably having a good time himself, and affording a good time to the listener. His imitation of Harry Richman's "Birth of the Blue" was a highlight.

Morton Gould's orchestra provided several sparkling musical numbers. Gould's arrangements will make his name a by-word in radio before many more seasons elapse, we are positive. Vivian Ruth vocalizes pleasingly. As for Lorraine Price's voice, at the conclusion of her number Georgie regretfully said something about spending a fortune to teach her how to dance. However, he added, she sings as well as Ruby Keeler. Which she does.

The series is a 7:30 to 8 P. M. presentation.

BANNER

LEO SAYS:

This week's best bet:
WHN Movie Club
Friday night from
8 to 9 P.M.

WHN DIAL 1010
AFFILIATED WITH
M-G-M-LOEWS



Radio

Australia's Radio Ads Gain—Stiver

HOLLYWOOD, Aug. 16.—Despite equipment obstacles, radio's prominence as an advertising medium has increased so rapidly in Australia during the last two years that it is giving newspapers, handicapped by outside pressure, real competition, Mike Stiver, Australian office manager of the J. Walter Thompson agency, just promoted to head of the agency's London office, said here today.

Stiver arrived here this week from Sydney and his appointment to the London post was announced at a press conference. He had been in the Australian office since 1930. Sam Dobbs succeeds him.

There are no restrictions in advertising matter on Australia's radios, he said. Everything including laxatives can be openly plugged.

There are 13 "A" class stations—Government-owned and controlled; 19 "B" class stations—privately owned and controlled in capital cities; and 15 provincial stations—privately owned and controlled which serve principally as relay links for the capital stations.

No Ads on "A" Stations

Stiver explained that the "A" class stations carry no advertising at all, and are operated by the Australian Broadcast Commission, on the same lines as B. B. C. in England. Little enterprise, outside of broadcasting the cricket and tennis matches and such events, is used by the A. B. C., Stiver said, and the "A" stations have only 20 per cent listener appeal, according to surveys.

The "B" class stations have most of the 80 per cent remaining of the 800,000 radio set owners, with the provincial stations' appeal appearing negligible, according to Stiver.

There is a dearth of live talent on Australian radios, he said. Most of the programs are from transcriptions which have been added to, giving as an example the Kraft Music Parade—the Australian rendition of the cheese program's American "Kraft Music Hall." Records of the American broadcasts are made, and deletions and additions are made for Australia.

Polish Program for Oxydol

CHICAGO, Aug. 16.—A program in Polish for Oxydol started today for Procter & Gamble, through Blackett, Sample-Hummert, over WJBK in Detroit.

The foreign language division of Van Cronkhite Associates handle the new program.

Husing on Ohio Game

COLUMBUS, Aug. 16.—Ted Husing will broadcast the Ohio State-Texas Christian football game from here Sept. 25, over WHKC and the Columbia web. Kellogg Co., Atlantic Refining and the Griffin Mfg. Co. will jointly sponsor.

Dedicates Program to KGW

CINCINNATI, Aug. 16.—WLW dedicated its midnight program of "Moon River" to KGW, Portland, Ore., Saturday, when that station inaugurated its new 625-foot vertical antenna.

Amateurs Gather in Houston on Friday

HOUSTON, Aug. 16.—One thousand licensed amateur radio operators will meet in Houston Aug. 20 for the 11th annual convention of the American Radio Relay League, fifth district. The district includes Texas, New Mexico, Louisiana, Oklahoma and Arkansas.

There are 204 licensed radio amateurs in Houston. Delegates will visit the KPRC-KTRH plant at Deep Water. County Judge Roy Hoffheinz and President L. P. Holland of the Houston Amateur Radio Club will welcome delegates.

Among the group will be John L. Reinartz, RCA representative; Dr. Eugene C. Woodruff, president of the Penn State college of the American Radio Relay League; Dr. J. S. Waters, professor of electrical engineering and instructor of communications engineering at Rice Institute, and Dr. Burton T. Simpson.

The Army Amateur Radio Service, the Naval Communications Reserve and the newly organized Amateur Radio Emergency Service, all members of the A. R. R. L., will hold organization meetings in advance of the convention.

New Play Series Is Inaugurated by KFI

HOLLYWOOD, Aug. 16.—KFI will attempt a new departure in radio drama presentation when it inaugurates a series of plays tomorrow in an effort to do on the air what fadeouts, close-ups, dissolves and other film tricks do on the screen.

The series of programs, called "Preview Nights," will be produced by Don Clark and directed by Ghan Heisch. First of the dramas will be "Runaway Husband," a comedy by John Boylan, KFI writer. The cast includes Hanley Stafford, Beatrice Benaderet, Ynez Seabury, Anne Stone and Joseph Kearns.

WHN Signs New Accounts

Two new programs started over WHN yesterday. They were "Leroy, Pianist," and a series for Famous Fairsex, Inc.

"Leroy, Pianist," will be offered Monday through Saturday for 13 weeks, from 1:15 to 1:30 P. M. The series, transcribed, was signed direct.

The Famous Fairsex series, also for 13 weeks, consists of three five-minute periods Monday, Wednesday and Friday.

Plan Informal Law Talks

NEW HAVEN, Aug. 16.—WICC has scheduled a series of informal and semi-humorous law talks by Attorney Frances Roth, former assistant prosecutor for New Haven County and lecturer in the Yale University Education Dep't. for Thursdays at 7:30 P. M., E. D. S. T., beginning Sept. 2, under the title, "The Law and the Layman."

O'Brien, Caughlan to KSD

ST. LOUIS, Aug. 16.—Richard O'Brien and Dave Caughlan have joined the sales staff of KSD.

Ostrer Hits Government's Quota Plans

(Continued from page 1)

the part of independents in all sections of the industry and of criticism of the double quota and reciprocity clauses by American interests.

The reciprocity clause, giving quota value on a footage basis to a British film bought for America, is generally assailed on the ground that the same film, bought for England, possesses double quota value, due to its minimum "labour cost" of £22,500. Saying that "no intelligent body of business men would ever put up such proposals," Ralph Hanbury, British chief of Radio, expressed a general view of the unworkability of this proposal.

The Cinematograph Exhibitors' Ass'n., which is preparing an intensive Parliamentary campaign against the cost clause, is being supported by independent producers, who are quoting many instances of films costing little more than £5,000 to £6,000 which have been booked in as many as 1,800 theatres. The minimum cost is seen as putting these companies out of business, and causing unemployment.

This independent group is expected to make special approaches to Members of Parliament, apart from the C. E. A., and any success on their part will strengthen the House of Commons group, already considerable, which will urge a viewing test in place of the cost clause.

ATP Planning 20 in England Next Season

(Continued from page 1)

be designed for international release, he added.

Baker will leave for Hollywood today for conferences with Edward L. Alpers, president of Grand National.

Associated British Film Distributors, of which Baker also is managing director, releases all of Grand National's product in the United Kingdom in addition to all films produced by A.T.P. and associates. The deal has another year to run and Baker and Alpers will discuss matters pertaining to it in Hollywood.

This is the first trip for Baker in two years and it marks the initial crossing for his son.

"The industry in England is now on a pretty firm foundation," Baker stated. "The people who have been in the business a long time are still in it; those who have been making pictures for years are continuing to make them and exhibitors of long standing are still operating theatres."

None of the companies with which he is identified in the theatre business, Baker said, and although there has been considerable discussion about oversteering there is no redundancy. "It will be some material time before redundancy comes," he added.

"We have 4,300 theatres and a population of 48,000,000. G. B. has 360 houses, John Maxwell 343, the Odeon circuit about 200," he said.

English producers make about 200 pictures annually, he stated, but this number is expected to be reduced considerably under the new quota laws.

To Continue Phila. Strike Against Para.

(Continued from page 1)

with his investigation, but that the Dep't of Justice had asked him to wait until he heard from them. He was still waiting, he said.

Barney Balaban, president of Paramount, came in for criticism because of his statement that the strike was costing Paramount only \$10,000. Three independent exhibitors at the meeting stated that their Paramount film bill came to well over \$100,000. Golder, however, advised the organization not to make capital of it. Grand National was criticized when it was revealed that the company was advising exhibitors it would not deliver the second James Cagney film on last year's contract. It was indicated that the United M. P. T. O. would take action in the matter.

A plan for giving power of attorney to a committee to buy 1937-'38 Paramount product was presented by David Barrist. The suggestion was taken under advisement.

Polesia Para. Producer

HOLLYWOOD, Aug. 16.—Herbert Polesie, former assistant to Barney Glazer, who recently left Paramount to produce for Warners, has been promoted to an associate producer's berth at Paramount. His first assignment will be the Bing Crosby vehicle, "The Badge of Policeman O'Roon." Polesie was a radio producer-writer until he went to the studio.

Technicolor Holders To Meet September 9

(Continued from page 1)

in a statement to stockholders yesterday, explained that some years ago it was the company's policy to invite some of its customers to become financially interested in the business, by granting options to purchase stock, conditional upon a guaranteed volume of business. Extension of this arrangement is looked for, Kalmus declared. To date all such options have been granted at the market price at the time of arranging the accompanying contracts for the production of features.

No Change in Embassy

The Embassy Newsreel has not changed hands and the present owners have operated the Broadway house for the past three years, it was stated by the management yesterday in correcting an item which appeared in MOTION PICTURE DAILY.

The same company will open the Newsreel Theatre in the Bronx in a week or two.

Ford Has G. N. Contract

HOLLYWOOD, Aug. 16.—Wallace Ford has signed a four-picture-per-year starring contract with Grand National. The pictures will be produced by Dave Diamond. The first will be "He Wanted to Marry," a Percy Rowland original which Clarence Marks is adapting.



THE GOOD BOOK for "THE GOOD EARTH"

Reports from the first Pop Price engagements show exceptional use of the tried and proven promotion in this 38-page Manual. Get it from your M-G-M Exchange today and reap the rewards of live-wire showmanship.

[Hold-overs just announced. PITTSBURGH; SALT LAKE CITY; BUFFALO; WASHINGTON, D.C.,
LOS ANGELES playing 2nd week at two theatres day and date More on the way!]

Take our tip! 'Good Earth' demands extra time!

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Intelligent
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Indispensable
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Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 41

NEW YORK, WEDNESDAY, AUGUST 18, 1937

TEN CENTS

Dissensions Flare Within Ranks of FCC

Crosley Fight Cause of Internal Rupture

By BERTRAM F. LINZ

WASHINGTON, Aug. 17.—Dissension within the ranks of the Federal Communications Commission flared openly today over Commissioner George H. Payne's attack on the Crosley Radio Corp.

The bitterness of the situation was not alleviated by a statement by Powel Crosley, Jr., head of Station WLW, denying that his company had refused to furnish data, challenging Payne's right to request such information, and asserting that the station had increased its rates only 20 per cent, and not 50 per cent as alleged yesterday by the Commissioner.

Crosley characterized one implication of Payne's as "libelous," and stated flatly he would not furnish the Commissioner with the data he sought. Defending that station against Payne's charges, Crosley asserted the delay in furnishing information was "due" (Continued on page 10)

Henry Chosen Head Of Nebraska Ass'n

GRAND ISLAND, Neb., Aug. 17.—John M. Henry of Omaha, general manager of Central States Broadcasting Co., was elected president of the Nebraska Broadcasters' Ass'n at the annual convention here.

Other officers chosen included Clark Standiford of KGFV, Kearney, vice president; Art Thomas of WJAG, Norfolk, secretary-treasurer, and Frank Manchester of WAAW, Omaha, and L. L. Hilliard of KGKY, Scottsbluff, directors.

Chosen as Nebraska representative (Continued on page 10)

Craven Is Nominated As Member of F. C. C.

WASHINGTON, Aug. 17.—President Roosevelt today nominated T. A. M. Craven, chief engineer of the Federal Communications Commission, to be a commissioner on that body to succeed Commissioner Irvin Stewart, who resigned June 30.

The nomination was sent to the Senate, where it is expected it will be confirmed before the end of the session.

More Radio Pp. 10-11

Fleischer Hits at Labor Board Vote

The Fleischer Studio, through its attorneys, Phillips & Nizer, yesterday characterized the employees' collective bargaining election held on Monday night under the direction of the regional labor board as "improper, purposeless and binding upon nobody."

The election registered 59 votes in favor of the Commercial Artists & Designers Union as the employees' bargaining representative and none against it. An additional 15 votes cast by employees who were discharged for engaging in a "slow-down" strike some time ago were not counted, pending a decision from the National Labor Relations Board at Washington as to whether or not they are entitled to vote.

Fleischer declared that "most of the employees of the company voluntarily refused to vote" and those who did "were favorable to the union" or out on strike. The company, it was (Continued on page 12)

"Road Back" at Roxy \$30,000 in Four Days

"The Road Back" garnered \$30,000 in the first four days at the Roxy and indications are that the picture will end with approximately \$45,000 on the week. "Gangway" will open Friday.

The third week of "High, Wide and Handsome" at the Astor garnered about \$7,000. The first week of "Souls at Sea" at the Globe ended with \$11,000. Both are two-a-day attractions.

With the exception of a roadshow engagement at the Carthay Circle in Los Angeles, both pictures are being pre-released by Paramount. "Souls at Sea" is slated to open in Philadelphia next week.

Joan Bennett Gets Plaque; Spectators Get an Eyeful

By SHERWIN A. KANE

The Professional Models of New York—which is not really a benevolent and protective society for mannequins but a selected few who were invited to decorate Rockefeller Center's decorative Promenade Cafe from 4:30 to 6:30 yesterday afternoon—gave the party for Joan Bennett. Reporters who were present were given to understand, however, that the models received some assistance from United Artists.

The party was attended by a polite group of the industry's inveterate party-goers, most of whom were bewildered and abashed upon finding

Fabian, Paramount Deal Extended Year

An extension for one year from next Sept. 1 of the deal under which Si Fabian operates the Brooklyn Paramount was closed yesterday. The arrangements were concluded by Y. Frank Freeman, Paramount theatre head, and Fabian.

Extension of the Paramount operating deal is incidental to a continuation for a similar period of the Brooklyn first run pool involving the Paramount, Strand and Fox, all operated by Fabian in association with Byron Moore, metropolitan manager for Warners. An agreement on the extension of the pooling arrangement may be concluded today.

Al Hanson Resigns As Aide to Skouras

LOS ANGELES, Aug. 17.—Al Hanson, assistant to Charles P. Skouras, operating head of Fox West Coast, has resigned to devote all his time to his two theatres and the new one he is now building. Hanson owns 49 per cent in the Tower and Compton, Compton, Cal., FWC retaining 51 per cent.

Before he built the two Compton houses with FWC, Hanson owned two theatres in the town without affiliations. They were demolished in the 1933 earthquake. Hanson did not attend the four-day convention of National Theatres at Colorado Springs.

Whether Hanson will continue to make his headquarters at FWC here after Sept. 1 is problematical. No successor has been appointed.

Another general National Theatres meeting of divisional operating heads (Continued on page 12)

Cullman Will Quit at Roxy September 2

Harry C. Arthur to Take Charge on That Date

Howard S. Cullman, trustee, will step out of the Roxy on Sept. 2, at which time Harry C. Arthur, Jr., will become top man in the operation of the house. Cullman will file a complete report of his five-year trusteeship with Federal Judge Francis G. Caffey shortly. At the same time he will file an application for fees.

During the past four years, Cullman has been allowed four interim fees of \$20,000. In his report to the court, Cullman will render a week-by-week analysis covering the operation of the theatre.

Arthur, who was scheduled to leave for St. Louis this week, has postponed his departure until next Tuesday. Arthur is head of Artco, which has had a management contract for the Roxy during Cullman's supervision. This agreement expires the end of the month. The theatre hiked its prices recently with the booking of "Wee Willie Winkie." No change in management, operation or personnel is contemplated when Cullman steps out. Rose Berks, his secretary, will join him in his tobacco business.

In addition, Cullman at the present time is a member of the Port of New York Authority.

"Dallas" Holdovers Gain in Key Cities

"Stella Dallas," which concludes a two-week engagement at the Music Hall tonight and will be followed by "Walter Wanger's Vogues of 1938," is being held over in Atlantic City, Providence, Cleveland, Louisville, New Orleans, Rochester, Reading and Boston.

The picture is now in its third week (Continued on page 12)

Passing of Dempsey Delays Union Talks

Negotiations which were scheduled to be resumed yesterday by union and home office representatives on the local exchange employees' agreement, have been postponed indefinitely due to the death of Fred J. Dempsey, I.A.T.S.E. executive, who died Sunday at his home at Ocean Bluff, Mass. Funeral services will be held today at Dorchester, Mass., and will be attended by numerous executives of the International.

(Continued on page 12)

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Union in Theatre Deal

Local 306, I. A. T. S. E. has signed a contract with the Empress, independent theatre in upper Manhattan, according to Charles E. Kielhurn, business agent of the union. Kielhurn declared yesterday that the deal provides that the members of the Empire union, now employed at the theatre, will be taken into Local 306, and that the arrangement represents a wage increase at the house of 92 per cent.

Skouras Managers Meet

First of a series of meetings of managers and assistants of Skouras Theatres was held yesterday at the St. Moritz with George Skouras conducting the sessions. Managers spoke of their problems and interchanged ideas. About 100 men are in attendance.

A TRAILER ON
EVERY PICTURE

Produced by Experienced Showmen

HOME OFFICE: ADOLPH POLLAK
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Looking 'Em Over

"Kliou"

(Bennett Pictures)

Produced and directed by Henry de la Falaise, this short feature records a story of the native mois of French Indo-China, in their pursuit and eventual destruction of the scourge of their village, Kliou, the tiger.

Done in Technicolor, with occasional flashes of excellent color value pictorially, the film opens with a prologue as Falaise returns to the French military outpost from a hunt, and tells the story of the villagers' war on the tiger. An accompanying musical score is supplemented with subtitles. The photography is the work of Howard Greene, and included are several shots of animals native to the region and excellent views of the tiger.

The thread of a story is woven through, that of the young hunter of the tribe, the only one not afraid of the tiger, who goes in pursuit of the beast after it has mauled the chief. With the young brother of the girl he loves, he follows the animal through the jungle and swamps, eventually killing it with a poisoned arrow.

The film is satisfactory of its type, as a somewhat different type of attraction, but contains little that is striking.

No production code seal. Running time, 52 minutes. "G."

Para. Signs Benny
To Four-Year Pact

HOLLYWOOD, Aug. 17.—Paramount, by cable, has signed Jack Benny, now in Europe, to a straight four-year contract calling for him to star in eight pictures during that time. The first of these will be "Music Over America," written by Preston Sturges and to be produced by Arthur Hornblow, Jr.

The studio recently extended the contract of Mrs. Benny (Mary Livingstone) who makes her screen debut in "This Way, Please."

Plane for Rogers Service

United Airlines will operate a special plane to the dedication services of the Will Rogers' Shrine of the Sun which will take place Sept. 6 at Cheyenne Mountain, Colorado Springs, under the direction of Spencer Penrose of Colorado Springs.

Christen Rogers Highway

LOS ANGELES, Aug. 17.—A two-mile section of U. S. Highway 66, which has been named the Will Rogers Highway, was christened by Governor Merriam and civic officials today. The highway runs from Chicago to the coast and passes through Claremore, Okla., Rogers' birthplace.

Louis J. Joel Passes

JACKSONVILLE, Fla., Aug. 17.—Louis J. Joel, 60, interested in the Casino here, died Sunday at his home here of a heart attack. The funeral was held today. He is survived by his widow, a son and a daughter.

Discuss Allied Meet

Plans for the annual convention to be held by Allied of New Jersey at the Ritz Carlton, Sept. 22-24, were discussed yesterday by the organization at the regular meeting at the Lincoln. More than 100 exhibitors are expected to attend.

No Warner Board Session

Warners' regular board of directors' meeting scheduled for yesterday was not held because various board members were out of town.

Balcon in Praise of
Coast Thoroughness

LONDON, Aug. 9.—Hollywood's thoroughness in all stages of preparation for production, and the absolute disregard of cost on the coast, in the search for perfection, were stated by Michael Balcon, producer for M-G-M British Studios, to be the things that most impressed him during his three-month stay at the M-G-M studios.

The completeness of the American tryout system was also highly praised by Balcon, who said he had personally followed a picture to four audience previews, and had studied the cutting and re-cutting it had undergone. The level of ability of Hollywood executives is exceptionally high, Balcon also said.

RKO Takes Wilcox Film

LONDON, Aug. 9.—RKO has acquired the distribution rights to "The Rat," produced by Herbert Wilcox, it was revealed here by Phil Reisman, foreign manager for RKO.

Films at Conference

Two films will be shown at the 1937 Williamstown Institute of Human Relations at Williams College from Aug. 30 to Sept. 3, under the auspices of the National Conference of Jews and Christians. One film, "This Thing Called Tolerance," was produced in Hollywood at the RKO studios by H. L. Gumbiner, president of the Gumbiner Synchron-Sound Co., and Sol Lesser, president of Principal Prod.

M-G-M Troupe Coming

Robert Taylor, Lionel Barrymore, Maureen O'Sullivan, Margaret Booth, Joe Newman and Hal Rosson are due from the M-G-M studios in Culver City this week en route to London to start work in "Yank at Oxford," the first M-G-M British picture. The group is scheduled to sail on the *Berengaria* Saturday.

Close Monogram Deal

The Butterfield circuit of Michigan has signed for Monogram's output next season. The circuit will book the product first run in 10 cities.

Government Sues for
Return of Sex Film

U. S. Attorney Lamar Hardy filed suit in the U. S. District Court yesterday against Jewell Prod., Inc., to compel the delivery to the Government for destruction of the print of "Science of Mankind." Hardy also asked for the right to destroy the negative of the same picture which is entitled "Mysteries of Sex" and which was seized by the customs authorities. Hardy alleged that the print entered the country without inspection and that it was "immoral and obscene."

Caruthers Suit Dismissed

The \$1,000,000 copyright infringement suit of Allen Caruthers against RKO Radio Pictures was dismissed in the U. S. District Court yesterday by Federal Judge John M. Woolsey. Caruthers charged infringement of his unpublished manuscript, "The Sooners," in "Cimarron." After reading both scripts and viewing the picture at a private showing, Judge Woolsey ruled that "there is no basis for the plaintiff's claim of literary larceny." The only similarity found was that both stories dealt with the occupation of Oklahoma.

Bartholomew Case Ends

LOS ANGELES, Aug. 17.—Superior Judge Emmet H. Wilson today took under advisement the case of M-G-M, seeking a permanent injunction to prevent Freddie Bartholomew from working for any other studio. The action was featured by a series of charges and counter charges from the company and from Mylicent Bartholomew, the aunt and legal guardian of the boy.

"Zola" in Two Spots

Two local roadshow engagements of "The Life of Emile Zola" will start next Tuesday at RKO's Strand, Far Rockaway, and Rugoff & Becker's Laurel, Long Beach, L. I. The attraction has been dated for a week's day and date run with prices scaled from 50 cents to \$1.50. The picture tomorrow starts a second week at the Hollywood on Broadway, which has been doing capacity business for the first six days.

Warner Films Monday, Tuesday

Warners will hold an advance preview of new product next Monday and Tuesday at the New Amsterdam roof theatre. There will be simultaneous showings in 30 other cities and six Canadian situations. Approximately 500 exhibitors from the surrounding territory have been invited. The films to be shown are "The Life of Emile Zola," "Confession," "It's Love I'm After," "That Certain Woman," "Back in Circulation" and "Varsity Show."

"Firefly" Premiere Aug. 31

Loew's has dated "The Firefly" to open at the Astor as a two-a-day attraction on Aug. 31.

Filmarte Opens Sept. 14

The Filmarte, which has been closed since June 21, will reopen Sept. 14, with "Mayerling," foreign film in which Charles Boyer and Danielle Darrieux are starred, as the opening attraction. A formal premiere is planned.

*They're holding
"EVERYTHING"
everywhere*

HELD OVER DENVER! HELD OVER BALTIMORE! HELD OVER
SAN FRANCISCO! HELD OVER RICHMOND (both theatres)!

HELD OVER PROVIDENCE! HELD OVER INDIANAPOLIS!
HELD OVER LOUISVILLE! HELD OVER HOUSTON! HELD
OVER KANSAS CITY!



THE KEYSTONE
OF YOUR FUTURE

*20th's lead-off
smash for 1937-38
"YOU CAN'T HAVE
EVERYTHING"
Now proving itself the
greatest of 20th's musicals!*

AND AT THE RIVOLI, N. Y. 6 days of hold-over
week beat entire 2nd week of "Road to Glory"—20th's record-
holder here! **HELD FOR 3rd WEEK, OF COURSE!**

M-G-M's PROMISE FULFILLED!

"What would the industry have done this summer without your big M-G-M hits honey? You certainly were a life-saver as usual Leo dear!"



"Aw gee, there you go again Maw. I'd rather let these box-office clippings from M.P. Daily and Variety do the talking!"

SEATTLE, TOO, IS ALL HARLOW, \$13,500, BIG

Seattle, July 27. Town is going for 'Saratoga' and critics are paying the pix and Jer Harlow high tributes. Opening at the Fifth was capacity, with femme trade predominating. Weather is hot and no help, but 'Saratoga' is getting along and looking set for two or three weeks at Fifth and then thrice that at Music Box on moveover. 'Saratoga' is being single-billed which is the first time since the policy was established here. Willing Garden (Sterling) has second run

Chi Happy Again; 'Parnell' Sock 'Saratoga' U In Pittsburgh With \$22,500

PITTSBURGH, Aug. 1.—Business last week continued to improve. 'Saratoga' led the field by a wide margin, giving the Penn around \$22,500, its best figure since "San Francisco" a year ago. It was held for another opening week to excellent coin.

'Earth,' \$32,500, High Along With L. A. Temp.; "Saratoga" Is Cleveland Hit With \$24,000

Los Angeles, Aug. 1.—The 'Good Earth' at time locally at pop-price of a combined take of \$32,500 at the day-date State Chinese theatres, leading the stifling days and nights that are driving many patrons to beaches.

"Captains" Is \$15,500 Top Philadelphia

PHILADELPHIA, July 20.—Making its comeback in a popular price run, "Captains Courageous" built steadily at the Boyd to a \$15,500 figure. It was originally booked for one week, but will get at least part of a second

'Candlesticks' Bio \$13,000, Boston

Upped Scales in Port; 'Races' Wow \$10,000

Portland, Ore., July 6. 'Day at the Races' is the big mop-up this week for Parker's Broadway. Hungry for comedy, the burg went for it in a big way.

Harlow Sock Twin Cities

Courageous Wow \$22,000 May Set

Pittsburgh Record 'SARATOGA' WOW \$20,000, BUFFALO

Pittsburgh, June Give downtown Pittsburgh smash attraction and others benefit, too. That's been proven the past and is so again this week. Lure is 'Captains Courageous' at Penn, heading that house for a biggest week since 'San Francisco' Cinch to stick around for another week, moving over to the Warner to top off the fortnight. Similar move with 'Day at the Races' is giving the Warner a sock stanza, presenting a booking iam.

Buffalo, July 27. Grosses have been boosted in better type of exception of are low, the week have average sum

'SARATOGA' BIG \$22,000, CINCINNATI

Cincinnati, July 27. Tremendous \$22,000 tug of 'Saratoga' at the Albee, peak figure of the summer season for this town, is drawing the lion's share of biz currently and upping the combined take of first-run houses by a comfy margin over last week. 'Between Two'

"Courageous" Strong in 2 Boston Spots

Boston, July 15.—"Captains Courageous," at the Hub with the Disney Academy Award cartoon, took \$19,000, over average by \$7,000, at Loew's Orpheum in spite of hot weather. Same program at Loew's State, which clicked, grossing \$13,000, which v

"Races" Get \$20,000 Lead In Washington

WASHINGTON, July 20.—"A Day at the Races," at Loew's Palace, clicked with \$20,000, topping the weekly average by \$4,100. It was held took \$21,000, over par by picture will take a return

'Saratoga' Big \$16,000; Brooklyn Biz Pleasant

Gable-Loy Torrid \$18,000 H

Penn (Loew's-IA) (3,500)—'Day at the Races' (MG). Hailed by press as best Marxer since 1932, and public's backing up that opinion conclusively. Indicates big \$19,500, which means a second week at the Warner.

'CAP'NS' \$14,500

HOT IN COLD BALTO

IT'S ALL 'RACES' IN MPLS., \$10,000 B

Capitol (4,620; 25-3) 'Day at Races' (MG) first week looking \$10,000, and holds.

Minneapolis, July 27. With only minor opposition from new attractions, 'Day at the Races' is having things pretty much its own way. Last week, 'Pick a Star' (MG) and '13th Chair' (MGM), very neat, \$7,200.

REMEMBER?

The pages reproduced to the right are from M-G-M's trade insert published two months ago! It was a promise when we made it, but it's in the bank now

FAITH IN M-G-M

◀ Purely Personal ▶

CONSTANCE BENNETT, DOROTHY PARKER, her husband, ALAN CAMPBELL; LILLIAN HELLMAN, JEAN HOWARD, Major JOHN ZANET and W. J. O'NEILL of the Paramount office in Toronto, are sailing today on the *Normandie*.

ROBERT TAYLOR, arriving at the Grand Central Station tomorrow morning, will sail aboard the *Beren-garia* on Saturday for England where he will start work on "A Yank at Oxford," M-G-M's first British-made production.

HARRY GOLDBERG went to Cincinnati yesterday from the Warner theatre meeting at Philadelphia and will address Warner Ohio meetings there and in Cleveland on merchandising campaigns for "The Life of Emile Zola."

CHARLES L. CASANAVE, vice-president and general manager of National Screen Accessories, will leave today for Cincinnati where the company is opening a new branch.

E. J. SMITH, general sales manager of Imperial, has returned from a southern trip during which he visited New Orleans, Atlanta and Charlotte.

T. H. FLIGELSTONE, former C.E.A. head in England, is en route to the coast where he will visit M-G-M, RKO and Columbia studios.

STEVE BROOKS of the Paramount studio publicity department left for the coast yesterday via American Airlines.

C. C. PETTIJOHN of the M. P. P. D. A. has been ill and confined to his home at Rye for several days.

BOB GILLHAM will return from the coast Friday, after stopovers at San Francisco and Chicago.

LEOPOLD FRIEDMAN, Loew's legal head, is out of town and is due back the end of the week.

GERTRUDE BERG RKO writer, leaves the coast tomorrow en route here.



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Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES INC.

"Earth" Gets Twin Cities' Top, \$13,000,

MINNEAPOLIS, Aug. 17.—"The Good Earth" was top among first runs in the Twin Cities, grossing \$13,000 at the Minnesota where \$10,000 is average. It was held over, making the second time in the theatre's history such policy has been followed.

"Easy Living," grossing \$6,000 at the Paramount, was next best. Par there is \$5,500. Grosses were low with night baseball getting a foothold in both cities.

Total first run business in Minneapolis was \$24,200. Average is \$27,000. Total first run business in St. Paul was \$14,100. Average is \$15,000.

Estimated takings:

Minneapolis:

Week Ending Aug. 12:

"THE GOOD EARTH" (M-G-M)
MINNESOTA—(4,000), 25c-55c, 7 days.
Gross: \$13,000. (Average, \$10,000)

"TOPPER" (M-G-M)
ORPHEUM—(2,900), 25c-40c, 7 days.
Gross: \$4,000. (Average, \$6,000)

Week Ending Aug. 11:

"WINGS OVER HONOLULU" (Univ.)
"ON AGAIN, OFF AGAIN" (RKO)
STATE—(2,400), 25c-40c, 7 days. Gross: \$3,300. (Average, \$5,500)

Week Ending Aug. 13:

"KNIGHT WITHOUT ARMOR" (U. A.)
WORLD—(400), 25c-35c, 7 days, 3rd week.
Gross: \$1,500. (Average, \$2,000)

St. Paul:

Week Ending Aug. 12:

"EASY LIVING" (Para.)
PARAMOUNT—(2,300), 25c-40c, 7 days.
Gross: \$6,000. (Average, \$5,500)

"EXCLUSIVE" (Para.)
ORPHEUM—(2,000), 25c-40c, 7 days.
Gross: \$3,300. (Average, \$4,000)

Week Ending Aug. 11:

"MAKE WAY FOR TOMORROW" (Para.)
"OH, DOCTOR" (Univ.)
RIVIERA—(1,000), 25c-40c, 7 days. Gross: \$2,900. (Average, \$3,500)

"SLIM" (W. B.)
"PUBLIC WEDDING" (W. B.)
TOWER—(1,000), 25c-35c, 7 days. Gross: \$1,900. (Average, \$2,000)

Loew Hub Manager Is Feted by Friends

BOSTON, Aug. 17.—Victor Morris, retired by Loew's after having served 27 years as manager of the Orpheum, was awarded \$1,000 at a banquet held here tonight at the Cocoanut Grove. Joseph Brennan of the M.P.T.O., introduced John Casey who was the only speaker at the occasion.

Morris leaves shortly for the coast where he will become associated with M-G-M production under Edward J. Mannix who some years ago was his assistant at the Orpheum.

After the party, employees of the Orpheum presented Morris an additional check as a token of their esteem. At the close of the affair Morris was heard requesting that the flowers which bedecked the hall be taken to the local children's hospital.

Complete "The Barrier"

HOLLYWOOD, Aug. 17.—Harry Sherman's most pretentious picture for Paramount to date, "The Barrier," wound up shooting last week. The budget was \$400,000.

"Everything" Hits \$16,096 at Buffalo

BUFFALO, Aug. 17.—Grosses continued to pile up despite a week of heavy rains. The Buffalo and the Great Lakes left far behind with takes comparable to the winter season. The former, playing "You Can't Have Everything," pulled a strong \$16,096, breaking average by \$4,396. "Slave Ship," at the Great Lakes, was good for \$10,117, over the line by \$3,017.

A dual at the Century, "Elephant Boy" and "There Goes My Girl," drew \$6,131.

Total first run business was \$42,172. Average is \$37,300.

Estimated takings for the week ending Aug. 14:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$16,096. (Average, \$11,700)

"KNIGHT WITHOUT ARMOR" (U. A.)
"MEET THE MISSUS" (RKO)
HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$4,563. (Average, \$7,100)

"SLAVE SHIP" (20th-Fox)
GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$10,117. (Average, \$7,100)

"ELEPHANT BOY" (U. A.)
"THERE GOES MY GIRL" (RKO)
CENTURY—(3,000), 25c, 7 days. Gross: \$6,131. (Average, \$5,600)

"LOVE IN A BUNGALOW" (Univ.)
"CALIFORNIA STRAIGHT AHEAD" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. Gross: \$5,265. (Average, \$5,800)

"Saratoga" Pulls \$10,500, Montreal

MONTREAL, Aug. 17.—"Saratoga" cashed in to the extent of \$10,500, at the Palace to head the first runs by several lengths. It was held.

"Singing Marine," on a twin bill at the Capitol, checked in with \$7,000 for place position while the second week of "Easy Living" at the Princess paid \$5,000 for show after a first week of \$8,000 business.

"Slim," topping the dual at Loew's brought \$4,500 to the box-office. There was rain but it was a little cooler.

Total first run business was \$27,000. Average is \$35,500.

Estimated takings for the week ending Aug. 14:

"SINGING MARINE" (W. B.)
"MAN IN BLUE" (Univ.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. Gross: \$7,000. (Average, \$9,500)

"SLIM" (W. B.)
"CASE OF THE STUTTERING BISHOP" (F. N.)
LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$4,500. (Average, \$8,000)

"SARATOGA" (M-G-M)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. Gross: \$10,500. (Average, \$11,000)

"EASY LIVING" (Para.)
"THE GREAT GAMBINI" (Para.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days, 2nd week. Gross: \$5,000. (Average, \$7,000) First week: \$8,000.

Miss Spreckles Signed

HOLLYWOOD, Aug. 17.—Universal has signed Geraldine Spreckles, member of a family well known in social and financial circles. She has been cast for a role in Edmund Grainger's production of "Mightier Than the Sword."

Crosby Due Here Today

CHICAGO, Aug. 17.—Bing Crosby arrived here today and stopped off for a round of golf before proceeding east. He left for New York late this afternoon.

"Beat Love," Waring Gross \$20,000, K.C.

KANSAS CITY, Aug. 17.—Fred Waring's Pennsylvanians and "You Can't Beat Love" proved the winning combination of the week for first runs, and gathered \$20,000, \$9,000 over par in nine days.

"You Can't Have Everything," with a stage show at the Tower, took \$12,200, \$5,200 over normal. The picture was held at the Uptown.

"Wee Willie Winkie" fell only \$200 shy of \$3,500 average in its third Kansas City week at the Uptown, a 6-day period.

Total first run business was \$48,600. Average is \$40,000.

Estimated takings:

Week Ending Aug. 11:

"WEE WILLIE WINKIE" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 6 days, 3rd K. C. week. Gross: \$3,300. (Average, 6 days, \$3,500)

Week Ending Aug. 12:

"YOU CAN'T BEAT LOVE" (RKO)
MAINSTREET—(3,100), 25c-40c, 9 days Stage: Fred Waring & His Pennsylvanians. Gross: \$20,000. (Average, 9 days, combination bill, \$11,000)

"BETWEEN TWO WOMEN" (M-G-M)
"THE GIRL SAID NO" (G. N.)
MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$8,000. (Average, \$11,500)

"SAN QUENTIN" (W. B.)
"MARRY THE GIRL" (W. B.)
NEWMAN—(1,900), 25c-40c, 7 days. Gross: \$5,100. (Average, \$7,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Will & Gladys Ahearn, Four Vespers, Betty Lee, John Colvin, and the Girl on the Flying Trapeze. Gross: \$12,200. (Average, \$7,000)

RKO Extends Contracts

HOLLYWOOD, Aug. 17.—RKO has extended the contracts of Helen Broderick, player; Roy Webb, musical arranger, and Stephen Dunne, sound engineer.

Bohr to Make Personal

SAN ANTONIO, Aug. 17.—Jose Bohr, now in Hollywood, is slated to do a personal appearance here at the National soon, J. J. Jimenez of the Latin-American Film Exchange states.



UNITED'S NEW SLEEPERS ARE REALLY DIFFERENT!

★ Exclusive features: (1) De Luxe Skylounges during waking hours, latest type sleepers made up and ready at bedtime. (2) Sky Room (not sold) courtesy lounge for all passengers. (3) Famous "Continental"—leaves New York and California at dinner hour for overnight coast to coast flights.

TICKETS: United Offices, Travel Bureaus, Telegraph Offices

UNITED AIR LINES

"Toast" with \$11,000 High In Washington

WASHINGTON, Aug. 17.—With the summer slump still in full force, RKO-Keith's was the only major first run to exceed par. There "The Toast of New York" took \$11,000 to exceed the weekly average by a mere \$400. It took a second week.

Return engagements, however, did a bit better, with "Ever Since Eve" at the Metropolitan taking \$5,000, to go over the first run par by \$700, and "Easy Living" at Loew's Columbia taking \$4,700 to exceed to first run par by \$1,100.

"San Quentin" at the Earle, with a stage show, took \$16,900, to slip \$1,500 under par. "Topper" at Loew's Capitol, with a stage show, took \$19,000, to drop \$1,900 below the average.

Total first run business was \$71,600. Average is \$73,700.

Estimated takings exclusive of tax:

Week Ending Aug. 11:

"THE TOAST OF NEW YORK" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 7 days.
Gross: \$11,000 (Average, \$10,600)

Week Ending Aug. 12:

"SAN QUENTIN" (F. N.)

EARLE—(2,218), 25c-77c, 7 days. Stage: Mal Hallett & Orchestra, Don Cummings, Titan Trio, Jerry Perkin, Joe Cabanaro, Teddie Grace, Helen Hayes, Frances & Carroll. Gross: \$16,900. (Average, \$18,400)

"TOPPER" (M-G-M)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Gus Arnheim & Orchestra, Ray Foster, June Robbins, Don Frisco, Charles "Slim" Timlin. Gross: \$19,000 (Average, \$20,900)

"EASY LIVING" (Para.)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$4,700. (Average, first run, \$3,600)

"THE GOOD EARTH" (M-G-M)

LOEW'S PALACE—(2,370), 35c-55c, 7 days (popular engagement). Gross: \$15,000. (Average, \$15,900)

"EVER SINCE EVE" (F. N.)

METROPOLITAN—(1,591), 25c-40c, 7 days (return engagement). Gross: \$5,000. (Average, first run, \$4,300)

Week Ending Aug. 14:

"UNDER THE RED ROBE" (20th-Fox)

RIALTO—(1,064), 15c-40c, 7 days. Gross: \$2,600

Books First 20th-Fox Film

CHICAGO, Aug. 17.—For the first time in years a 20th Century-Fox picture will play the Palace here, an RKO house. "Love Under Fire" goes into the Palace starting Aug. 20. The deal was arranged through B. & K., which plays all 20th Century-Fox product first run in the Loop. A shortage of product at the Palace was said to be the reason for the deal.

Drops Colored Theatres

WASHINGTON, Aug. 17.—Louis Bernheimer has withdrawn from the operation of theatres for colored patrons, selling his interests in the Jewell, Mid City, Alamo and Strand (Deanwood) to his former partner, Frank J. Storty, treasurer and general manager of the Alamo & Mid City Corp. He will operate other houses.

Borg Opens Napa Spot

SAN FRANCISCO, Aug. 17.—Lawrence Borg opened the new Uptown at Napa, Calif., this week. The initial attraction was "Ever Since Eve." There are 1,300 seats and T. M. Malloy, Jr., is manager. A. A. Cantin designed the theatre.

Out Hollywood Way

HOLLYWOOD, Aug. 17.—BILLY RYAN, former unit manager at HAL ROACH, has returned to M-G-M as assistant director. . . . PHYLLIS WELCH, who played "High Tor," has been given an M-G-M term contract. . . . JOHN PIERCE, Broadway musical dance director, has been signed to assist GEORGE BALANCHINE on "The Goldwyn Follies."

MYRNA LOY draws the feminine lead in M-G-M's "Test Pilot" opposite CLARK GABLE and SPENCER TRACY. VICTOR FLEMING will direct and LOUIS D. LIGHTON will produce. . . . Following 20th Century-Fox's refusal to again lend ROY DEL RUTH to M-G-M, for "The Last Gangster," EDWARD LUDWIG draws the assignment. DEL RUTH goes on "Bread, Butter and Rhythm," SONJA HENIE film. . . . WALTER PIDGEON has signed a term contract with M-G-M, but to get Universal to release him, he made a commitment to do one picture per year for Universal. . . . Another DEANNA DURBIN film is being lined up—this makes about the fourth—with BARRY TRIVERS signed to work with PAMELA HARRIS on the treatment of her original, "Baby of the Family." Paramount has signed GINGER MANNERS, young singing comedienne, to a term contract and she will probably start in "Thrill of a Lifetime." . . . MILTON BERLE is set for two pictures at RKO—"Having Wonderful Time" and "Room Service."

Casting—HUGH HERBERT in "Holly-

wood Hotel," Warners. . . . ANTHONY QUINN in "The Buccaneer," De Mille-Paramount. . . . REGINALD OWEN to "Madame X," M-G-M. . . . JAMES STEWART to "Navy Blue and Gold," CECILIA PARKER in "Live, Love and Learn," also M-G-M.

Music—SAM COSLOW's and BURTON LANE's song, "I Want a New Romance," will be used in "Love on Toast," Major-Paramount. . . . RALPH FREED and WERNER HEYMAN have been assigned to write the musical score for "Yellow Nightingale," Paramount, in which GLADYS SWARTHOUT and JOHN BOLES will co-star. . . . VICTOR YOUNG doing the score of Paramount's "Ebb Tide." . . . FRANZ WAXMAN has been assigned by M-G-M to prepare the score on "The Bride Wore Red." . . . Musical treatment of "The Women Men Marry," M-G-M, will be done by EDDY WARD.

Writers—H. W. HANEMANN, MARTIN MOONEY and JAMES CAIN have joined M-G-M's writing staff. . . . JEROME CHODOROV is working with DAVID SILVERSTEIN on "Let's Be Candid," Universal's candid camera picture.

Contracts—KURT NEUMANN has signed a one-picture contract with Paramount, outside of his term deal with SOL LESSER, to direct "Yesterday's Cheers," football story. . . . WILLIAM FRAWLEY's contract has been extended by Paramount.

"Sleuth" and Martha Raye Detroit Smash

DETROIT, Aug. 17.—"Super-Sleuth," with Martha Raye on the stage of the Michigan, hung up a record-breaking summer gross of \$42,500, \$22,500 over normal.

"Wee Willie Winkie," with vaudeville at the Fox, clicked for a heavy \$33,000 and was held for a second week. Other first runs also did well. Total first run business was \$109,000. Average is \$70,000.

Estimated takings for the week ending Aug. 12:

"ROARING TIMBER" (Col.)
"LOVE IN A BUNGALOW" (Univ.)
ADAMS—(1,700), 10c-40c, 7 days. Gross: \$5,100. (Average, \$5,000)

"WEE WILLIE WINKIE" (20th-Fox)
FOX—(5,100), 15c-75c, 7 days. Stage: Park & Clifford, Barr & Estes, Max & His Gang, Bo Brummels, Johnny Bryant. Gross: \$33,000. (Average, \$20,000)

"SUPER SLEUTH" (RKO)
MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Martha Raye, Harris, Claire & Shannon, Wm. Coates & Co., Olvera Bros., Jack Williams. Gross: \$42,500. (Average, \$20,000)

"WHITE BONDAGE" (W. B.)
"MEET THE MISSUS" (RKO)
STATE—(3,000), 10c-40c, 7 days. Gross: \$5,200. (Average, \$5,000)

"THE GOOD EARTH" (M-G-M)
UNITED ARTISTS—(2,670), 15c-65c, 7 days. Gross: \$11,200. (Average, \$10,000)

"SARATOGA" (M-G-M)
MADISON—(2,000), 15c-65c, 7 days. 2nd week. Gross: \$12,000. (Average, \$10,000)

"Earth" Good For 2nd Week At Pittsburgh

PITTSBURGH, Aug. 17.—"The Good Earth" continued to build in its second downtown week at the Warner for a fine \$9,000, \$4,000 to the good.

The Stanley continued its socko trade with \$25,000 on "Between Two Women" and the Jimmy Dorsey Orchestra.

The Fulton just about hit normal for the second week of "The Road Back," while the Alvin was short \$1,000 with the "Hell Divers" reissue and "Big Business." Loew's Penn was over by \$1,000 with "Toast of New York."

Total first run business was \$55,500. Average is \$44,500.

Estimated takings for the week ending July 12:

"HELL DIVERS" (M-G-M)
"BIG BUSINESS" (20th-Fox)
ALVIN—(2,000), 25c-40c, 7 days. Gross: \$4,500. (Average, \$5,500)

"THE ROAD BACK" (Univ.)
FULTON—(1,750), 25c-40c, 7 days. 2nd week. Gross: \$4,500. (Average, \$4,500)

"TOAST OF NEW YORK" (RKO)
PENN—(3,300), 25c-50c, 7 days. Gross: \$12,500. (Average, \$11,500)

"BETWEEN TWO WOMEN" (M-G-M)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Jimmy Dorsey Orchestra, Condos Bros., Art Frank. Gross: \$25,000. (Average, \$18,000)

"GOOD EARTH" (M-G-M)
WARNER (2,000), 25c-40c, 7 days, 2nd week moved from Penn. Gross: \$9,000. (Average, \$5,000)

"Toast" Sets San Francisco Pace, \$22,500

SAN FRANCISCO, Aug. 17.—"Toast of New York" was an outstanding grosser at the Golden Gate. It went to \$22,500, above par by \$6,500, with the help of a vaudeville bill.

"Wee Willie Winkie," on a dual with "Wild Money," pulled \$8,300, up by \$2,300, in its second week at the St. Francis. All other first runs were below par.

Total first run business was \$82,700. Average is \$82,500.

Estimated takings:

Week Ending Aug. 10:

"TOAST OF NEW YORK" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: vaudeville. Gross: \$22,500. (Average, \$16,000)

Week Ending Aug. 11:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

"THINK FAST, MR. MOTO" (20th-Fox)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$15,600. (Average, \$17,000)

"THE GIRL SAID NO" (G. N.)
"OUTLAWS OF THE ORIENT" (Col.)
ORPEUM—(2,440), 15c-35c-40c-55c, 7 days. Gross: \$7,000. (Average, \$8,500)

"SARATOGA" (M-G-M)

"BIG BUSINESS" (20th-Fox)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days, 3rd week. Gross: \$10,000. (Average, \$13,000)

"MAKE WAY FOR TOMORROW" (Para.)

"WALT DISNEY ACADEMY REVUE" (U. A.)

UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$5,400. (Average, \$7,000)

"WEE WILLIE WINKIE" (20th-Fox)

"WILD MONEY" (Para.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 2nd downtown week. Gross: \$8,300. (Average, \$6,000)

Week Ending Aug. 12:

"THE GOOD EARTH" (M-G-M)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. Gross: \$13,000. (Average, \$14,000)

Week Ending Aug. 13:

"THE GUARDSMAN" (M-G-M)
(Reissue)
CLAY—(400), 15c-35c-40c, 7 days, 3rd week. Gross: \$800. (Average, \$1,800)

Boucher to Cleveland

BALTIMORE, Aug. 17.—When the Metropolitan was transferred to the Louis Rome interests over the weekend, Manager Frank Boucher left his Baltimore post but will continue with the Warner organization.

John J. Payette, Warner general zone manager for the Washington territory, has arranged with Nat Wolfe, general zone manager of the Cleveland territory, transferring Boucher to the position of manager of Warners' Lake, Cleveland.

Agfa Plant Ready Soon

HOLLYWOOD, Aug. 17.—The new building of the Agfa-Ansco Corp. at Santa Monica Blvd. and Cole Ave. will be ready for occupancy by Sept. 1. The two-story structure will house, in addition to storage facilities, the coast general offices of the corporation, research laboratories and headquarters of C. King Charney, Inc., distributors.

Mrs. Shumow Gaining

OMAHA, Aug. 17.—Mrs. Harry Shumow, wife of M-G-M's branch manager, is recuperating at Methodist Hospital following an emergency operation.

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CARLTON
THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

NLT = Cable Night Letter

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JUG 16 1937

MANAGER=

ROCKEFELLER CENTER NY=

AT ALEXANDRIA THEATRE SATURDAY NIGHT

AMUSEMENT EVER LOOKED AT STOP AUDIENCE

WAS CHEERS THROUGHOUT ENTIRE PICTURE STOP

ENTIRE CAST INSPIRED BY HER MARVELOUS

COMPANY HAS REACHED PERFECTION IN ONE

ANY PICTURE THAT I HAVE EVER SEEN STOP

BOX OFFICE STOP CONGRATULATIONS AND MANY

SHOWING=

PRESIDENT SANFRANCISCO THEATRES INC.

Personality Shows Ahead of Amateurs

Amateur shows, long the most popular type of radio presentation, have been usurped by personality shows as the leading radio attraction, with the amateur programs in second place, according to the Cooperative Bureau of Analysis (Crossley Report.) Variety shows are third in popularity. Other principal findings of a 114-page report just issued by the C.A.B. shows the average popularity of programs during the past winter was about 30 per cent greater than during the previous summer, and that the semi-classical programs showed the greatest change, moving from sixth to fourth place. The report analyzes 233 network programs, 144 evening, 89 daytime, broadcast between Oct., 1936, and April, 1937.

On an average, all evening programs rated highest among the "C" income group of set-owners. The 144 programs had an average of 9.2 in that group as against 6.8 for the "D" group, and 6.2 for group "A". The average for all groups was 8.2 which is identical with the median of programs among the "B" class.

Ten Leaders Listed

The ten leading evening programs for the seven-month period ending with April, 1937, were Jack Benny (Jell-O), Eddie Cantor (Texas Gas), Major Bowes Amateur Hour (Chrysler), Radio Theatre (Lux Soap), Fred Allen (Bristol-Myers), Burns and Allen (Campbell's Tomato Juice), Hollywood Hotel (Campbell's Soup), Rudy Vallee (Royal Gelatin), Bing Crosby (Kraft Phenix) and Phil Baker (Gulf Oil).

During last winter, as compared with the previous summer, the most striking change among daytime programs was the great increase in number. For the summer of 1936 the C.A.B. was able to analyze only 47 programs, but for the winter period it analyzed 89, an increase of nearly 90 per cent. The number of daytime programs rating over five per cent increased nearly 80 per cent, while those rating less than one per cent declined 35 per cent showing an improvement in the amount of listening to daytime sponsored programs.

All Networks Included

The report covers all sponsored network programs, daytime as well as evening. It is based on over 225,000 completed interviews and analyzes popularity of programs by type, by length of broadcast, and by geographical sections.

The C.A.B. is a non-profit mutual organization, the governing committee of which is appointed jointly by the presidents of the American Ass'n of Advertising Agencies and the Ass'n of National Advertisers. The field and statistical work is done on a contract basis by Crossley, Inc. Members of the governing committee are D. P. Smelser, Procter & Gamble, Chairman; George Gallup, Young & Rubicam, Inc., treasurer; C. H. Lang, General Electric, George W. Vos, The Texas Co., L. D. H. Weld, McCann-Erickson, Inc., and A. W. Lehman, manager.

Radio Personals

FRANK M. RUSSELL, NBC's vice-president in charge of the Washington office, left New York for the capital after a brief visit here. . . . Representatives of CBS affiliated stations here to confer on the A. F. of M. situation include E. Ridge of Greensboro, N. C.; John McCormack, KWKH, Shreveport, La.; N. L. O'Neil, WSJS, Winston-Salem, N. C.; Dale Robertson, WIBX, Utica; Ed Hill, WORC, Worcester; Clark A. Luther, WOC, Davenport, Ia.; Don Searle, WIPW, Topeka; Bill Pape, WALA, Mobile. . . . Others who will arrive within the next day or so include Luther Hill, KRNT, Des Moines; Frank McGarvey, WGBI, Scranton; R. P. Jordan, WDBJ, Roanoke, Va.; J. T. Ward, WLAC, Savannah, and Joe Callaway, WKBH, La Crosse, Mich. . . .

Russ Clancy, WHN chief announcer, returned to the station yesterday after his summer vacation. . . . H. M. Beville, Jr., NBC's chief statistician, leaves for Europe today aboard the *Normandie*. . . . Maurice M. Boyd, local sales manager for NBC, returns from Boston today, completing a business trip there. . . . Charley Barnett will be the featured guest on the CBS "Swing Club" Saturday. . . . George Grey, NBC sales representative, this week defended successfully for the second successive year, his title as club champion of the White Beaches Golf Club, Haworth, N. J. . . .

Arthur Godfrey is resigning as announcer on the "Prof. Quiz" series after Aug. 28. . . . Charles J. Pannill, president of the Radio Marine Corp. and Mrs. Pannill sail on the *Normandie* today. . . . Hal Stretch, Jr., WHN salesman, was married to Elinor Wood yesterday. . . . Phil Spitalny's all-girl orchestra has been booked for an engagement at the Palace, Cleveland, beginning Sept. 3. . . . Deanna Durbin has been signed for the fall Cantor series. . . . Lupe Velez, George Raft and Frederick Jagel will appear on the Kraft "Music Hall" tomorrow night. . . . Allan Jones has been signed as regular soloist on the Werner Jansen series. . . . Glenda Farrell will be the guest star on the Chase & Sanborn series Sunday. . . .

Cincinnati Town Pump

CINCINNATI, Aug. 17.—Gus Van, appearing at a local night club, is broadcasting with Barney Rapp's orchestra over the WLW Line to New York on Mondays and Wednesdays at 10:30 P. M., and on Tuesdays and Thursdays at 11:30 P. M., E.S.T. The orchestra is at the same night spot. . . . Deon Craddock, blues singer, who recently joined the WLW staff, and has been starred in "Vocal Varieties" and "Rhythm Against Strings," now is heard on her own program over the WLW Line at 5 P. M., E. S.T. Thursdays. . . . Ralph Simpson, veteran singing announcer and the oldest entertainer in point of service at WLW, is being featured as master of ceremonies and soloist on the "Toy Band" program. . . . Lee Powman, local boy now in pictures in Hollywood, who is visiting his par-

NBC Issues Booklet

NBC has just issued a new promotional booklet dealing with "The Place of Education in Radio." The booklet is devoted to news of the appointment of Dr. James Rowland Angell, retired president of Yale University, to the position of educational counsellor of the network, and lists newspaper editorial comments heralding Dr. Angell's new association.

ents here, was interviewed over WKRC by Lee Bland, news commentator of that station. . . .

Oklahoma City Town Pump

OKLAHOMA CITY, Aug. 17.—Ben Bezoff and Harry Coons are now handling WKY's "Inquiring Reporter" program, sponsored by Hales Mullally, Inc., Electrolux distributors here. "Chief engineer Hall of WKY got permission to broadcast from the hospital bed of Pete Traxler, wounded kidnapper recently, set up a line in 20 minutes and went on the air from Hugo, Okla., over WKY immediately. An electrical transcription was made of the broadcast and it was rebroadcast the same day at 9:30 P.M. for those who were unable to hear the first broadcast earlier in the day. Allan Clark, production manager of WKY handled the details while Henry Orbach, WKY news bureau chief, conducted the interview with Traxler. . . . Perry Ward, WKY chief announcer, is on vacation. . . .

Philadelphia Town Pump

PHILADELPHIA, Aug. 17.—Taylor Grant, WCAU sports announcer, has received an audition at Ayers Agency for a football announcing post this fall. . . . Honey Stewart, returning from England where she appeared in musical productions of London Films, is the latest songstress sustaining on WDAS. . . . Pat Stanton, WDAS general manager, will return to his desk Aug. 23 after a honeymoon trip. . . . Same date will find A. W. Dannenbaum, Jr., WDAS executive secretary, leaving for a camp in the Maine woods. . . . Mrs. Viola Cawood Flowers, formerly with WIP, is now doing her women's programs at WAVE, Louisville. . . . WIP is using the music of Woody Herman from Hunt's Ocean Pier, Wildwood, N. J. . . . Allen Franklin airs movie chatter as the Hollywood High Hat on WFIL for Shuman Bros. furniture store. . . . WFIL's Jolly Man, Wayne Cody, will appear as special attraction Sept. 2 at the Egg Harbor, N.J., County Fair. . . . KYW's Three Naturals, singing trio heard on NBC shows originating here, have disbanded, with Johnny Fortis leaving for New York's Tin Pan Alley to continue his songwriting efforts. . . .

Block WNEW Program Head

Martin Block, creator of the "Make Believe Ballroom," has been appointed program director of WNEW. Block has been associated with WNEW for the past two and a half years. He succeeds John Hayes, who resigned as program director several months ago. The position has been filled in the interim by William McGrath, production manager.

Dissensions Flare Within Ranks of FCC

(Continued from page 1)

wholly to your own unwillingness to accord our representative the courtesy of a meeting and the statement that until he received further word from you we might withhold sending the letter."

Calling attention to the fact that WLW has been a leader in experimental work, being the first station to use 5,000 watts, and later, the first to use 50,000 watts power, Crosley pointed out that his work had paved the way for experimental permits to other stations.

He denied Payne's charge that the commission rules prohibit the making of commercial profits from experimental licenses and asserted that numerous other stations hold such permits, under which they do commercial business.

The commission meeting today was called by Chairman Eugene O. Sykes, who declared it was a routine conference. Payne, however, asserted it was "most unusual," and there were indications that members of the commission were prepared to thrash the whole matter out behind closed doors, the inference being that Payne would be sharply criticised for his one-man attack on WLW at a time when the commission is under the fire of Congress.

Henry Chosen Head Of Nebraska Ass'n

(Continued from page 1)

to meetings of the National Ass'n of Broadcasters was Manager John J. Gillin, Jr., of WOW, Omaha.

Grand Island was chosen for the 1938 convention because of its central location. All but one of Nebraska's 10 stations were represented this year.

Barbasol Takes New Series

Barbasol, Inc., will sponsor a new series over the Mutual network Fridays from 8 to 8:15 P. M., starting Oct. 29. The contract is for 52 weeks, through the Erwin Wasey agency. The talent is not set as yet. Stations which will carry the series include WGN, WOR, CKLW, WAAB, and the Don Lee network of California.

Time Set for Commentator

Air time for the *Commentator Magazine's* forthcoming program over Mutual has finally been set. The series will be heard Sundays from 10 to 10:30 P. M., beginning Sept. 19. The stations are WLW, WOR, WGN, and the Don Lee units.

Bryan Field at Aqueduct

Bryan Field will broadcast descriptions of the racing from Aqueduct. Mondays through Saturdays over the Mutual network, from Aug. 30 to Sept. 11, inclusive.

WEVD Studios to Be Moved

The *Jewish Daily Forward* yesterday purchased the building at 117 W. 46th street. When alterations are effected, WEVD will occupy the premises.

Wednesday, August 18, 1937

WMCA Sunday Start Is Changed to 8:15

Starting Aug. 29, WMCA will open its transmitter at 8:15 A. M., instead of at 9 A. M., as has been the Sunday schedule for the past. WMCA's week day schedule starts at 7 A. M.

The new Sunday setup will start off with music, electrically transcribed, from 8:15 to 8:30 A. M., followed by a new commercial program to begin on this date, titled "Rev. F. F. Bosworth." The programs will be electrically transcribed religious talks. This program will be offered from 8:30 to 8:45 A. M., followed by another 15-minute program of transcribed music. The religious talks program was handled direct, and the contract is for 52 weeks.

Other commercial programs set to begin on WMCA include:

Community Opticians, Inc., through the Commonwealth office of Boston, a series of "Street Forum" broadcasts, beginning Sept. 9 and continuing for a full year.

Grace Donohue, Inc., beauty preparations, participation in the "Anice Ives' Everywoman's Hour" program, Mondays from 11:30 to 11:45 A. M., beginning Aug. 30 and continuing for 13 weeks. Redfield-Johnstone, Inc., is the agency.

WSNJ, Bridgeton, Gets Start Aug. 22

BRIDGETON, N. J., Aug. 17.—WSNJ, the newest broadcasting station to open in southern New Jersey, will be dedicated Aug. 22 at 3 P. M. with a two-hour special program. Regular operation will begin the following morning, from 7 A. M. to 7:30 P. M. It is owned and operated by the Eastern States Broadcasting Corp., whose president is Howard S. Frazier, former engineer with WPEN and WRAX, Philadelphia.

The station will be purely local in function and will operate one half of its time with transcriptions and the other half for local talent and civic events. It has subscribed for the NBC Thesaurus and International News. Paul Alger is general manager, coming from WIBG, Glenside, Pa., and Burt P. McKinnie, formerly with the Swarthmore Chautauque, is commercial manager.

KDAL to Be CBS Outlet

KDAL, Duluth, will become a CBS affiliate Sept. 5. The deal was closed between Herbert V. Ackerman, CBS vice-president in charge of station relations, and Dalton LeMasurier, general manager of the Duluth station. KDAL operates with a power of 100 watts.

Sylvia Press Back on Job

Sylvia Press, who relinquished her post as publicity director of WINS to Harry Albus several weeks ago, has won back that position. In addition to handling publicity, Miss Press will serve as assistant to Ed Cleland, continuity director.

WBNX Hours Are Changed

WBNX will undergo a slight change in broadcasting hours effective Aug. 20. The new schedule Monday through Saturday will be 9 A. M. to 6 P. M., and 7:30 P. M. to midnight. There will be no change in the Sunday schedule.

Hollywood Town Pump

HOLLYWOOD, Aug. 17.—Hayden Roberts, news commentator, will be featured in a new series of programs Mondays through Fridays on KFVB from 1:45 to 2 P. M., P. S. T. Arden Dairies will sponsor . . . The Federal Theatre of the Air wound up his Benjamin Franklin life series on KGFJ Monday . . . Sandy Roth has inaugurated a Saturday night swing concert on KMTR, using records . . . "Kraft Music Hall" has signed Frederick Jagel, Metropolitan tenor, for the Aug. 19 show, along with Lupe Velez and George Raft. Brian Aherne will have a guest appearance Aug. 26 . . . Allan Jones has been signed for the Aug. 22 Fleischmann show . . .

Virginia Flohri, soprano and wife of Carl Haverlin, KFI-KECA sales manager, is in the Cedars of Lebanon Hospital recovering from a recent operation.

Furbilt Clothing Co. has placed with KECA an order for 260 announcements of 25 and 100-word length to run from Oct. 1 to Sept. 30 of next year . . . The Helms Sports Reporter will take to the air on KECA Mondays from 5:15 to 5:30 P. M., P. S. T., starting Oct. 4 and continuing for a year . . . KHJ will present Doris Field, palmist, in semi-weekly broadcasts on "What Does Your Palm Say?" starting Tuesday. She also will be heard Fridays.

Broadcast Two Ways Between Automobiles

CINCINNATI, Aug. 17.—Demonstrations of broadcasting from automobiles were one of the features of the Greater Cincinnati Amateur Radio Ass'n annual outing at the Harvest Home grounds, Boone County, Ky.

Driving automobiles in different directions, Hugh R. Thompson, station W8ODF, and Michael Reinholz, station W8LNO, whose cars were equipped with radio transmitters capable of developing four watts power, and broadcasting on a wave length of five meters, kept up telephone conversations for more than an hour. The small transmitters, which operate from the batteries of automobiles are effective only up to five miles.

New Station Sought At Wisconsin Rapids

WASHINGTON, Aug. 17.—Establishment of a new broadcasting station at Wisconsin Rapids, Wis., is planned by William F. Huffman, it was disclosed today with receipt by the F.C.C. of an application for a construction permit. The station would operate on 580 kilocycles, with 250 watts power.

The commission also announced receipt of applications from WBNX, New York, for increase of day power from 1,000 to 5,000 watts; KOMA, Oklahoma City, for increase of power from 5,000 to 10,000 watts; WLAK, Lakeland, Fla., for increase of day power from 100 to 250 watts, and WDWS, Champaign, Ill., for increase of day power from 100 to 250 watts.

WTAR Goes to 1,000 Watts

NORFOLK, Va., Aug. 17. — WTAR, NBC affiliate here, is now operating with a power of 1,000 watts, day and night. The station's night power formerly was 500 watts. The station now has a three-tower antenna, directional at night, non-directional during the day time.

Brother-Sister on WCKY

CINCINNATI, Aug. 17. — Ralph Hodges and his sister, Edith, have inaugurated an "honest-to-goodness brother and sister act over WCKY, and are heard daily, Monday through Friday, at 4:30 P. M., E.S.T. They offer popular songs in harmony arrangements, with Edith at the piano and Ralph playing the guitar. Edith is new to radio.

Six WJJD Programs Set for WLW Line

CINCINNATI, Aug. 17.—Affiliation of WJJD, Chicago, with the WLW Line, makes a total of four metropolitan areas within the scope of the WLW chain franchise. Six more will be added, it is authoritatively stated. WJJD will feed about six shows to the line out of their Chicago studios, beginning Sept. 15, to be aired via the Transamerican loop, that part of the line which is to embrace large stations only, according to John L. Clark, president of the Transamerican Radio & Television Corp., exclusive sales representatives for the WLW Line.

Negotiations now are in progress to establish stations on the Line in prime markets of the midwestern and eastern territories, according to Clark.

Stringer Joins WLW, WSAI

CINCINNATI, Aug. 17.—Arthur C. Stringer of Chicago, widely known throughout the industry, has been appointed sales promotion manager of the Crosley stations, WLW and WSAI.

Stringer will coordinate the sales promotion, publicity, statistical and research departments of the stations.

Beville Heads WWL Sales

NEW ORLEANS, Aug. 17.—W. P. Beville, identified with the local newspaper field for the past three years, has been appointed sales manager for station WWL.

Oklahoma's Patrol By Air Authorized

OKLAHOMA CITY, Aug. 17.—Direction of the activities of the Oklahoma state highway patrol by a central broadcasting system in state headquarters here approached a reality Aug. 10 with the receipt of approval of the broadcasting license from the F.C.C.

Director Bud Gentry has advertised for bids on the equipment, expected to cost from \$10,000 to \$15,000. Mr. Gentry predicted the system would be in operation in 60 days.

The central broadcasting system will be of 1,000-watt capacity and will operate on a frequency of 1,626 kilocycles. Contact with state headquarters will be maintained through 50-watt transmitter sets to be installed in six trailer headquarters stationed in various section of the state.

Eighty Stations in Australia-Daniell

Approximately 80 radio stations are operating at present in Australia, Frederick Daniell, who is here representing Australian film and radio interests, stated yesterday. Daniell arrived here yesterday on the *Aquitania*. He is spending a few days in New York in the course of a worldwide survey of film production and distribution methods for his company, Dennison Estates, Ltd., which controls a number of Australian film companies, including Argosy Films, Ltd., and nine radio stations.

The radio field in Australia, Daniell said, is in some respects similar to the English system. A number of stations are government controlled and there is a receiver license. The greater number of stations, however, he added, are privately owned and of a commercial nature. The stations "down under" use American advertising, he said, and electrical transcriptions.

Daniell will be here for about a week after which he will go to the coast to continue his film survey. He will sail Sept. 1 from Vancouver on the *Aurania*.

WNBF Will Join New Broadcasting System

WNBF, Binghamton, N. Y., at present a CBS supplementary station, will become the seventh link in the chain of stations comprising the New York Broadcasting System, of which WINS is the key station, effective Sept. 7. WNBF, however, will not drop its CBS affiliation.

WNBF operates with a power of 250 watts by day, and 100 watts at night. The Howitt-Wood Broadcasting Corp. operates the station.

WCAU Football Key Station

PHILADELPHIA, Aug. 17.—WCAU will act as key station for all the University of Pennsylvania football games played here, feeding to WHP, Harrisburg; WCBA, Allentown; WKOK, Sunbury; WBRE, Wilkes-Barre; WGBI, Scranton, and WPG, Atlantic City. The traditional Thanksgiving Day game with Cornell will add four extra stations to the home game network, including WOR, Newark; WTIC, Hartford; WTAG, Worcester, and WJAR, Providence. Play-by-play descriptions are under Atlantic Refining Co. sponsorship.

Hour of News Set on WFIL

PHILADELPHIA, Aug. 17.—With the sale of two more new commercial contracts, WFIL's program schedule will call for a full hour of sponsored news broadcasts each day. Mrs. Morrison's Puddings, through the Clements Agency, has purchased the "Morning Extra," 8:45-9 A. M., and Cohen's Fur Shops have contracted for the five-minute "Five O'Clock Final" at 5 P. M. Both will start Sept. 14 for 52 weeks. Currently running accounts using news are Tidewater Associated Oil Co. using 30 minutes daily on a staggered schedule and the remaining 10 minutes sponsored by Adams Clothes.

Durbin, Stokowski on Air

Deanna Durbin and Leopold Stokowski will reenact scenes from "100 Men and a Girl" on "Hollywood Hotel" over CBS Aug. 27.

Fleischer Hits at Labor Board Vote

(Continued from page 1)

said, declined to participate in the election, holding that the only purpose of such an election is to select a bargaining agent for the employees and the C. A. D. U. has already been accepted by the company as a bargaining agent for certain of its employees. "Negotiations with the union have been carried on for the past few months," the company's statement said, "but an agreement has been impossible because of unreasonable demands."

Fleischer cited the union's insistence upon representing the studio's animators who, it was said, "feel that their problems are entirely different from all the other employees" and, therefore, want separate organization and representation. Substantiating this claim, Arthur Krim of Phillips & Nizer displayed a petition signed by 26 of the 30 Fleischer animators setting forth their position and declaring their refusal to vote in the election called by the regional labor board.

Allege Wagner Act Violation

The company's statement declared the holding of the election prior to a review of the N.L.R.B.'s decision by a court of law to be "improper" under the provisions of the Wagner Act.

"The election at this time had no possible purpose," the company said, "and was binding upon nobody. It did not reflect the desires of the employees. When and if a proper election becomes necessary, the company will participate and extend its fullest co-operation to protect the rights of every employee."

Spokesmen for the regional labor board declined to comment on the Fleischer statement. They said that the election results had been forwarded to Washington and that the next move would probably come from there. The board is understood to be considering an appeal to the U. S. Circuit Court of Appeals in an effort to test the enforceability of its order in the Fleischer strike.

"Dallas" Holdovers Gain in Key Cities

(Continued from page 1)

in Atlantic City, having moved over from the Apollo to the Strand after two weeks at the former house. At Providence, Loew's moved the film from the State to the Carlton for a second continuous week. Other moveovers include Loew's Stillman, Cleveland, from the State, and the Brown, Louisville from Loew's State.

Second week holdovers include Loew's State, Rochester; Colonial, Reading; Loew's State and Orpheum, Boston.

"Wind" Script Finished

HOLLYWOOD, Aug. 17.—Sidney Howard has finished the complete script for "Gone with the Wind" and he left Selznick International for New York over the weekend. No shooting date has been set yet for the picture.

55th St. Opens Friday

The 55th St. Playhouse will reopen on Friday, with "The Spanish Earth," filmed during the current Spanish conflict, as the first feature.

Joan Bennett Gets Plaque; Spectators Get an Eyeful

(Continued from page 1)

dresses, while they toyed with hors d'oeuvres and several hundred others watched, craning their necks from the RCA Bldg. and balancing on the hedge boxes on the street level above their heads.

An accordion player circulated among them while they sipped Scotch and sodas and bamboo cocktails, and they listened indulgently until the sun went behind the RCA Bldg. and the resultant shadows made them more comfortable. About that time, however, the Promenade's waiters, with as much delicacy as possible under the circumstances, began polishing plates and setting the tables for the cash

dinner customers, and in other ways known only to the insidious waiter craft, made them feel as unwelcome as possible.

The audience reaction was mixed—mostly with mint, seltzer and other good mixers. The fashion tip, if there was one, would seem to have been that black is the models' favorite, but the one in green was the peoples' choice. A sterling example of Radio City architecture.

Oh, yes—Monroe Greenthal hinted that models in general and Joan Bennett in particular, have heaps of clothes to display in a United Artists' release titled "Walter Wanger's Vogues of 1938."

Cincy Grosses Hold Up; Outlook Bright

CINCINNATI, Aug. 17.—Despite the fact that Cincinnati has felt the direct effects of local strikes, and indirectly has experienced adverse reaction from strikes staged in other situations, theatre business at the first runs has held up remarkably well during the summer, especially for the better product. Some film men predict a record volume after the new season gets under way.

Wages and salaries have in many instances been restored to, or are approaching pre-depression figures, unemployment is decreasing and farmers report bumper crops which they are marketing at higher prices than for many years.

Bank clearings, always a reliable barometer, totalled \$1,633,174,443 for the first six months of this year, as against \$1,346,534,641 during the corresponding period of last year. There were 22,328 more cars in the traffic interchange between railroads, 1,335 more building permits, and new automobile registrations were, roughly, 1,600 greater. Employment in 17 selected industries increased about 13 per cent.

Lesser Buys Three Songs

HOLLYWOOD, Aug. 17.—Sol Lesser has purchased three songs for the tentatively titled Smith Ballew western, "Boots and Saddles." They are: "Stars Over the Desert" and "On the Sunny Side of the Rockies," both by Ray Ingrahams and Harry Tobias, and "Roll Along, Ride 'Em Cowboy, Roll Along," by Lyle Womack and Lew Porter.

Assign Charles Dorian

HOLLYWOOD, Aug. 17.—Charles Dorian, recently promoted from assistant director to feature director, draws as his first M-G-M assignment the reins on "I'll Never Forget," from a story by Robert Tasker and John Bright which Lou Ostrow will produce.

Mitzi Green Gets Lead

HOLLYWOOD, Aug. 17.—Mitzi Green will have the feminine lead in RKO's "Fiddlesticks," musical comedy written by Frank Gabrielson, David Lefan and Milton Lazarus. Leigh Jason will direct and Pandro S. Berman will produce.

Milwaukee Employees 10% Over 1929 Peak

MILWAUKEE, Wis., Aug. 17.—Of benefit to local exhibition, employment in Milwaukee is now 10 per cent above its highest point in 1929, according to A. R. Peirce, manager of the Employers' Ass'n. of Milwaukee, which has completed a survey of representative manufacturing, service and utility companies operating in this area.

The association found that 78,030 persons were employed by the companies co-operating in the survey as against the 39,047 on their payrolls in 1932-1933, the low point of the depression.

Of the companies surveyed, 77 per cent have more employees now than they had 12 months ago and 46 per cent have more than they had in 1929. Nearly all the larger companies contacted have shown increases in employment, while many of the smaller firms are still below 1929 levels.

According to inquiries received by the credit bureau of the Milwaukee Ass'n. of Commerce, retail sales in Milwaukee during the first seven months of 1937 averaged 20 per cent above the same period last year.

To Resume "Vivacious"

HOLLYWOOD, Aug. 17.—RKO will resume shooting "Vivacious Lady," which was indefinitely suspended due to the illness of James Stewart, when Ginger Rogers returns from her Canadian vacation. Stewart in the meanwhile goes into the cast of M-G-M's "The Last Gangster."

Following this film, Miss Rogers will have a starring role in the film version of "Having Wonderful Time."

Pick Anna Sten's First

HOLLYWOOD, Aug. 17.—Anna Sten's first for Grand National will be "Love Me Again," an original story by Victor Schertzinger, who will also direct and produce. This replaces "Gorgeous" and other vehicles previously lined up for her.

"Follies" Cast Chosen

HOLLYWOOD, Aug. 17.—Columbia has cast Charles Starrett, Joan Perry, Jimmy Durante, Gertrude Niesen, Hal LeRoy, Charles Chase, Romer Vincent and Johnny Green for "Freshman Follies," formerly entitled "College Hero."

Al Hanson Resigns As Aid to Skouras

(Continued from page 1)

and their staffs is planned for next year, the time and place to be decided next May or June, contingent on how soon film buyers complete major deals for 1938-39.

Last year, Spyros Skouras held two meetings, one in Kansas City and the second in Los Angeles. Sales heads were invited to both. This year, one general get together was held at Colorado Springs where the National men interchanged ideas.

This meeting proved successful. It will be the type of convention in the future.

Aubrey Schenck, assistant to William T. Powers, film buyer for National, has been made home office contact in charge of bookings for legitimate shows and concerts.

All major film deals with the exception of United Artists, now in negotiation, have been completed. The last one was the two-year arrangement with Warners. A similar deal had been entered into with Columbia. Whether the U. A. contract will be for two years is a matter of negotiation.

Shift K. C. Film Picnic

KANSAS CITY, Aug. 17.—The annual picnic sponsored by the Variety Club and Film Row for employees of the industry has been re-dated from Sept. 13 to Aug. 30, and will be held at Fairyland Park. The golf tournament usually held in conjunction with the picnic will be held at a later date, according to Robert F. Withers, general chairman.

Booking Fight Picture

TORONTO, Aug. 17.—Following the success of the distribution of the pictures of the Louis-Braddock fight by Grand National Films, Ltd., H. J. Allen, general manager of the new film exchange, has been signing up exhibitors for the Louis-Farr fight film for bookings across Canada through the six branch offices of Grand National.

Wall Street

Fractional Board Activity

	High	Low	Close	Net Change
Columbia	307½	30½	30½	
Consolidated, pfd..	12½	12½	12½	
Eastman	197½	197½	197½	—½
Eastman, pfd..	159	159	159	+½
Gen. T. Equip....	26	25¾	25¾	+½
Loew's, Inc.	83¾	82¾	83¾	+¾
Loew's, pfd.	105¾	105¾	105¾	+¾
Paramount	24	22¾	24	+¾
Paramount 2 pfd..	21½	21¼	21¼	+¼
Pathe	9½	9¾	9½	—¼
RKO	8½	8½	8½	
20th Century-Fox..	38¾	37½	37¾	+½
20th Century, pfd.	46½	46¾	46¾	—¾
Warner Bros.	15½	15½	15½	+½

Curb Has Decline

	High	Low	Close	Net Change
Grand National ..	3¼	3½	3½	—¾
Sonotone	2	2	2	—¾
Technicolor	33¾	31¾	31¾	—2¾
Trans-Lux	4¼	4¾	4¾	—¾
Universal Corp. ...	4¾	4	4	—½

Bonds Have Light Rise

	High	Low	Close	Net Change
Loew's	100	100	100	+¼
Paramount Pict. ..	100	100	100	
6s '55	100½	100	100	
Paramount '47	93¾	92¾	93¾	+¾
Warner Bros. 6s ..	95	94¾	95	+¼
'39 wd	95	94¾	95	+¼

(Quotations at close of Aug. 17)

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MOTION PICTURE DAILY

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TEN CENTS

Rapid Cleanup Of Commission Now Expected

Naming of McNinch Seen For That Purpose

By BERTRAM F. LINZ

WASHINGTON, Aug. 18.—A quick cleanup of the difficulties and abuses that have plagued the Federal Communications Commission for months was seen by observers here today in the appointment as commissioner of T. A. M. Craven, former chief engineer, to take the place of Commissioner Irvin Stewart, resigned, and the transfer of Frank R. McNinch, chairman of the

Additional developments in
radio on pages 12-13

Federal Power Commission, to succeed the late Chairman Anning S. Prall of the F. C. C.

The two members were selected with an apparent purpose on the part of President Roosevelt to deal with a situation in the commission which long has been the target of Congressional

(Continued on page 12)

Ask Separate Talks With Director Units

HOLLYWOOD, Aug. 18.—Major producers today informed the Screen Directors Guild that they are willing to negotiate a working conditions contract with the directors and a separate one with assistant directors or unit managers but not with one group representing both.

The letter, which was written by Darryl Zanuck, Jack Warner and Edward J. Mannix, was sent to the guild committee of Howard Hawks, John Ford and Edward Sutherland and pointed out that directors are more or less in the category of employers and therefore not under the terms of the Wagner Act.

The unit manager or assistant direc-

(Continued on page 4)

Robb Says No More Expansion Planned

Robb & Rowley-United Theatres, Inc., the company formed recently in Texas following the purchase by United Artists Theatres Circuit, Inc., of a half interest in the Robb & Rowley circuit, does not plan any expansion moves, Harold Robb stated yesterday.

The Robb & Rowley interests also

(Continued on page 11)

Production Costs Going Up, Admissions Must, Says Zukor

By J. M. JERAULD

Production costs have gone up and admission prices must do the same, says Adolph Zukor.

The statement was not made as a dictum, but as an expression of an opinion tinged with a note of regret and an explanation during a two-hour discussion with trade press and daily paper writers at the Astor yesterday.

What started out as an interview developed into a mild argument when Terry Ramsaye suggested that these increased costs were getting films away from the 10-cent customers. Zukor's reply was both a defense and an explanation.

"Ten-cent customers won't go to see 10-cent entertainment," he asserted. "That day has passed. Don't think for one moment that we do not have to compete with these big radio hours. They have the finest talent they can buy—personalities, music, programs

prepared with infinite care. The public is educated up to these things. We must supply entertainment that will get people out of homes into theatres."

Ramsaye was in a mood to argue the point.

"But why not make pictures for sections of the public—finer pictures for those who can afford to pay for them, lesser types for those who can't."

"I'm no super-man," Zukor replied warmly. "I don't know what the public wants. All I can do is study trends in public taste in literature and in films as well as other branches of endeavor. All that I know is there is always a market for stories of adventure, of achievement, of romance. Anybody who sits back and tells me just what the public wants is beginning to go backwards instead of forward. If we hadn't gone forward,

(Continued on page 11)

New Theatre Costs Put at \$12,511,500

A total of approximately \$12,511,500 will be expended on 187 theatres under construction or planned for which cost estimates are available, in 38 states, according to a study by MOTION PICTURE HERALD, out today. In all, 284 new theatres are planned in the 38 states, the survey indicates.

The construction plans range from a high of 37 in Ohio and 29 in Illinois down to a single theatre in such states as Colorado, Delaware, Indiana, Maryland, Montana and Rhode Island. Costs range from \$25,000 for a theatre in Louisiana to \$2,420,000 for 19 of 29 new houses planned in Illinois, and \$2,240,000 for 28 of the 37 planned in Ohio.

"Zola" at Two-A-Day In 15 Spots at Once

Gradwell L. Sears, general sales manager for Warners, plans to open "The Life of Emile Zola" simultaneously in 15 key situations at two-a-day, he stated yesterday. Among the cities it will be shown day-and-date are Chicago, Los Angeles, San Francisco, Boston, Washington, Pittsburgh, St. Louis and Toronto.

The openings will follow the premiere of the picture at the Cass, Detroit, Aug. 26, Sears said. "The Life of Emile Zola" is now in its second week at the Hollywood on Broadway and next Tuesday opens at the Strand, Far Rockaway, and Laurel, Long Beach, L. I., on roadshow engagements.

Technicolor Seeks Producer Sharing

HOLLYWOOD, Aug. 18.—Clarification of the plan by which Technicolor proposes to increase its stock by the authorization of 500,000 new shares was issued today by Dr. Herbert Kalmus, president, who stated that it is the purpose of the company to invite all the important producers in the industry to participate, thus adding their names to the several producers who now hold blocks of the organization's securities.

The complete statement of Dr. Kalmus follows:

"The principal purpose of the proposed increase of authorized stock is to provide shares to cover options to

(Continued on page 4)

Pooling Deal Awaits Return of Si Fabian

Completion of the deal for the continued pooling of the Paramount, Strand and Fox in Brooklyn will await the return of Si Fabian from Albany on Monday. Fabian has already reached an agreement with Y. Frank Freeman for an extension of the Paramount deal for a year and now has to work out a similar arrangement with Joseph Bernhard of Warners for the Strand.

The current one-year pool expires Sept. 1. Preliminary discussions have been held between Bernhard and Fabian on the Strand and no hitch is expected to develop. The three-theatre working agreement is said to have proved very successful last year.

Pact on Para. Officer Suits Gets Approval

Griffis Reported as for \$2,150,000 Offer

A tentative agreement for the settlement for \$2,150,000 of two recovery actions brought by the reorganization trustees of Paramount in 1934 against officers, directors and associates of the company during the period 1927 to 1931 was reached during conferences between Stanton Griffis, chairman of the executive committee of Paramount, and Arthur A. Ballantine, of Root, Clark, Buckner & Ballantine, counsel to the Paramount trustee, in London last week, it was learned here yesterday.

The conditional settlement figure, which is \$150,000 more than the original proposal submitted to Paramount and the trustee, Charles D. Hilles, by attorneys for the defendants several weeks ago, is subject to further negotiation as to the manner of payment—whether in lump sums or spread over a period of years—and, in addition, must be approved by the U. S. District Court here which retained jurisdiction over the two actions at the time it approved the Paramount reorganization plan in 1935. It is estimated that another 30

(Continued on page 11)

End Trust Actions Against Electric

Anti-trust suits which were filed in 1934 by Ninth Ave. Amusement Co., Henry D. Behr, Sound Pictures Engineers, Macy Mfg. Corp., Audio Equipment Maintenance, Inc., Service on Sound Corp., Standard Sound Service and individual plaintiffs and which sought \$40,000,000 in damages from A. T. & T., Western Electric and Erpi, were settled yesterday, according to a joint statement from attorneys for the litigants.

The terms of the settlement were not disclosed but were described only

(Continued on page 11)

"Artists" \$42,000 In 2nd Para. Week

"Artist and Models" and a stage show at the Paramount garnered \$42,000 in the second week. The combination show will be held another fortnight. "You Can't Take It with You" ended a second week at the Rivoli with \$23,500. The first week

(Continued on page 11)

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Skouras Meet Ending

Skouras Theatres' managers, assistant managers and home office personnel today will wind up a three-day general meeting at the St. Moritz. Various problems pertaining to the theatres were discussed by the men with George Skouras conducting the two previous sessions.

District managers will meet at the home office tomorrow to discuss the highlights of the three-day conclave.

Wood Visiting in East

COLUMBUS, Aug. 18.—P. J. Wood, secretary of the Ohio I. T. O., is vacationing in Camden, N. J., where his son is associated with the RCA plant. He expects to visit New York, Washington and other eastern points before he returns.



Purely Personal

WALTER WANGER has cancelled plans for visiting Italy and instead will return to the coast in two weeks, HAL HORNE informs at the Tavern during yesterday's luncheon period. HORNE is with his assistant, HARRY KOSINER, and both will depart for Hollywood in about a month. J. FRED COOTES and BENNY DAVIS are seated in the bar sector, having come over from the Cotton Club where they are rehearsing the new show. Both are dressed in polo shirts and aver they have been putting the performers through a couple of stiff paces.

JACK GOETZ and ARTHUR GOTTLIEB are in their usual corner and promise to deliver a picture and affidavit proving that AL YOUNG caught that 575-pound tuna at Nova Scotia. J. J. MILSTEIN and SAM HACKER have business on hand and locate in the rear of the room. ALAN FRIEDMAN and DICK BRADY entertain a guest.

JACK PARTINGTON, IRVING LESSER and LOUIS ASTOR get together on a deal for Columbia product in F. & M.'s St. Louis theatres. MIKE CLOFINE and Ed REEK are seated at a wall table, while Ed THORGERSON and a number of the Movietone boys keep close to the bar. ALEC MOSS is all alone. CHARLES D. PAINE, likewise, behind him.

SAM LEVENE, who appears in "Room Service," chats with some of his friends before matinee time. HY DAAB talks over advertising with two of his men. BOB FABER says "hello" to some of the boys he hasn't seen in some time. JACK BARNSTYN has a guest on foreign sales come up.

HARRY GOLD, EMANUEL SILVERSTONE and GUMMO MARX are having a time of it with MARX and GOLD swapping jokes, the former getting the better of the latter in the scoring. DAVE EPSTEIN is visited by HORNE for a few minutes. BILL JAFFE and HERMAN ROSENBLATT, brother of SOL, come in late. Ditto for MONTE PROSER and HAL LE ROY. EDWIN MORRIS and one of his associates take a back table. JOE FELDER, CHARLES PENSER and SIDNEY KULICK discuss Monogram from a local angle.

JACK CONWAY, HAL ROSSEN and MARGARET BOOTH, director, cameraman and film cutter, respectively, are due from the M-G-M studios tomorrow. They will join the M-G-M contingent that is arriving today and sail on the *Berengaria* Saturday.

JAMES M. CAIN's story, "Career in C Major," which will be filmed by 20th Century-Fox, has been sold by the William Morris Agency to the *American Magazine* for early publication.

MAURICE CONN plans to leave for Hollywood next week. He said yesterday he will have an announcement to make in a few days regarding Ambassador Pictures, of which he is president.

NED SPARKS and WALTER WANGER are among the coast visitors stopping at the Waldorf-Astoria.

A. W. SMITH, JR., is still down Atlanta way working on a number of U. A. product deals.

JOE NOLAN, assistant secretary of RKO, is in town from Hollywood.

WILLIAM PHILLIPS, vice-president and treasurer of United Artists Theatres Circuit, Inc., yesterday returned on the *Bremen* from a two-month vacation. He said he didn't give business a thought on the trip and visited Scandinavia, Spitzbergen, Russia and Germany. Four days were spent in Russia and a week in Germany. PHILLIPS said he didn't get to see JOSEPH M. SCHENCK, who is in Carlsbad for his health.

CONSTANCE BENNETT, who sailed on the *Normandie* yesterday, will remain in Paris for a week. She is due back Sept. 15.

MAX COHEN, local Universal manager, has been kept away from his office the past few days because of a bad cold.

JOAN BENNETT plans to leave for the coast next week. She may not appear in a stock show at Dennis, Mass., after all.

MONTE PROSER yesterday sent out invitations for the reopening of the French Casino tomorrow night in French.

EDWARD M. SAUNDERS, M-G-M western division manager, left yesterday by plane for Denver and St. Louis.

HARRY ENGEL of F. & M. left yesterday for Cleveland and Toronto to renew booking deals in those cities.

BOB BENJAMIN has returned from a visit to Denver and Hollywood. He was gone several weeks.

WILLIAM C. GEHRING, 20th Century-Fox divisional sales head, will return from Detroit in a few days.

KEN O'BRIEN of the U. A. publicity department is home ill. He is expected back at his desk shortly.

ALFRED HITCHCOCK, British producer, is aboard the *Queen Mary* now on the high seas en route here.

HOWARD HARRIS, brother of RADIE, yesterday flew to the coast via American Airlines.

ROBERT TAYLOR will arrive on the Century this morning from the coast.

LOUIS NIZER plans to remain on the coast for at least three weeks.

JACK SCHLAIFER, western division sales head for U. A., is in Chicago.

WILLIAM SCULLY is in Boston for a few days. On M-G-M business.

HARRY BODKIN, Philadelphia U. A. manager, was in town yesterday.

RUTGERS NEILSON returns Monday from a Havana vacation.

ALBERT WARNER is due back from the coast within a week.

BING CROSBY has arrived from Hollywood for a short vacation.

GERTRUDE BERG is due from Hollywood today.

Oklahoma City Wage Pact Starts Sept. 1

OKLAHOMA CITY, Aug. 18.—The local agreement, revised in New York last week, for exchange union employees will become effective Sept. 1, according to George Snodgrass, president of the union, who has returned from the east with Paul Kearns, vice president.

Provisions in the tentative contract call for a closed shop, 40-hour week, time and a half for overtime, two-week vacations, sick leave and increases from 15 to 35 per cent in salaries ranging from \$17.50 to \$38. There are 76 men affiliated with the local union.

No contracts have been signed as the Oklahoma City pact will be included in the national uniform agreement which is to be drawn as soon as terms for all key centers are agreed upon by major distributor home office and I. A. T. S. E. representatives in New York.

Few Benefit in Omaha

OMAHA, Aug. 18.—Only a few members of the local exchange union will benefit by pay raises under the compromise agreement reached in New York between distributors and the I.A.T.S.E. on local demands. The salary scale granted was:

Head shipper, \$35; shipper, \$28; assistant shipper \$20; head poster clerk, \$23; poster clerk, \$20; head inspectress, \$20, and assistant inspectresses, \$17.50.

The agreement stated, however, that no one will be designated head shipper unless the branch employs at least three in this department. None of the Omaha exchanges does.

A 40-hour week was granted, too, but no agreement has been signed pending arbitration on the union's other demands.

Union Meeting Due Today

A meeting of representatives of the home offices and unions on an agreement for New York exchange employees may be called for today or tomorrow. A session, scheduled for Tuesday, was postponed due to the death of Fred J. Dempsey, I.A.T.S.E. executive, who was buried yesterday at Dorchester, Mass.

Office Union in Drive

Mimeographed circulars were distributed to Columbia home office employees by the Film Division, Local 16, of the United Office & Professional Workers of America, affiliated with the C.I.O.

Lefkowitz Returns To Post at Warners

Sam Lefkowitz, who recently resigned as office manager of the local Warner exchange to become general manager for Prudential Playhouses, is back in his former post after one week with the circuit. When Lefkowitz tendered his resignation at Warners, Ben Kalmenson, eastern district manager, had been out of town. Upon his return, Kalmenson succeeded in getting Lefkowitz to return to the Warner branch.

Delay "Firefly" Date

The opening of "Firefly" at the Astor announced for Aug. 31 has been changed to Sept. 1.

Variety Club

Cleveland

CLEVELAND, Aug. 18.—The Cleveland Variety Club, in the throes of moving, expects to inaugurate its new clubrooms in the Allerton Hotel with open house on Aug. 28. M. B. Horwitz, chief barker, is making preparations for a Hollywood premiere, with I. J. Schmertz, chairman of the house committee.

New Frisco Circuit In Strong Position

SAN FRANCISCO, Aug. 18.—With the pooling of Golden States Theatres and T. & D., Jr., Enterprises as United California Theatres, Inc., Bob McNeil, Mike Naify and E. H. Emmick now operate the largest independent circuit on the west coast. About 65 theatres are included in the new setup, which is second to Fox West Coast in California.

McNeil, during the past few weeks, is understood to have been experiencing difficulty in getting together with Paramount on a product deal for next season. Report had it that Paramount had been threatening to build 18 theatres in the Bay area. However, with the new combination now a potential factor in the local theatre field, United California is expected to conclude all product deals shortly. The Paramount theatre building report has been generally denied.

Hutchinson Sails on Australian Pooling

LOS ANGELES, Aug. 18.—Walter J. Hutchinson, foreign head for 20th Century-Fox, sailed today for Sydney on the *Mariposa* to discuss with directors of Greater Union Theatres a plan for continuing the five-year pooling deal with Hoyts.

The current agreement expires the end of the year. Hoyts has already submitted a proposal for extending the contract for a number of years, but a decision will not be reached until Hutchinson arrives in Australia.

Charles Munro, managing director for Hoyts, and Stanley S. Crick, managing director for 20th Century-Fox in Australia, returned to Sydney last month after conferring with Sidney R. Kent and Hutchinson in New York.

James McIntyre Passes

NOYACK, L. I., Aug. 18.—James McIntyre, of the film and vaudeville blackface comedy team, died here today at his home. He was 80 years old. He had been associated with Thomas K. Heath, his partner, for over 50 years.

Eddy's Grandmother Dead

PAWTUCKET, R. I., Aug. 18.—Mrs. Martha Gardiner Eddy, 84, grandmother of Nelson Eddy, died here today following a lingering illness. Eddy will be unable to attend the funeral which will be held here on Friday.

"Dallas" Grosses Up

The average Monday gross of "Stella Dallas" in 21 key cities was 130 per cent of the opening day, according to United Artists. The Tuesday average was 147 per cent, it was claimed.

Looking 'Em Over

"The Man Who Cried Wolf"

(Universal)

The novel treatment given the grim drama in this film should be found satisfying by the general run of audiences. It has cleverly handled sequences that tend to make the deadly purpose of the chief character seem less serious.

Lewis Stone, as an Australian stage player, confronts the police immediately after a series of murders, taking the blame for each tragedy. They knock down his statements and he reaps the publicity. Tom Brown enters the cast of Stone's play and shortly after his step-father is murdered. Stone is actually Brown's father but the youth is unaware of this relation. The murder evidence points to Brown and he is convicted. Stone does his act before the police again in an effort to save the boy but is sent to the psychopathic ward. He escapes, finds the murder gun and confesses the crime. The ending is one of those sentimental affairs with Stone facing the electric chair and Brown going on to a happy life with Barbara Read.

Stone delivers his customary finished performance. Miss Read and Brown are satisfactory as the young lovers. Forrester Harvey, Robert Gleckler, Billy Wayne, Jameson Thomas and Marjorie Main round out the supporting cast. Lewis R. Foster directed.

Running time, 66 minutes. "G."

"Roaring Timber"

(Columbia)

The usual type of action film with which the general run of audiences associate the name of Jack Holt in the leading role, this picture should be found satisfactory for the action fans, with its chief suitability the second half of dual programs.

There are some excellent shots of the activity of the men who handle the big timber, as well as a punch-laden forest fire sequence, the usual devilry by the villains of the piece, a touch of expected romance and the triumph of right, strength and love for a happy conclusion.

Supporting Holt are Grace Bradley, Ruth Donnelly, Raymond Hatton and Willard Robertson, the menace, in particular. The screenplay by Paul Franklin and Robert James Cosgriff has Holt taking over a tremendous task as foreman on a timbering contract calling for a large amount of timber in a short time. When the owner is killed, Miss Bradley, his daughter, takes charge, and the unscrupulous efforts of two men are designed to force Holt out and the girl to sell the business. But Holt beats them out, and misunderstandings with the girl are cleared finally. Phil Rosen directed.

Running time, 65 minutes. "G."

"Blazing Sixes"

(Warners)

A well turned western. It has the vital elements of this sort of production and they are handled in a style that makes the film satisfying from start to finish.

Dick Foran, who sings well, is a government agent tracking a gang of road bandits, who are illegally converting gold ore. He works himself in with the crooked outfit and gets a lead on their activities. As he is about to make his kill he is arrested. His pal, Glen Strange, sets him loose and with a fast-riding posse they catch up with the outlaws and annihilate them in one of the best gun battles seen in a long while. A romantic angle in the film is introduced by Helen Valkis. John Merton effectively plays the heavy.

Noel Smith directed. The screenplay is by John T. Neville. Ted McCord photographed.

Running time, 57 minutes. "G."

"Vogues of 1938," this morning's opener at the Radio City Music Hall, was previewed by wire from the coast on Aug. 5.

"Topper," another picture opening this morning, but at the Capitol, was reviewed from Hollywood on July 9 by wire.

"Confessions," previewed from Hollywood by wire on July 17, is now current at the Strand.

"Artists and Models" at the Paramount and "You Can't Have Everything" at the Rivoli are holdovers.

"Gangway," which will be previewed at the Roxy tonight, was reviewed on Aug. 16.

Alfred Stern Joins G. N.

HOLLYWOOD, Aug. 18.—Alfred Stern, former production supervisor for Universal, has joined Grand National as an associate producer.

Webber Hall in N. O.

NEW ORLEANS, Aug. 18.—Webber Hall, Movietone cameraman, is in town shooting scenes for a "Magic Carpet" travelogue.

Short Subjects

"The Song of Ceylon"

(Denning Films, Ltd.)

This is to be considered a lengthy short subject rather than a feature, since it runs just over a half-hour. It is said to have been a prize winner at the Brussels film exhibition in 1935, and possesses a certain quality of symbolism as well as a few examples of striking pictorial effect.

Divided into four sections, with organ music accompanying a large part of the subject, the film is virtually a pictorial description of Ceylon, indicating its religion, the activity of its inhabitants at work and play and something of the ceremonial dances of the natives of the interior. Actually a travel subject, it is generally interesting. John Grierson produced.

Running time, 36 mins. "G."

Theatre Changes Are Foreseen in Memphis

MEMPHIS, Aug. 18.—Outside theatre interests are taking a marked interest in property here, with prospects bright for a number of shifts within the next year.

Tony Sudekum of Nashville, operating one of the south's largest independent circuits, has been dickering for the Warner here, but the deal is still remote. Sudekum has holdings in virtually every other major Tennessee city.

Mose Lebovitz, Chattanooga theatre owner, has made an offer of \$12,500 for the Ace, neighborhood house in the suburbs here, and acceptance awaits only the approval of Chancery Court. The Ace is one of the assets of the Lee Lumber Co., which is involved in litigation proceedings at the moment. John B. Coon, receiver for the company, has asked court permission to accept the Chattanooga showman's offer.

The Orpheum here, now in the hands of local bondholders, is expected to be taken over by one of several outside companies negotiating for a lease on this property with the bondholders. At one time it appeared that Jones, Linick and Schafer of Chicago would lease the house, but the deal fell through after several weeks of negotiation.

Shift "Zenda" Showing

HOLLYWOOD, Aug. 18.—Selznick International will hold its press preview of "The Prisoner of Zenda" Friday night at the Chinese here. A tieup for a coast-to-coast radio broadcast of the event is being planned. Originally scheduled for Saturday night, the preview was shifted to Friday because of protests by newspapermen.

Stoll Joins Selznick

HOLLYWOOD, Aug. 18.—John Stoll, San Francisco etcher and painter, has been added to Selznick International's special effects department.

Jessel Warner Producer

HOLLYWOOD, Aug. 18.—George Jessel, who has been associated with Mervyn LeRoy for the past few months, has been named an associate producer by Jack L. Warner. He is preparing a story based on the life of Haym Salomon, financier of the Revolutionary era. Paul Muni may be cast for the leading role.

"Artists" at \$28,400 High L.A. Grosser

LOS ANGELES, Aug. 18.—"Artists and Models" was the outstanding grosser of the week here, doing \$28,400 at the Paramount with a stage show, against an average of \$18,000, up \$10,400.

"Topper" dualled with "Between Two Women" at the Chinese, took a good \$16,121, where the average is \$12,500. The same combination at Loew's State grossed \$17,548, over the \$14,000 average by \$3,548. "Firefly" at the 4-Star hit \$10,500, bettering the \$8,000 average by \$2,500.

Total first run business was \$110,819. Average is \$112,700.

Estimated takings for the week ending Aug. 18:

"HIGH, WIDE AND HANDSOME" (Para.)

CARTHAY CIRCLE—(1,518), 50c-\$1.50, 4 days. Gross: \$10,750. (Average, \$17,000)

"TOPPER" (M-G-M)

"BETWEEN TWO WOMEN" (M-G-M) CHINESE—(2,500), 30c-55c, 7 days. Gross: \$16,121. (Average, \$12,500)

"FIREFLY" (M-G-M)

4 STAR—(900), 50c-\$1.50, 7 days, 2nd wk. Gross: \$10,500. (Average, \$8,000)

"JANOSIK" (French M.P. Corp.)

GRAND INTERNATIONAL—(750), 35c-40c, 7 days. Gross: \$1,700. (Average, \$1,200)

"THE TOAST OF NEW YORK" (RKO)

"THE BIG SHOT" (RKO) HILLSTREET—(2,700), 30c-65c, 7 days, 2nd week. Gross: \$6,200. (Average, \$8,000)

"TOPPER" (M-G-M)

"BETWEEN TWO WOMEN" (M-G-M) LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$17,548. (Average, \$14,000)

"TOAST OF NEW YORK" (RKO)

"THE BIG SHOT" (RKO) PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. Gross: \$6,300. (Average, \$8,000)

"ARTISTS AND MODELS" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: Fuzzy Knight, Sammy Lewis, Patti Moore, F. & M. revue, Rube Wolf and orchestra. Gross: \$28,400. (Average, \$18,000)

"MR. DODD TAKES THE AIR" (F.N.)

"WHITE BONDAGE" (W.B.) WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. Gross: \$7,200. (Average, \$14,000)

"MR. DODD TAKES THE AIR" (F.N.)

"WHITE BONDAGE" (W.B.) WARNER BROS. DOWNTOWN — (3,400), 30c-65c, 7 days. Gross: \$6,100. (Average, \$12,000)

Form 2 Theatre Firms

HARRISBURG, Pa., Aug. 18.—Charters have been granted here to the Dewey Theatre, Inc., Philadelphia, incorporated by Edna F. Schwartz, Anna G. Hackett and Emily G. Koppehuber, and to Rajah Theatre Co., Inc., Philadelphia, incorporated by Cormack G. Keeney, Jay Emanuel and Harry Cohen.

Blank Plans Two Houses

OMAHA, Aug. 18.—A. H. Blank is negotiating for two or three suburban sites in Omaha, according to District Manager Evert R. Cummings. Blank also continues to consider building a first run neighborhood house and is still holding several sites under option.

Lincoln Fight Still On

LINCOLN, Aug. 18.—The newspaper-theatre war is still very much in evidence here, with the latest development an eight-day throwaway called "Movie News" which is being distributed by the theatres for a majority of their publicity.

"Artists" on Dual Is Tops in Omaha

OMAHA, Aug. 18.—With "Artists and Models" dualled with "When Thief Meets Thief" the Omaha was the high scorer of the week here, taking, in 10 days, \$13,500, against a seven-day average of \$5,500.

At the Orpheum, "Exclusive" and "Midnight Madonna" on another dual, grossed \$8,100, to top par by \$900. The Brandeis, dropping its dual policy to single feature "The Toast of New York," did well, bettering average by \$500 to take \$4,500.

Total first run business was \$26,100. Average is \$16,700.

Estimated takings:

For Week Ending Aug. 11:

"THE TOAST OF NEW YORK" (RKO)

BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,500. (Average, \$4,000)

"ARTISTS AND MODELS" (Para.)

"WHEN THIEF MEETS THIEF" (U. A.)

OMAHA—(2,200), 25c-40c, 10 days. Gross: \$13,500. (Average, \$5,500)

Week Ending Aug. 12:

"EXCLUSIVE" (Para.)

"MIDNIGHT MADONNA" (Para.)

ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$8,100. (Average, \$7,200)

"Topper" Sole Draw In Oklahoma Slump

OKLAHOMA CITY, Aug. 18.—"Topper" was the only first run attraction to make a dent in the general slump here last week. It pulled \$6,700, up by \$1,700, at the Criterion.

"Hills of Old Wyoming," "Exclusive" and "Think Fast, Mr. Moto" found the going rough.

Total first run business was \$15,300. Average is \$14,500.

Estimated takings for the week ending Aug. 14:

"TOPPER" (M-G-M)

CRITERION—(1,700), 10c-25c-40c, 7 days. Gross: \$6,700. (Average, \$5,000)

"HILLS OF OLD WYOMING" (Para.)

"AS GOOD AS MARRIED" (Univ.)

LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$2,300. (Average, 7 days, \$2,500)

"LARCENY ON THE AIR" (Rep.)

"CALIFORNIA STRAIGHT AHEAD" (Univ.)

LIBERTY—(1,500), 10c-20c-25c, 3 days. Gross: \$600. (Average, 7 days, \$2,500)

"EXCLUSIVE" (Para.)

MIDWEST—(1,500), 10c-35c-55c, 6 days. Gross: \$2,900. (Average, \$4,000)

"THINK FAST, MR. MOTO" (20th-Fox)

TOWER—(1,100), 10c-25c-35c, 7 days. Gross: \$2,800. (Average, \$3,000)

Ask Separate Talks With Director Units

(Continued from page 1)

tor, they said, governs the physical and financial side of operation and represents the management; therefore their position is amenable to the Wagner Act. Negotiations which directly or indirectly places these two groups in the same position is illogical and would be destructive of the character of the relation that should exist between the two groups. It can only be defended on the basis that it gives directors the advantage of supplying them with greater numerical strength in such negotiation.

The letter ended by saying that producers recognize the right of groups to negotiate with employers and are ready to begin such separate negotiations at once. Columbia, First National, M-G-M, Paramount, RKO, Fox, Goldwyn, Selznick, Universal, Wanger and Warners' representatives unanimously concurred in the decision.

Technicolor Seeks Producer Sharing

(Continued from page 1)

producers in connection with contracts for producing groups of feature pictures. The basic idea is to invite all important producers in the industry to participate in the plan which is already in existence between Technicolor and several of the important producers.

"If, in addition to those producers who have already done so, all the larger American producers participated in the plan as contemplated, there would be issued to them options on approximately 225,000 shares of the proposed new authorization of 500,000 shares. If later these options were all exercised and all the corresponding stock issued, the stockholders of Technicolor would be in such a position that the issued stock of their company would have been increased by approximately 25 per cent from its present issued number of shares, for which their company would have received in its treasury some \$5,000,000 of new cash and with every prospect that the business of their company would be doubled, if not trebled, beginning some time in 1938.

"And, moreover, what seems particularly not to be understood: after there has been used for the present proposed options plan approximately 225,000 shares of the proposed increased authorization of 500,000 shares, there would remain in the treasury 275,000 shares for the further purposes of the company, concerning which there are no immediate plans."

Advertising Booming Reaches Nashville

NASHVILLE, Aug. 18.—When theatre patrons in Little Rock organized a booping campaign against commercial advertising on the screen they started something.

Last week, a local theatre had a radio loudspeaker on the stage and blared forth the virtues of a commercial product. This was a prelude to the trailer on coming attractions.

The voice behind the radio droned on while the audience gave forth a brand of catcalls and booping that drowned out the announcement.

If the local incident is any criterion, the campaign started by the Society for Booping of Commercial Advertisements in M. P. Theatres of Little Rock is getting places.

Building New N. O. Spot

NEW ORLEANS, Aug. 18.—Elias & Scharff are building a new 1,100-seat theatre here. It will cost approximately \$30,000. The house will be booked by Affiliated from New Orleans.

Rapf & Rudin Drop House

Rapf & Rudin will drop the DeLuxe on 125th St. The circuit recently merged with Harry Harris Theatrical Enterprises, which has the Sunset in the same zone as the DeLuxe.

Rebuild in New Orleans

NEW ORLEANS, Aug. 18.—The Capitol here, one of the United Chain units, recently destroyed by fire, will be rebuilt.

"Gave Him" on Dual Top in 2 Boston Spots

BOSTON, Aug. 18.—"They Gave Him a Gun," with "Thunder in the City," grossed \$4,600 above average at the Loew's Orpheum this week with a take of \$16,600. The same program also did well at the Loew's State with a gross of \$13,000. Average is \$11,000.

"Wee Willie Winkie," second run, co-featured with "Dance, Charlie, Dance," drew \$9,600 at the Paramount, above average by \$2,600. The same program at the Fenway grossed \$6,000, up by \$1,500.

"You Can't Have Everything" and the Rio Brothers and Sandar Glanz and Bellak's Ping Pong Exhibition on the stage drew \$1,000 under average with a gross of \$21,000 at the Metropolitan.

Total first run business was \$84,400. Average is \$79,500.

Estimated takings for the week ending Aug. 12:

"WEE WILLIE WINKIE" (20th-Fox)

"DANCE CHARLIE, DANCE" (W. B.)

FENWAY—(1,382), 30c-50c, 7 days. Gross: \$6,000. (Average, \$4,500)

"TOAST OF NEW YORK" (RKO)

"LOVE IN A BUNGALOW" (Univ.)

RKO MEMORIAL—(2,907), 25c-55c-65c, 7 days, 2nd week. Gross: \$11,000. (Average, \$11,000)

"THEY GAVE HIM A GUN" (M-G-M)

"THUNDER IN THE CITY" (Col.)

LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. Gross: \$16,600. (Average, \$12,000)

"THEY GAVE HIM A GUN" (M-G-M)

"THUNDER IN THE CITY" (Col.)

LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. Gross: \$13,000. (Average, \$11,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Rio Brothers, Glanz and Bellak Ping Pong Exhibition. Gross: \$21,000. (Average, \$22,000)

"WEE WILLIE WINKIE" (20th-Fox)

"DANCE CHARLIE, DANCE" (W. B.)

PARAMOUNT—(1,793), 30c-50c, 7 days. Gross: \$9,600. (Average, \$7,000)

"REPORTED MISSING" (Univ.)

"ARMORED CAR" (RKO)

RKO BOSTON—(3,246), 35c-50c-65c, 7 days. Gross: \$7,200. (Average, \$11,000)

Wall Street

Para. Gains 6 Pts; "U" Drops 5 1/2

	High	Low	Close	Net Change
Consolidated	3 3/4	3 1/4	3 1/4	— 1/2
Eastman	195 1/2	195 1/2	195 1/2	— 2
Eastman, pfd.	160	160	160	+ 1
Gen. T. Equip.	26 1/4	25 1/2	25 1/2	— 1/2
Loew's, Inc.	84 1/4	83	83	— 3/4
Paramount	24 1/4	23 3/4	23 3/4	— 1/2
Paramount 1 pfd.	168 1/4	168 1/4	168 1/4	+ 6
Paramount 2 pfd.	21 1/4	21 1/4	21 1/4	
Pathe	9 1/4	9 1/4	9 1/4	
RKO	8 1/4	8 1/4	8 1/4	— 1/4
20th Century-Fox	37 1/4	36 3/4	36 3/4	— 1
Universal, pfd.	55	55	55	— 5 1/2
Warner Bros.	15 1/2	15 1/4	15 1/4	— 1/4

Little Curb Activity

	High	Low	Close	Net Change
Grand National	3 1/4	3 1/4	3 1/4	
Sonotone	2	2	2	
Technicolor	31 1/4	30 1/4	30 1/4	— 1/2
Trans-Lux	4 1/4	4 1/4	4 1/4	+ 1/2
Universal Corp.	4	4	4	

Bonds Have General Decline

	High	Low	Close	Net Change
Keith B. F. 6s '46	99	99	99	— 1
Paramount B'way	67 1/4	67 1/4	67 1/4	+ 1/2
3s '55	93 1/2	93 1/2	93 1/2	— 1/4
Paramount '47	111	110	110	— 1/2
RKO 6s '41 pp.	111	110	110	— 1/2
Warner Bros. 6s	95	95	95	
'39 wd	95	95	95	

(Quotations at close of Aug. 18)

your two sensational star discoveries of 1937
in the miracle musical of this or any year!



Thin Ice



ONLY 20th COULD GIV

with Sonja and Tyron



Your "One in a
Million" girl meets
the boy in a million . . .
amidst the snow-clad splen-
dors of the cloud-swept Alps
and of glistening ice car-
nivals merry with gaiety and
melody that ring hap-
pily to the stars!



Darryl F. Zanuck
in Charge of Production



YOU SUCH A SPECTACULAR SHOW
thrilling as you knew they'd be together!

Sonja Tyrone
HENIE · POWER

in

Thin Ice

with

ARTHUR RAYMOND JOAN
TREACHER · WALBURN · DAVIS

SIG RUMANN · ALAN HALE · LEAH RAY · MELVILLE
COOPER · MAURICE CASS · GEORGE GIVOT

Directed by Sidney Lanfield
who directed "One In A Million," "Sing, Baby, Sing,"
"Wake Up and Live"

Associate Producer Raymond Griffith

Screen play by Boris Ingster and Milton Sperling. From the play
"Der Komet" by Attila Orbok. Dances staged by Harry Losee.

Songs that make it

as delightful
to listen to
as it's lovely
to look at:

*By Lew Pollack and
Sidney D. Mitchell:*
"MY SECRET LOVE
AFFAIR" "OVERNIGHT"
"MY SWISS HILLY BILLY"
*And another by Mack
Gordon & Harry Revel:*
"I'M OLGA FROM THE
VOLGA"

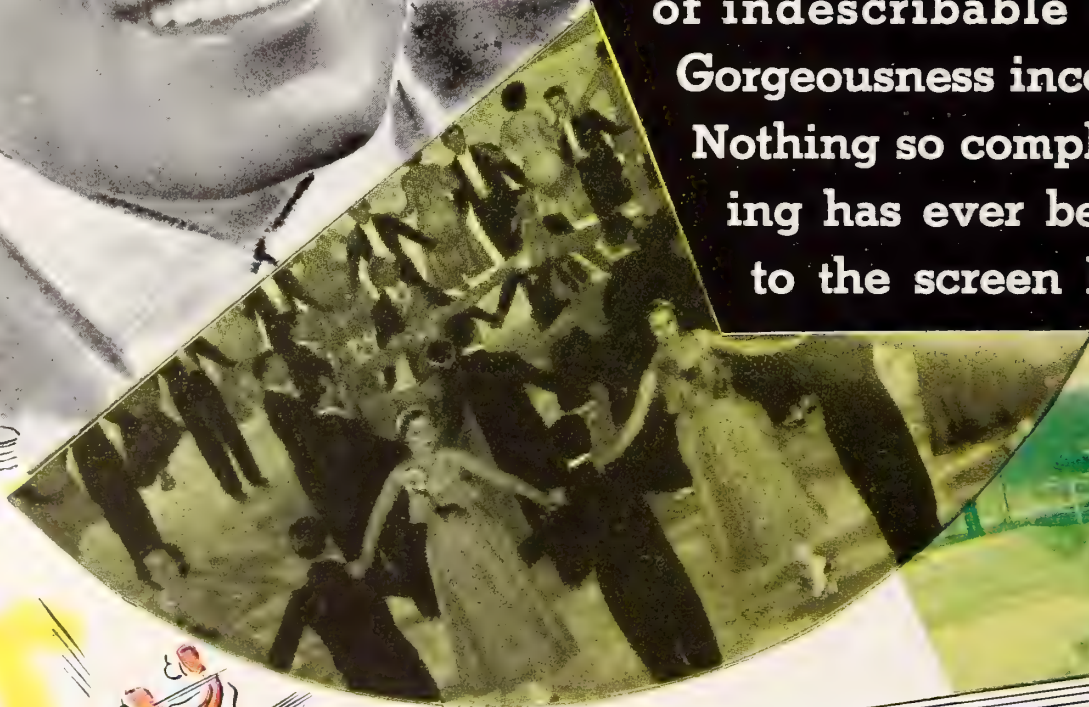


MAGNIFICENCE GLISTENING WITH

DAZZLING



Three spectacular ice-ensembles—each more breath-taking than the last—glorify this delightful, musical romance...with whirl-ing, swirling hundreds glid-ing and skimming in scenes of indescribable grandeur. Gorgeousness incomparable! Nothing so completely thrill-ing has ever been brought to the screen before!



UNDREAMED-OF BEAUTY!



More radiantly ex-
citing than ever . . .
and when she skates
and skis . . . you'll
see new marvels of
grace such as even
incomparable Sonja
never before re-
vealed!

Thin Ice



20th SHOWMANSHIP *Again*

Teaming two of today's most important
marquee names...

Giving them a love story that, in itself,
guarantees smash boxoffice...

Spectacularly showering the screen with
scene after scene of electrifying mag-
nificence and matchless beauty...

Enriching them with songs by tune-
smiths who write nothing but hits...

Brightening the grand supporting
cast with ace comedy performers...

Eclipsing completely everything
that made "One In A Million"
such glorious entertainment!

Need we say what that means
to your theatre!

Sonja
HENIE

Tyrone
POWER

in

"Thin Ice"



THE KEYSTONE OF YOUR FUTURE

Pact on Para. Officer Suits Gets Approval

(Continued from page 1)

to 40 days will be required to complete details and file a petition with the court to authorize the settlement.

Trial of the first of the two suits is scheduled for Sept. 27 before Supreme Court Justice Isidor Wasservogel here, and present indications are that a postponement will be asked in order to complete the settlement details.

Ballantine, questioned on his arrival here yesterday on the *Bremen*, said that no settlement has been approved yet but readily admitted that he had discussed the proposed terms with Griffiths in London and stated that "in cases of this kind there is always the possibility that an agreement will be reached eventually."

Hilles is away from the city for the month of August, and could not be reached for comment.

Amounts Listed

The approximate amounts to be paid by the principal defendants, if the present conditional settlement is ultimately approved, are understood to be as follows: Kuhn, Loeb & Co., former Paramount bankers, \$650,000 on behalf of six to eight defendants, including the estate of Otto H. Kahn, former head of the banking company; Sidney R. Kent, \$250,000; Sam Katz, \$200,000; Adolph Zukor, \$550,000; Jules E. Brulatour, \$100,000; Frank C. Bailey, \$100,000; the estate of Emil Shauer, \$50,000; all others, \$250,000.

There are 22 defendants named in the two actions, one of which seeks recovery for alleged losses incurred by the company in the redemption at guaranteed prices of its stock which was issued for the acquisition of theatres and other property during the company's expansion period, ending in 1931. The recovery sought is for the difference between the redemption price and the market price of the stock at the time it was redeemed. The second suit seeks recovery of sums allegedly paid to former Paramount officers "in excess of reasonable compensation," and the recovery from financial associates of "actual or potential profits" from participations in an employees' stock purchase plan.

A settlement of the suits would avoid litigation which would be both costly and prolonged.

Bank Night Goes on In St. Louis County

ST. LOUIS, Aug. 18.—The lid is still on Bank Night within the city limits as a result of the activity of Circuit Attorney Franklin Miller, but in the rest of St. Louis County and eastern Missouri it is flourishing in spite of the fact that a court decision is pending.

One case that reached the Supreme Court was referred back to a Circuit Court.

Across the river in the downstate section of Illinois, including East St. Louis, there has been no interference with Bank Night in spite of the ruling of the Illinois Supreme Court that the drawings are lotteries.

Production Costs Going Up, Admissions Must, Says Zukor

(Continued from page 1)

pictures would be only a memory right now."

Zukor expressed the opinion that the industry was passing through one of those periods when costs rise sharply—with a shock. The introduction of features was the first of these, he said. Sound brought in another, and now labor costs have introduced another new factor.

"We can still make small, inexpensive pictures," he continued, "but our experience shows that they do us no good and they do exhibitors no good. The public wants personalities. They're expensive. It wants big productions, made with the utmost care and skill, each an advance over its predecessor. These are factors that cannot be controlled. We can't go backward; we must go forward."

Justifies Cost Increase

"But," argued Ramsaye, "pictures are the only things advancing in cost all the time. Automobile prices go down."

"Ford makes one model a year," retorted Zukor. "We make 50, and we can't repeat on any of them. I don't blame exhibitors for arguing about the prices of pictures. It's a buyer's privilege; it's good business, but it's bad business not to recognize that if he is going to get the kind of superior product that will turn in profits he must pay more for it. The makers' and the sellers' problems are the same in this instance."

"The ingredients of films remain the same; the treatment becomes more elaborate. When I insisted upon making 'The Texas Ranger' it was just another western, I was told. The producer and the director were not particularly enthusiastic, but they gave it the best they had—cast and production treatment. It was something more than a western when it came out. It was a high class modern film and it went over the way a high class, modern film should. The attitude of

the studio organization was entirely different when we came to make plans for 'The Plainsman.' I cite these merely as examples of why we have to go forward to new effort and new costs. People demand it."

Zukor delved into the storehouse of his memory for more illustrations of his contention that there must be continual change. He produced them and at the same time he explained the origin of protection, or clearance, as it is now called.

"I had a theatre on 14th St. that was the Music Hall of its day," he reminisced. "We used to have four-reel programs changed daily. Our film cost us \$30 a day—\$210 per week, and we used to gross between \$600 and \$700 during the good weeks. I paid these prices—higher than my competitors—so that I could have the film exclusively on the day we played it. The subsequent runs began the next day."

Traces Feature Development

"The turning of the tide in favor of longer pictures came with a three-reel Pathe subject. Then came 'The Great Train Robbery' in four reels—that was about 1907, if I remember correctly. We ran it two years at Coney Island. When one print wore out we bought another by mail. That was before exchanges. Then came 'The New York Hat' with a little girl named Gladys Smith. I saw that longer pictures were in and that personalities were in. I took a walk around to Miss Smith's house on West 17th St. one night before her mother changed her name to Mary Pickford."

"Pictures and personalities have become costlier since. They are continuing to do so, usually on a progressive scale. This year is an exception. It's a leap. We can't help it. We must keep abreast of the times. If we don't progress, we will be supplanted eventually by some other form of entertainment."

"Artists" \$42,000 In 2nd Para. Week

(Continued from page 1)

of "The Life of Emile Zola" at two-a-day at the Hollywood took in approximately \$25,000. "Mr. Dodd Takes the Air" at the Strand tallied about \$9,000. "Between Two Women" at the Rialto got \$6,200. The Criterion with "Blonde Trouble" did slightly less than \$5,000.

Dietrich Ohio Censor

COLUMBUS, Aug. 18.—E. N. Dietrich, assistant state director of education, has been appointed state director by Gov. Martin L. Davey. He succeeds E. L. Bowsher, who has resigned to accept the superintendency of the Toledo public schools. In Ohio the state director of education is also head of the state censor board.

"Screen Test" to Open

"Hollywood Screen Test," Universal's special in the short feature division, will have its New York premiere at the Roxy today. Charles E. Ford produced and S. Sylvan Simon directed.

Robb Says No More Expansion Planned

(Continued from page 1)

operate in Arkansas and several small theatres have been added in that state, Robb said, but no new acquisition deals are under way. The U. A. circuit is not interested in these houses.

Accompanied by his partner, Ed Rowley, the Texas and Arkansas theatre men expect to remain here until the middle of next week on product negotiations.

Renew Exchange Leases

SEATTLE, Aug. 18.—Warners, United Artists and Universal exchanges here have just renewed leases on their present quarters for an additional 10-year period, and the three exchanges will soon undergo a \$25,000 remodeling.

"Murder" at Dallas Fair

"Murder in the Red Barn" has been booked into the Midway at the Pan American Exposition in Dallas. Olympic Pictures is handling the distribution.

End Trust Actions Against Electrics

(Continued from page 1)

as "mutually acceptable to all concerned."

The plaintiffs charged in their action that exhibitors were compelled by Erpi contract provisions to use only the sound equipment of that company and, failing to do so, would be unable to obtain pictures from Erpi's producer licensees. They contended that as distributors of competing sound equipment they had been damaged by the resultant situation.

It was pointed out that early this year the Federal District Court at Wilmington, Del., passed upon similar charges in the trial of an action brought against A. T. & T., Western Electric and Erpi by General Talking Pictures Corp. and Duovac Radio Corp. and held that the contractual provisions were proper during the early years of sound while experimentation and developments were under way, and that, after sound had become commercially established, the restrictive provisions were either abandoned or substantially modified.

The plaintiffs in the action settled yesterday, according to the joint statement, "candidly recognized the force and effect of the Delaware court's decision, and have concluded that efforts to press their claims through trials, which of necessity would be protracted and very expensive, would not be warranted."

The individual plaintiffs, in addition to those named, were S. Theodore Hodgman, Bernard R. Gogel, Thomas F. James and John T. James. Ralph Vatner and David G. Berger, attorneys for the plaintiffs, and G. F. Hurd, attorney for the defendants, made the joint statement on the settlement.

Delay Inquiry Into Brooklyn Clearance

A temporary respite in the informal investigation being conducted into the Brooklyn and Long Island clearance situation by Assistant U. S. District Attorney Leo Hickey on the reported complaint by Century Circuit is understood to have been declared.

Hickey left town yesterday and is not due back at his Brooklyn headquarters until tomorrow. Roy H. Haines, eastern and Canadian sales head for Warners, and Henry Randel of Paramount, who appeared before Hickey last week for questioning, were scheduled to be called again this week. According to Hickey's office, neither man was called again, and from other sources it was learned that they will not appear in the Brooklyn Federal Building Friday, unless there is a last minute change in present plans.

"Saratoga" in 4th Week

PORTLAND, Aug. 18.—After a heavy three weeks run of "Saratoga" at the United Artists with an estimated combined take of \$24,000 for the period, the film was moved to the "Mayfair" for a fourth and succeeding week.

Musicians Hold Picnic

NEW ORLEANS, Aug. 18.—Almost 400 musicians, their families and friends helped the American Federation of Musicians' Recreation home celebrate its fifth anniversary with a picnic in Mandeville.

Rapid Cleanup Of Commission Now Expected

(Continued from page 1)

attack, this view being strengthened by the fact that McNinch was given a leave of absence from his position on the Power Commission to take the FCC job, which he probably will not keep for more than a year, although his term has five years to run.

Conditions in the commission reached a crisis this week with an attack by Commissioner George S. Payne on the Crosley Broadcasting Station WLW, which gave proponents of a Congressional investigation the best support they have yet secured. That Payne and Powel Crosley, Jr., carried on their controversy through the newspapers is said to have created bitter feeling in the commission.

See Illumination of Abuses

President Roosevelt's quick action in filling the two vacancies on the commission is seen as an effort to forestall the threatened investigation. It was indicated that the commission will immediately set to work in an attempt to purge itself of the abuses which are alleged to exist and that a "new deal" will be cooked up for broadcasters in which the privileges said to be enjoyed by large and prominent stations will be eliminated.

Publication yesterday of Crosley's reply to Payne's demand for information regarding the activities, rates and profits of WLW under its 500,000-watt experimental license was followed by another attack on the broadcasters, delivered by Representative Hamilton Fish of New York, who urged an inquiry into the employment of Charles Michelson, publicity director of the Democratic National Committee, by WLW, and the activities of Elliott Roosevelt, son of the President, who, he said, sold several Texas stations to William Randolph Hearst, ownership changing hands without the usual formality of a hearing before the F. C. C.

Vallee on Air from Chicago

CHICAGO, Aug. 18.—Rudy Vallee's Royal Gelatine program, Thursday, Aug. 26, will originate in the NBC Chicago studios. The Vallee troupe will be here for a week's engagement at the Chicago beginning Friday.

Wallington a Father

HOLLYWOOD, Aug. 18.—An eight-pound daughter was born here to Mrs. Jimmy Wallington, wife of the radio announcer. Mrs. Wallington is the former Betty Jane Cooper of George White's "Scandals."

Lowenstein Heads Air Unit

Louis Lowenstein has been elected director in charge of radio production of Pettingell & Fenton, Inc. He was previously general manager for Vinton Freedley, theatrical producer.

Shilkret's Mother Dies

Mrs. Rose Shilkret, mother of Nathaniel Shilkret, composer and orchestra leader, died yesterday at the age of 70.

Hollywood Town Pump

HOLLYWOOD, Aug. 18.—"Hello, Peggy" has moved to a new time, on KFI. The serial will be heard Wednesdays and Fridays at 12:30 P. M., P. S. T. . . . Edwards Bros. funeral parlors have placed a 52-week contract with KECA to present 15 minutes of the Colonial Quartet's singing Mondays for 52 weeks starting Oct. 4. . . . "New Horizons" on CBS Friday night will feature Pinto Kolveig, Walt Disney tunes. . . . Block and Sully are going to New York to close up their apartment and move here permanently. . . . The F. Wallis

Armstrong Agency has moved to the Equitable Bldg. here.

"Deep South," Federal Theatre of the Air show, will return to KHJ after an absence of several months. It will be resumed Wednesdays from 7 to 7:15 P. M., P. S. T. . . . Also returning to KHJ will be the Mutual program, "Crime Clinic," Wednesdays from 5:15 to 5:30 P. M., P. S. T. The program has not been heard on the Western link of Mutual for some time. . . . Raymond Paige has returned to Hollywood from New York to prepare his NBC show starting Sept. 7.

Two Stations Deny Dickstein Charges

Referring to charges made by Representative Samuel Dickstein, officials of the Brooklyn Broadcasting Corp. and the Long Island Broadcasting Corp. yesterday denied that announcers of their station "conduct German programs in the United States where German consuls and visitors to the German Government are allowed to speak freely."

Two of the four announcers mentioned by Dickstein in his charges were Hans Muennz of WBBC, operated by the Brooklyn Broadcasting Corp., and Helmut Wessels, of WWRL, operated by the Long Island corporation.

Arnold Jaffe, of WBBC, said that Muennz worked at the station from March, 1936, to January, 1937, and "never presented or interviewed German consuls and visitors to the German Government, nor did he ever speak on political or religious matters. Frank R. Clarke said Wessels stopped working at the station in March of this year. "Our setup is such," he said, "that no propaganda could be broadcast without our knowledge."

NBC Leasing Sound Stage from Warners

HOLLYWOOD, Aug. 18.—Giving rise to reports that a deal for the property is being at least talked about between the two parties, NBC today completed arrangements to rent a sound stage on the old Warner Sunset Boulevard lot for presentation of radio programs.

The deal, made through KFWB offices, gives NBC a complete sound stage for an indefinite period seven days a week, and NBC will spend several thousand dollars to fix up a control room, a new auditorium stage and about 400 seats. The Warners studio is the site of a portion of KFWB's stages.

Tidewater Has New Program

ST. LOUIS, Aug. 18.—Tidewater Associates and the St. Louis "Veodol Oil" distributors are sponsoring the "The Veodol Amateur Varieties," 9 to 9:30 A. M. Saturdays over KSD here. The program is limited to children under 15 selected from the metropolitan St. Louis area. A three-month stage course is awarded the winners, selected by listeners' votes. A grand final broadcast will be held at the St. Louis Theatre.

Transradio in Deal With WIP and WCLO

Transradio Press Service has signed new long-term contracts with WIP, Philadelphia, and WCLO, Janesville, Wis. Philadelphia listeners receive Transradio news through two outlets, WCAU having inaugurated the news service last month.

WCLO is owned and operated by the Janesville *Daily Gazette*. When the Press Radio agreement of 1934 was signed, the *Gazette* was one of the first to obtain Transradio service, which has since been used both in the paper's news columns and in WCLO's news broadcasts.

WCLO is managed by Sidney Bliss, Jr., whose family operates the newspaper property.

Start Announcer Contest

CINCINNATI, Aug. 18.—WCPO Scripps-Howard station, operated by the *Cincinnati Post*, is conducting a contest for the most popular announcer on the staff, with a \$25 first prize to the person who submits by mail the best reasons for the choice. Second award is \$15, and the third, \$5, with additional awards of \$1 each for the next ten winners. Winning announcers also receive similar awards in the major amounts.

The stunt is aired at 7 P. M. each night, in addition to being plugged in the *Post*.

Keely Joins Al Pierce

Joe Keely, in charge of radio publicity for the New York office of N. W. Ayer & Son, Inc., left the city yesterday to join the Al Pierce troupe, which is now working its way back to New York from California. Keely will serve as advance man for the unit, which broadcasts under the sponsorship of the Ford Motor Co.

"Hymns of Cheer" on WOW

OMAHA, Aug. 18.—Hymns of Cheer," a type of program never before tried by WOW, now is being aired from 8:30 to 8:45 A. M. Mondays through Fridays.

Announcer Ray Olson, who evolved the idea is in charge. He is being assisted by Fred Boucher, organist; John Halpine, Jr., tenor, and Ida Gitlin, soprano.

Drown to Artists Management

Sylvan Drown has joined the publicity staff of Artists Management Bureau, replacing Ed Hurley, who resigned last week. Drown, who has just returned from the coast, was formerly editor of *Zit's*.

Atlantic Sets Big Schedule For Football

The most ambitious schedule ever undertaken by a sponsor for the radio broadcasting of intercollegiate football games has been completed by the Atlantic Refining Co. for the 1937 grid-iron season. The list boasts a total of 163 games embracing 21 schedules and will entail the use of 65 stations. Atlanta Refining Co. pioneered in the sponsoring of play-by-play descriptions of intercollegiate football games last year when the company broadcast a slate of 112 games over 41 stations.

This season's schedule will cover the entire Atlantic seaboard from New York to Florida. The balance of the program will include one member of the Big Ten—Ohio State—in addition to Temple, Pennsylvania, Pittsburgh, Carnegie Tech, Duke, Georgia, Florida, Holy Cross, Villanova, Albright, Furman, Virginia, Delaware, Franklin and Marshall, Lafayette, Maryland, Richmond and Boston College.

Reticent on Finances

N. W. Ayer & Son, Inc., the agency handling the Atlantic Refining account, was non-committal when asked how much money will be expended for the games, but it is believed the figure will approximate \$350,000. This estimate includes air time, payments to colleges, and salaries of the special announcers who will handle the games.

In arranging the station setup, Atlanta Refining has followed much the same policy as last year when it virtually formed its chains to give proper coverage in the areas concerned. One advantage this year, however, is the fact that it has been possible to contact a number of NBC and CBS stations. Last year the policy of the two networks prohibited including their stations.

Bulova Returning Sept. 12

The Bulova Watch Co. will return to WEAH Sept. 12 for 52 weeks with five time signals each night between 6 P. M. and station sign off. Four of these will be limited to product identification and the fifth will be a 50-word announcement scheduled for broadcast after 11 P. M. The agency is the Biow Co.

Anderson Does Radio Play

Maxwell Anderson, Pulitzer prize winning dramatist, has written an original radio play titled, "The Feast of Ortolans" for NBC. The story, dealing with the French Revolution, will be presented over the Blue network Sept. 20, from 9:30 to 10 P. M.

Renew Ruth Ritchie

AKRON, O., Aug. 18.—Ruth Ritchie's program has been renewed for 13 weeks by the Ohio Edison Co. The sponsors are making plans to pipe the program to other stations, in the fall.

R. C. Ain Joins WLW-WSAI

CINCINNATI, Aug. 18.—R. Crecroff Ain, who has been doing free lance writing in Chicago, has been added to the WLW-WSAI continuity staffs.

Union Demand Brings Radio Men to N.Y.

Owners of independent radio stations throughout the nation are en route to New York to attend a meeting at the Waldorf-Astoria here on Monday for the purpose of arriving at a settlement of the 14 demands made on broadcasters by the A. F. of M., it was learned yesterday. More than 150 station owners are expected to attend. This meeting is being held independent of the N.A.B.

CBS Affiliates to Meet

Meanwhile, managers of CBS affiliated stations are arriving daily to attend the meetings at CBS headquarters here, which are being held also with the A. F. of M. problem in mind. Several meetings have been held this week, with the next get-together scheduled for Tuesday. Those who will arrive here for the Tuesday conference include E. J. Meehan, WSBT, South Bend; E. K. Cargille, WMAZ, Macon; F. W. Borton, WOAM, Miami; Mrs. Jessie Jacobsen, KFBB, Great Falls, Mont.; Wesley Dumm, KSFO, San Francisco; Roy Blossom, WFBM, Indianapolis; J. L. Reinsch and James Cox, Jr., of WHIO, Dayton; A. L. Chilton, W. Summerville, WGST, Atlanta; S. C. Vinsonhaler, KLRA, Little Rock; W. T. Knight, Jr., WTUC, Savannah; Howard E. Clark, WJAS, Pittsburgh; Phil Lalonde, CKAC, Montreal, and Guy Hamilton, of the McClatchey chain of stations.

Declares AFM-Radio Differences Settled

LOS ANGELES, Aug. 18.—A high officer of the Musicians' Union here said today that the difficulties between radio stations and the A. F. of M. have been tentatively ironed out, and that as a consequence the international board meeting in New York Sept. 16 for the consummation of the agreement will take place on an amicable basis. They do not anticipate any trouble such as a walkout, he said, although he admitted no agreement had been signed as yet.

The pertinent points of the controversy have been settled in conversations, and both sides are in agreement, he stated. Concerning the use of transcribed music for films, the official said that this point had also been settled orally, with final arrangements to be made amicably at the board meeting pending the re-opening of the annual basic agreement talks which are scheduled for New York next year with the Musicians' Union.

Union Forces Resignation

LOS ANGELES, Aug. 18.—Internal policing of its members by the Musicians Mutual Protective Ass'n Local 47 of the American Federation of Musicians today forced Ivan Eppinoff out of his job as musical director of KEHE, to which he was appointed two weeks ago. Cy Seuer succeeds Eppinoff and also retains the post of musical director here of Brunswick recordings.

Radio Personals

DONALD THORNBURGH, CBS vice-president in charge of west coast operations, arrived here yesterday with his secretary, Dorothy Landsberg. . . . Dr. P. C. Goldmark, director in charge of CBS television engineering experiments, returned from Europe yesterday. . . . Two NBC employees have relatives residing in Shanghai. Florence Allen of the program traffic division is waiting anxiously for word from her father, head of an export firm, whose offices are located close to the fighting zone. Also waiting word from a sister and brother-in-law there is Lois Lavers, secretary to NBC production manager Frank Cope. . . . Charles Manship, president of NBC affiliated station WJBO, Baton Rouge, is in town. . . . Making it an even two boys and two girls, a daughter was born to Mrs. A. B. Chamberlain, wife of the chief engineer of CBS. . . . The Elton Boys are being held over at the RKO Palace in Chicago for an additional week. The act is now on tour through bookings by Paul Ross of CBS artists' service. . . . Kathryn Cravens will fly to Detroit following her Aug. 20 CBS broadcast to interview Sidney Corbett, paralyzed author of "Cruise of the Gull-Flight." . . . Gabriel Heatter returns to Mutual Aug. 23 after completing his vacation.

New Haven Town Pump

NEW HAVEN, Aug. 18.—Final arrangements have been completed for the High Mass broadcast series to start on WICC Sept. 5, from St. Ann's Church, Rev. William Faciutto acts as commentator and organ music is part of the weekly program, Sundays 9 to 10 A. M., E.D.S.T. . . . Al Iosa, WBRY engineer, back from a vacation in Old Orchard, and Dave Halpern, studio director, off for parts unknown. . . . Mary Ford, WELI soprano soloist, has announced her marriage to Edward Morrissey of this city.

WELI has taken its portable transmitter set (WIXNU) to the many summer playgrounds in the vicinity and is interviewing both youngsters and playground supervisors. James Milne and Golly, the Roving Reporter, handle the questioning. Daily weather and barometric reports for Connecticut will come over WICC six times weekly directly from the U. S. Weather Bureau, New Haven, in charge of Observer Joseph Kirk.

A new "Gillmor Twins" commercial is sponsored by the local Gillmor Motors on WELI, twice weekly. The twins, Mr. Dodge and Miss Plymouth, come direct from KDKA, Pittsburgh, for a visit in this city during which they combine work and vacation. The act is a boy and girl specialty, with original chatter and specially arranged duets. Tuesday and Friday, at 6:30 P.M., E.D.S.T.

Omaha Town Pump

OMAHA, Aug. 18. — Production Manager and Mrs. Hauup Green of KMOX St. Louis, are visiting here. . . . Mark Bullock, chief engineer for Central States Broadcasting Co., has started installing KOIL's new RCA transmitter, although the transmission building is not yet completed. A temporary roof has been built over the equipment to facilitate installation

in time for the opening, now set for Sept. 13. . . . Vic Bodine, news writer for KOIL, will be married Sept. 13 to Lois Mundehof of Sioux City, Ia. . . . New members of Central States' staff include Marvin Damme, formerly with WJAG and KGBZ, who joins KFAB-KFOR at Lincoln as operator, and Chet Gowan, formerly with stations in Dodge City, Wichita and Hutchinson, Kan., and Enid Okla., as KFAB-KFOR announcer. . . . Gowan replaces Carl Saunders, now with KFXM at San Bernardino, Cal.

San Antonio Town Pump

SAN ANTONIO, Aug. 18.—Guest orchestras now playing week stands at the Olmos Dinner Club are being used by KMAC seven nights weekly. . . . Chief Announcer William Laurie is back at KONO from a vacation spent in Dallas and Fort Worth. . . . Dorothy and Theresa Pape of the Pape Sisters team on the WOAI talent staff, have roles in the next local civic operetta, "Rose of Algeria." . . . S. R. Wilhelm is announcing the "Knight Kappers" musical program on WOAI three times weekly. . . . Baseball Caster Jack Mitchell of KTSA gives the fishing fans in this vicinity first hand news on how fish are biting at resorts on the Texas Gulf coast line. This information is given out after the last newscast period at 11 P.M. each Friday night.

San Francisco Town Pump

SAN FRANCISCO, Aug. 18.—Walter Sheets, KPO pianist, has resigned to conduct an orchestra in a Singapore night club. . . . Vocalist Kay Gregory and pianist Buddy Blake, both of Herman Waldman's orchestra (MBS) have revealed their secret marriage. . . . Guesting on local airshows during a hotel engagement with Marcia "Tut" Mace, his dancing partner, is Gary Leon. . . . Coming west after 13 years at WMCA, the Three Little Funsters have joined KPO's staff here. . . . KGGC is dickering to move its studios from the Olympic Hotel to a downtown location.

KFRC's Morning Merrymakers, a half-hour variety bill, will be auditioned for a coast network commercial. . . . Elinor Derr of Sacramento has joined Jesse Stafford's Hotel Lake Merritt orchestra as vocalist (KYA). . . . Capt. Dobbsie, "emcee" of KJBS' Alarm Klok Klub and "To the Ladies," vacations for a series of theatre dates in the northwest. . . . Announcer Alan Kent of Radio City is seeing the sights on vacation. . . . After a summer barnstorming summer resorts, with his orchestra, Aubrey Loux has resumed his twice-weekly piano interludes at KJBS.

Drene Program Renewed

CHICAGO, Aug. 18.—Procter & Gamble, sponsors of "Young Hickory" locally over WMAQ, Chicago, in the interest of Drene, have renewed for another four months. H. W. Kastor & Sons is the agency.

KFRC Adds New Accounts

SAN FRANCISCO, Aug. 18.—New accounts using KFRC include Philco Radio and Television, Parker Dental System, Petri Cigars, Dr. H. F. Bernard, Fruzert Company.

Protest Exclusive Football Air Deal

SHAWNEE, Okla., Aug. 18.—The Shawnee Chamber of Commerce has forwarded to seven other Oklahoma cities in which a radio station affiliated with the Oklahoma Network is located, copies of a unanimous resolution criticizing the University of Oklahoma for granting an exclusive football broadcasting contract to station WKY, Oklahoma City.

The resolution urged the university's board of regents to grant broadcasting privileges to the Oklahoma Network and to all other stations and systems in Oklahoma desiring broadcasting privileges on an equal basis. Ross Porter, president of the Oklahoma Network, said a copy of the resolution also would be forwarded to Maj. Eugene Kerr, Muskogee, chairman of the board of regents.

Form A. F. of L. Radio Unit

Edward Klotter, vice-president of the International Brotherhood of Electrical Workers, says an American Federation of Labor radio technicians' local has been formed here. Mervyn Rathborne, president of the American Communications Ass'n, countered with the assignment of five CIO agents to the same field.

NBC Signs Beatrice Lind

Beatrice Lind, European soprano, who arrived here several months ago, has been signed under an NBC artists' service management contract, and booked for a regular sustaining series. Beginning this Saturday, she will be heard weekly from 12 noon to 12:30 P. M. over the NBC-Red network.

Milton Rosen Quits WLW

CINCINNATI, Aug. 18.—Milton Rosen, composer on the staff of WLW, whose "Fantasie Americana" was played by the Cincinnati Symphony orchestra last season, has resigned, and will join Vladimir Bakaleinikoff in California to devote his time to original works. Bakaleinikoff recently left his position as assistant conductor of the Cincinnati Symphony.

Piano Lessons Go on Air

SAN DIEGO, Aug. 18. — The *San Diego Union* and the Thearle Music Co. have been signed for joint sponsorship of piano lessons by radio. The program, tabbed "Fun With Music," will be heard in an evening spot, presenting John M. Williams, music educator, at 7 P.M., P.S.T., Mondays and Wednesdays, over KGB, Mutual-Don Lee outlet.

KFOX Closes with Land Firm

LONG BEACH, Cal., Aug. 18.—KFOX has placed a direct station account sale to the Palm Springs Land & Development Corp. for a new daily series. The contract calls for 26 programs for the company's new subdivision in the Palos Verdes hills overlooking Los Angeles harbor.

Four in Northwest Group

PORTLAND, Aug. 18. — The new regional network, which will soon be named by listeners, will have a hook-up with four northwest stations, instead of three, as at first announced, and will include KXL, Portland; KRSC, Seattle; KEPY, Spokane, and KIRG, Butte.

Greater Union Picks Three to Run Houses

By CLIFF HOLT

SIDNEY, July 26.—Conjecture as to the successor to Stuart F. Doyle as managing director of Greater Union Theatres, Ltd., came to an end with the announcement that the board had selected a Committee of Management to direct the activities of the company. The board's decision was announced by Norman B. Rydge, chairman, under whose control the committee will function.

Numbering three, the committee comprises Roy Barmby, Arthur Gillespie and John Evans, all of whom have been executives of the company for a number of years.

Rydge said that the selection of the committee from within the organization was of itself tangible evidence of the board's complete confidence in the executive. Rydge added that the board was determined to maintain the entity of Greater Union Theatres, Ltd., and that the future policy would be planned to place the entire organization on a solid profit-earning basis, so that shareholders would receive dividends. In order to insure progress the entire circuit would be overhauled and modernized to achieve the highest overseas standards of comfort and efficiency.

In a farewell speech Doyle had a tilt at the Federal Government for its scant encouragement of production in Australia. The Quota Acts of New South Wales and Victoria, he said, were badly designed and were an absolute failure. He did not intend under these conditions to further dissipate his efforts in making pictures in Australia, when England received the full encouragement of the British Government in a most effective way. Instead, he would transfer his production activities to England.

Bernhard-Hiscott Organize New Firm

LONDON, Aug. 11.—C. F. Bernhard, managing director of Union Cinemas, and Leslie Hiscott, director of many British pictures, are at the head of a new company which will take over the Riverside studios at Hammersmith, recently occupied by Julius Hagen of Twickenham and previously by P.D.C., Ltd. Hiscott will produce and space will also be for rent.

Polish Houses Total 741

WASHINGTON, Aug. 18.—The film houses operated in Poland in 1936 numbered 741, with 47 traveling shows, according to a report received at the United States Dep't. of Commerce from Trade Commissioner Jule B. Smith at Warsaw. Theatres increased 19 over 1935.

Czechs Pass 98 Films

WASHINGTON, Aug. 18.—Assistant Trade Commissioner Theodore J. Hadrada at Prague has reported to the U. S. Dep't of Commerce that the Czechoslovakian censor passed 98 films during June, 1937, which compares with 77 during June, 1936.

Carre with Spanish Unit

HOLLYWOOD, Aug. 18. — Bartlett Carre has joined Cantabria Films, which is producing all-Spanish pictures, as production manager. John Alton has been signed as head cinematographer.

"Deeds" Leader of Parisian Long Runs

By PIERRE AUTRE

PARIS, Aug. 10.—"Mr. Deeds Goes to Town" has had the longest run of any American film shown first run here during 1936-37. It was held for 22 weeks at the Cinema des Champs Elysees from June 1 to Nov. 1, 1936.

"The White Squadron," an Italian film, also ran 22 weeks at the Studio de l'Etoile from Feb. 4, to July 11, 1937.

A French film, "Cesar," ran 21 weeks at the Cesar-Cinema.

Others follow: "The Green Pastures," 18 weeks at the Edouard VII; "Three Smart Girls," 14 weeks at the Lord Byron; "The Pearls of the Crown," French, 13 weeks at the Marignan; "Le Roi," French, 13 weeks at the Marivaux; "Show Boat," 12 weeks at the Ambassadeurs; "Lost Horizon," 11 at the Cinema des Champs Elysees; "Pepe le Moko," French, 11 at the Marivaux; "Les Amies," French-Russian, 11 at the Pantheon; "Swing Time," 10 at the Ambassadeurs; "Le Homme a Abatre," French, 10 at the Aubert Palace; "Julika," Austrian, 10 at the Studio de l'Etoile; "Theodora Goes Wild," nine at the Avenue Cinema; "My Man Godfrey," nine at the Lord Byron.

Hits at present are: "La Grande Illusion," French, in its ninth week at the Marivaux; "The Good Earth," ninth week at the Paris; "I Gnace," 15th week at the Max Linder; "Farewell Again," British, ninth week at the Edouard VII; "Shall We Dance," 10th week at the Holder.

Doubles in Algeria Hurting U. S. Films

WASHINGTON, Aug. 18.—The adoption of the double feature as standard exhibition policy in Algeria's 148 theatres is charged with the responsibility for the waning popularity and lowered rentals of American films in that territory by Edward B. Rand, American consul at Algiers in a report to the Motion Picture Division of the Bureau of Foreign and Domestic Commerce here.

The report states that the "short-sighted policy of dumping mediocre American films on the market" to fill the demand created by the adoption of duals "has had the natural effect of diminishing the demand (and, incidentally, the rental value) of comparatively recent and meritorious American films which have heretofore enjoyed prestige in Algeria, where, notwithstanding the handicap of dualing, they have competed numerically on very even terms with French productions and have in general commanded much higher rental prices."

Rand's report shows that more French films than American films were shown in Algeria during the first half of this year. It also records the advancement of plans for the establishment of a studio project near Algiers, but reports that local trade sentiment holds that it is "foredoomed to failure."

Manages Ontario House

TORONTO, Aug. 18.—R. S. Roddick, district manager of Famous Players Canadian Corp. for western Ontario, has appointed W. K. Trudell manager of the Capitol at London, Ont.



Ramon
NOVARRO

Once again
sings Pagan
love songs
in

The **SHEIK**
STEPS OUT

with LOLA LANE • GENE
LOCKHART • KATHLEEN
BURKE • STANLEY FIELDS
and BILLY BEVAN . . .
directed by Irving Pichel • original story and
screen play by Adele Buffington
Associate Producer Herman Schlom

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Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 43

NEW YORK, FRIDAY, AUGUST 20, 1937

TEN CENTS

No Delay from RKO's Notes Expected Now

**Lawyers Expecting New
Setup Next Year**

Present indications are that the retirement of the last of RKO's \$1,800,000 of secured gold notes will not become an issue which might delay reorganization of the company for an indefinite period, as was feared early in the year, attorneys identified with the company's reorganization said yesterday.

The RKO gold notes are secured by the stock of the company's principal subsidiaries, including its production and distribution assets. A second lien on the same assets is pledged to secure RKO's debentures, but the second lien remains in effect only for as long as secured gold notes are still outstanding and unpaid. Reorganization factors have raised the question of whether or not the debentures would cease to be secured obligations of the company, and could be treated in a reorganization plan on the same plane as common stock, in the event all of the outstanding gold notes were retired.

RKO already has reduced the outstanding \$1,800,000 notes to \$350,000 under a court-approved agreement
(Continued on page 8)

Skouras-RKO N. Y. Pool Facing Delays

Negotiations for the pooling of Skouras and RKO theatres on upper Broadway have been temporarily delayed. The last discussion held on the proposed arrangement was about three months ago. Nothing has come up since and it is doubtful whether the deal, originally set to go into effect Labor Day, will go through on that date.

RKO has made no decision to participate in the operation of the seven
(Continued on page 8)

Court Upholds Free Speech in Broadcast

CHICAGO, Aug. 19.—Freedom of speech in commercial broadcasting was upheld for the first time in radio history when the U. S. District Court here yesterday denied an application for an injunction to stop a dramatization, on the weekly "Gang Busters" program of the life of Martin
(Continued on page 11)

More Radio—P. 11

Expect Loew Net to Reach \$9 on Common

**Recent Extra Increased
Total to \$8.50**

Net earnings of Loew's for the fiscal year ending Aug. 31 are expected to approximate \$9 on the common stock, it was estimated yesterday by an executive of the company. With the payment of an extra \$3 disbursement on Aug. 26, the total of dividends to be paid common stockholders for the year will be \$8.50.

For the 40 weeks ended June 3, Loew's consolidated statement showed a net profit of \$11,714,722, which was equal to \$85.68 on the preferred and \$7.07 a share on the common stock. This 40-week net compares with a profit of \$7,390,495 for the same period in 1936. On Aug. 14, preferred stockholders, as of July 29, received a quarterly dividend of \$1.62½.

The increased dividends this year are due largely to the tax on undistributed profits.

Annual elections will be held the
(Continued on page 5)

"Vogues" Gets Fast Start at Music Hall

"Walter Wanger's Vogues of 1938" grossed \$5,300 from opening to 4 P. M. at the Music Hall yesterday, according to United Artists. More than 6,000 persons entered the theatre during the first hour, according to the distributor, and by 1:30 P. M. there were 1,900 patrons standing in the inside lobby. About 2,000 were turned away from noon to 1 P. M. and the box-office for reserved seats was compelled to close at 1 P. M.

Walter Wanger, Hal Horne, Arthur W. Kelly, Monroe Greenthal and Monte Proser visited the theatre during various hours of the day checking on the crowds.

W. E. Denies Making \$6,000,000 Payment

Western Electric yesterday issued a denial of a statement published in a metropolitan daily newspaper that the \$40,000,000 anti-trust suits against itself, A. T. & T. and Erpi which were withdrawn on Wednesday, had been settled for treble damages amounting to \$6,000,000.

Western Electric said the statement was issued "to prevent possible repetition of the error," adding that "the terms of the settlement have not been announced and the figure mentioned has no basis in fact."

Report N. Y. Meet

Philadelphia, Aug. 19.—Representatives of exhibitor organizations participating in the exhibitor "buyers' strike" against Paramount will meet in New York on Aug. 26, it was reported in local exhibitor circles today. P. J. Wood, secretary of the Ohio I.T.O., who is now in the east, is said to have issued the call for the meeting.

Federation Signs

22 Spots for Acts

The American Federation of Actors reported yesterday that it had signed "closed shop" agreements with 22 houses throughout the country into which acts will be booked by the new I. Hirst circuit. The bookings will provide 27 weeks for the acts, the longest time available to vaudeville on a single circuit in more than five years.

Houses included in the Hirst circuit, according to Ralph Whitehead, executive secretary of the A. F. of A., are the Howard, Boston; Jacques, Waterbury, Conn.; Century and Majestic, Brooklyn; Hudson, Union City, N. J.; Empire, Newark; Troc and Bijou, Philadelphia; Embassy, Rochester; Casino, Toronto; Rialto,
(Continued on page 6)

Agreement Reached On N. Y. Exchanges

Negotiations were concluded yesterday by representatives of home offices, the I. A. T. S. E., Local 306 and local exchanges on an agreement covering Greater New York exchange service employees. It was estimated the average increase amounts to 16 per cent under the new arrangement.

With the exception of Los Angeles and Chicago, agreements for all ter-
(Continued on page 6)

Walsh to Take Over Studio Labor Cases

LOS ANGELES, Aug. 19.—William R. Walsh has been appointed by the National Labor Relations Board as special senior attorney in Los Angeles to handle all cases pertaining to the film industry before the Regional Labor Relations Board here.

Those already filed include the petition of the Screen Writers' Guild to be certified as the collective bargaining agency for film writers over the Screen Playwrights, which already holds a bargaining pact; the petitions
(Continued on page 6)

Para. Charges Philadelphia Moves Illegal

**Exhibitors Have Court
Relief, Says Brief**

PHILADELPHIA, Aug. 19.—Exhibitor buyers' strikes are illegal and unwarranted in the face of the available business and legal relief from the grievances complained of in the Paramount "strike," that company charges in its briefs filed with the U. S. District Court here today in support of its application for a permanent injunction to halt all demonstrations against the company in this territory.

The Paramount brief points out that the circulars and bulletins of the exhibitor defendants cite two primary grievances against the company. They are that Paramount has breached its contracts with exhibitors in failing to deliver six pictures on the 1936-'37 schedule, and that the company's sales policy for the new season is "harsh and unreasonable."

Answering the first charge, Paramount denies that a failure to deliver the six specified pictures is a breach of its contract, as the company contends that it "licensed only the pictures which would be 'generally released' during the 12 months ending
(Continued on page 8)

Minneapolis Para. Hearing Is Delayed

MINNEAPOLIS, Aug. 19.—The adjourned hearing on Paramount's application for a permanent injunction to restrain exhibitors in this territory from continuing with their "buyers' strike" against the company was postponed to Aug. 26 by Federal Judge Gunnar H. Nordbye here today.

The postponement was granted at the request of the defendants because of the illness of one of their attorneys. No objection to the postponement was voiced by Paramount's counsel. The temporary restraining order against the exhibitors continues in force.

Report SEC Opening Technicolor Inquiry

The Securities and Exchange Commission was reported in New York financial circles yesterday to have launched an intensive investigation of the dealings in the shares of Technicolor, Inc., on the New York Curb Exchange. The report of the inquiry
(Continued on page 5)

MOTION PICTURE
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SANTIAGO DE CHILE: Calle Estadao 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koeller, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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Purely
Personal

JACK CONWAY, M-G-M director, is due from Hollywood today. He will sail on the *Berengaria* tomorrow to direct "Yank at Oxford," first British film for M-G-M. ROBERT TAYLOR and JOE NEWMAN arrived yesterday from Kansas City by train. They will depart on the same boat.

ARTHUR L. PRATCHETT, general manager for Paramount in Central America, the Caribbean and Northern republics of South America, will sail for Havana tomorrow on the *California*. He has been conferring with JOHN W. HICKS for the past few months.

JOE HEPPNER and his candid camera were unusually busy yesterday taking pictures of "The Best Dressed Women" attending the opening day's showings of "Walter Wanger's Vogues of 1938" at the Music Hall.

RUDY VALLEE and his orchestra of 17 men left last night on a special United Air Line plane for Chicago, where he will make a personal appearance.

F. H. ARLINGHAUS, president of Modern Talking Picture Service Inc., a new distributing organization, has established headquarters in Radio City.

W. RAY JOHNSTON and EDWARD GOLDEN will return from tours of Monogram southern and western exchanges in three weeks.

WALTER BRANSON, Central district manager for RKO with headquarters in Chicago, is visiting home office sales executives.

MICHAEL LESHING, head of the 20th Century-Fox laboratories, is in from the coast visiting home office executives.

D. LANDSBURG and L. ANKUS of Columbia left for the coast yesterday via American Airlines.

MARTIN MULLIN and SAM PINASKI return to Boston today after a week in New York.

RALPH KOHN and Y. FRANK FREEMAN ambling down Broadway yesterday after lunch.

GEORGE LEFKO, Pittsburgh branch manager for RKO, has arrived for a short visit.

HERBERT MCINTYRE, southern district manager for RKO, is in town from Dallas.

JOE VOGEL is planning to visit a number of out-of-town Loew theatres next week.

ROBERT TAYLOR is at the Waldorf-Astoria. He will sail Saturday for Europe.

JOSEPH M. SCHENK is due to return from abroad in three or four weeks.

DENNIS O'BRIEN, vacationing at

Fish Story

Omaha, Aug. 19. — They're telling this one about Sam Epstein, local theatre man.

It seems he was fishing at Lake Okoboji recently, and the first six days he didn't get a bite. The seventh day he landed 30 and the next day 40. They say that on the seventh day he started yelling Bank Night every time he threw in his hook.

Marcus to Transfer
Office to Hong Kong

Morey Marcus, general manager for M-G-M in China, is aboard the *Normandie* en route to Naples, where he will sail on the *Conti Rosso* for Hong Kong. Due to the disturbance in Shanghai, Marcus will make his temporary headquarters at Hong Kong. He had been here about two months.

Burger in South Africa

DURBAN, So. Africa, Aug. 19.—Sam Burger, M-G-M foreign field representative, is here from New York. He supervised the opening last week of the new Metro in this city.

Wm. Fait Dies in Brazil

RIO DE JANEIRO, Aug. 19.—William Fait, prominently identified with film distribution in Brazil until a few years ago, committed suicide here yesterday.

William Fait, who died yesterday in Rio de Janeiro, had been manager in that territory for First National until three years ago when he resigned because of ill health. Prior to his acceptance of the South American post he had been associated here with David Howells, First National franchise holder.

Some 15 years ago, Fait was engaged in theatre management in New York, Baltimore and Rochester where he opened the Eastman Theatre.

Four Weeks for "Artists"

The Paramount will hold "Artists and Models" for four weeks. It will be the first feature to play a four-week engagement at the theatre since "The Big Broadcast of 1937," another Jack Benny opus, stayed four weeks at the house in October, 1936.

Safran Returns to L. A.

LOS ANGELES, Aug. 19. — Jerome Safran, western division sales manager for Columbia, has returned from a tour of exchanges under his supervision.

Watch Hill, R. I., is due back Monday.

LOU LIFTON leaves today for a 10-day vacation at East Sautucket, L. I.

DAVID LOEW has put off his departure for the coast until next week.

H. M. ADDISON of Loew's in Boston was in town yesterday.

ARTHUR KELLY is having trouble with his hearing.

G. SCHIRMER flew to the coast yesterday.

Report "Zola" Sale
\$2,000 at Rockaway

RKO executives yesterday reported a \$2,000 advance sale for the two-day showings of "The Life of Emile Zola" at the Strand, Far Rockaway, L. I. The picture opens at the RKO house next Tuesday, and according to the circuit, it is expected to do better than "The Great Ziegfeld."

Although the picture has been booked for one week, it is likely that it will be brought back again later in the season, RKO men said. The Laurel, Long Beach, a Rugoff & Becker unit, has "The Life of Emile Zola" booked day-and-date with the RKO house.

Uncensored Showing
Charged in Yonkers

United Artists, Walt Disney Prod., Universal and Big-U Film Exchange filed suit in U. S. District court yesterday against Weinberg Enterprises, Inc., and Joseph Weinberg, operator of the Cameo, Yonkers, for alleged uncensored exhibition of films.

It is charged that "Who Killed Cock Robin?," "On Ice," and episodes from "Frank Merriwell," "Flash Gordon" and "Phantom Riders" were exhibited without licenses between May and September, 1936. A permanent injunction and damages of \$250 for each alleged uncensored showing are asked.

Wanger Entertains

Walter Wanger was host last night at the Music Hall pent house to a large group of film and society notables in honor of the opening of his "Vogues of 1938."

Among the film luminaries in attendance were: Joan Bennett, John Hay Whitney, Rosamond Pinchoy, Samuel and Mrs. Spewack, J. Cheever Cowdin, Arthur and Mrs. Kelly and W. G. Van Schmus.

The evening closed with all the guests attending a showing of the film.

Briggs Going to Coast

O. Henry Briggs, president of Pathe, will leave for the coast Aug. 27. He expects to be gone a week or 10 days.

Arthur Miller, plant superintendent at the Bound Brook laboratories, returned yesterday on the *Washington* after a six-week visit to the Alexander Korda studios at Denham.

Skouras Meet Closes

District managers of Skouras Theatres will meet today at the circuit's headquarters to discuss budgets for the new season. A three-day meeting of approximately 100 managers, assistant managers and home office personnel was concluded yesterday at the St. Moritz. George Skouras presided at the sessions.

Sets Hungarian Film

"Blame It on Love," first of 16 features imported from Hungary by Eugene J. Lang of Danubia Pictures, will open Sept. 3 at the Modern Playhouse. The picture is the 50th sound film produced in Hungary. Danubia has opened an office in Los Angeles with Zoltan V. Sabados in charge.

Last Cullman Report
Now Being Prepared

Rose, Proskauer & Paskus, attorneys for Howard S. Cullman, trustee for the Roxy, are now working on a complete report of his activities during his five-year supervision as representative of the court.

Cullman, who will step out of the theatre on Sept. 2, may not have the report ready for filing by the time his trusteeship ends. In that event, it will be filed later with Federal Judge Francis G. Caffey. Under the reorganization plans for the Roxy approved by the court, 20th Century-Fox on Sept. 1 takes over the house on a 20-year lease and at the same time will give the new operating company a product franchise for the like duration.

Goetz, Gordon to Coast

Harry Goetz and Max Gordon will leave for Hollywood next Monday to confer on production plans for "The Women" and also to make distribution arrangements. Several deals have been discussed and it is expected Goetz and Gordon will consummate negotiations while on the coast.

Remember!

THE MOST AMAZING FEMALE PERFORMANCE YOU'VE EVER SEEN!

September



Warners
know
because
Warners
made
Muni's
'ZOLA'!...

BETTE
DAVIS

HENRY
FONDA

**That
Certain
Woman**

with
Ian Hunter • Anita
Louise • Donald Crisp

Written and Directed by Edmund
Goulding • A First National Picture

Seeing Is Believing!



Absolutely, unconditionally, Bette's
best and biggest box-office job—
as you'll see for yourself at the

WARNER BROS. TRADE SHOW
AUGUST 23-24

**WARNERS ARE ON THE MARCH
AND NOTHING CAN STOP THEM!**

More to Remember in September!

DICK POWELL and FRED WARING
and his Pennsylvanians in
VARSAITY SHOW

(Ted Healy • Priscilla Lane • Rosemary Lane
Walter Catlett • Johnny Davis • Buck and Bubbles)

KAY FRANCIS in CONFESSION
(Ian Hunter • Basil Rathbone • Jane Bryan)

BACK IN CIRCULATION
with PAT O'BRIEN • JOAN BLONDELL • MARGARET LINDSAY

Expect Loew Net to Reach \$9 on Common

(Continued from page 1)

second Tuesday in December. No changes are contemplated either in the executive lineup or the directorate.

Nicholas M. Schenck, president, and Leopold Friedman, general counsel and secretary, will return Monday from short vacations. J. Robert Rubin, vice-president and chief counsel, recently returned from an extended vacation abroad. David Bernstein, treasurer of Loew's, is scheduled to return from Carlsbad and England on Sept. 9. Al Lichtman, vice-president, is on the coast and is not due back for several weeks.

The next meeting of the board is slated for Sept. 1 when action on new dividends is slated to come up.

Report SEC Opening Technicolor Inquiry

(Continued from page 1)

was coincident with the revelation of the company's plans for expansion necessitating the issuance of additional capital stock.

Brokers were reported in possession of questionnaires, signed by Ernest Angell, regional administrator for the S. E. C. in this district, requesting detailed information on trading in Technicolor stock from May 15, last, to Aug. 14, inclusive.

The stock has ranged from a low of 18½, in February, to 33½, reached last week. The stock was especially active in the week of May 15 to May 21, with a turnover of 96,600 shares, ranging from 22½ to 31. The company has an authorized capitalization of 1,000,000 shares of no par common stock, of which latest figures show 745,372 shares outstanding. Of the latter amount, 120,000 shares are under option to Pioneer Pictures, and additional 19,000 shares to former associates of Atlas Corp., and 10,000 shares to executives as compensation.

SEC Officials Reticent

WASHINGTON, Aug. 19.—Officials of the Securities and Exchange Commission tonight refused to discuss reports that they are investigating the recent rise in the market quotations on Technicolor stock other than to say that they are at all times watching the course of prices of securities which are registered under the Securities and Exchange Act.

The commission's more or less constant scrutiny of the stock market is carried on under provisions of the law which ban "corners," "market rigging," manipulation of stocks and like practices.

In informal discussions it was learned that while SEC agents study the movement of a number of stocks from time to time, in most instances it develops that the movement is entirely a natural one.

WASHINGTON, Aug. 19.—The Senate Committee on Interstate Commerce today agreed to make a favorable report on the nomination of Frank R. McNinch as a member of the Federal Communications Commission.

Looking 'Em Over

"Outer Gate"

(Monogram)

HOLLYWOOD, Aug. 19.—There is strong drama in this picture, although it is an unpretentious offering. It should be satisfactory entertainment of a serious nature, perhaps more suitable to dual featuring, since it appears hardly strong enough, either in production values or cast names, to stand alone.

It has been adapted from a novel by Octavus Roy Cohen, and was directed by Ray Cannon from a screenplay by Laurie Brizee. The cast, which is very short, features Ralph Morgan, Kay Linaker and Ben Alexander, young player who gives a measure of promise.

Morgan, wealthy manufacturer, becomes friendly with a young employe, Alexander, while his daughter, Miss Linaker, also is attracted to the young man. But when, through another employe's criminal act, Alexander is accused of a shortage of funds, Morgan, with a strong sense of duty, causes the young man to be sentenced to 15 years in prison. Five years later the guilty employe, dying, clears Alexander and he is freed, with Morgan offering him a place in his home as a means of righting the wrong he had done him.

Alexander accepts, but with the intention of getting even. His sense of right finally comes to the fore, however, and a happy reconciliation and romance concludes the film.

Running time, 65 minutes. "G."

"The Dead March"

(Imperial)

This film is not entertainment. It is a carefully culled arrangement of war scenes, interspersed with special effects, illustrating the horrors of war. It is not particularly well done. There have been better anti-war celluloid preachments. Its message is not quite clear either. The accompanying narrative is by Boake Carter. For its effect the ghostly apparitions of unknown soldiers are seen and each nation—Germany, France, Italy, Great Britain—through the soldiers, offers a jingoistic account of its wartime activities.

Almost the entire film is composed of stock shots that by now should be quite familiar to audiences which attended the series of anti-war films of a few years ago. The idea introduced at the outset is logical, but the concluding sequences seem to contradict the original thought.

Briefly it covers the current strife in specific countries. There are scenes of the Italo-Ethiopian campaign, the Japanese invasion of China, civil war in Spain and the Chaco dispute in South America. This changes to scenes of the various well known dictators, then to the various countries' armaments. The World War half of the film follows.

Running time, 73 minutes. "G."

U. A. Takes Foreign Sales on 33 Shorts

Foreign distribution rights for 33 short features made by three producers have been obtained by United Artists, Arthur W. Kelly, vice-president in charge of foreign distribution stated yesterday.

Of the films contracted for, five travelogues were produced by Russell Spaulding; four one-reelers in color were made by World Pictures Corp., and 23 Comicolor Cartoons are from Celebrity Prod.

The United Artists coverage includes the Far Eastern territories of China, Japan, Straits Settlements, Malaya, India, Burma, Siam, New Zealand and the Philippines.

Managers Transferred

CANTON, O., Aug. 19.—George A. Delis, district manager for A. G. Constant circuit in eastern Ohio and the upper Ohio valley, with headquarters here, has appointed Ellwood Robinson as manager of the Yorkville at Yorkville and Albert Toth as manager of the Palace at Tiltonsville, O. Both houses are recent acquisitions to the Constant group.

Ten Shorts Finished On M-G-M's Program

HOLLYWOOD, Aug. 19.—Jack Chertok, M-G-M shorts department head, today announced completion of 10 short subjects for the 1937-'38 period. They are: Four Pete Smith specialties, "Equestrian Acrobatics," "Romance of Radium," "Decathlon Champion," and "Jungle Juveniles"; two Robert Benchleys, "How to Start the Day" and "How to Figure Income Tax"; one "Crime Does Not Pay" miniature, "Give Till It Hurts"; "The Uncrowned King," first of the historical mystery series, and two Lewis Lewyn musicals.

543 "Saratoga" Holdovers

"Saratoga" has been held for extended playing time in 543 out of the 673 houses in which the film has been shown, a checkup by M-G-M reveals.

Skouras Wins Pennant

Skouras Theatres, by defeating Columbia, 5 to 2, has won the championship of the M. P. Baseball League, finishing the season with a record of 12 wins in 14 starts for a percentage of .857.

Short Subjects

"S O S Coast Guard"

(Republic)

There is plenty of action of the kind the youngsters, of many ages, like in this 12-chapter serial. The first episode gives considerable promise and if the remaining episodes maintain the same pace, there can be little doubt that the serial fans will be looking for the succeeding installments. Ralph Byrd has the leading role, as the Coast Guard officer, supported by Maxine Doyle as the young newspaper reporter with whom he is in love, and Bela Lugosi, as the menace, and guardian of a secret formula for a new war gas which he is trying to smuggle out of the country. The first episode serves to set the scene and ends, of course, with the expected danger of approaching destruction for the hero and heroine.

William Whitney and Alan James directed from a screenplay by Barry Shipman and Franklyn Adams.

Running time, first episode, 28 mins. "G."

"Rhythm in a Night Court"

(Nu-Atlas-Radio)

There is real and distinctive novelty in this one reel musical. The material is cleverly presented and highly entertaining. The best bit is a series of impersonations of Charles Laughton, Groucho Marx and W. C. Fields, by Al Bernie. There also is Harry Rose, Sylvia Manon and company, Frances McCoy, Sid Marion and Jeannie Parrillo. Running time, 10 mins. "G."

"Hawaiian Holiday"

(Disney-Radio)

Mickey Mouse, Donald Duck, the Goof and Pluto do their stuff in a Hawaiian setting here. There are cleverly conceived, humorous sequences involving starfish, crabs and surf boards, all done with that well known Disney touch. An hors d'oeuvre for any program. Running time, 8 mins. "G."

"The Clock Cleaners"

(Disney-Radio)

Walt Disney's troupe, headed by Mickey, get themselves involved with the inner workings of a tower clock. It is quite needless to say that the brilliantly executed animation will hold the attention of audiences and hand them laugh after laugh. Running time, 8 mins. "G."

Staub Seeks Release Deal

HOLLYWOOD, Aug. 19.—Ralph Staub has gone to New York to arrange a releasing deal for the first of a series of contemplated short subjects which he and Jimmy Fidler, NBC film gossip columnist, are co-producing from Staub's film library.

The first of the shorts, already produced, was previewed in Hollywood last week. It is a three-reel subject of old time film favorites, showing them in various vehicles in their heyday.

It wound up with a cinematic tribute to the recently deceased members of the film colony.

Federation Signs 22 Spots for Acts

(Continued from page 1)

Chicago; Gayety, Milwaukee; Garlick, St. Louis; Keith's, Indianapolis; National, Louisville; Gayety, Cincinnati; Gayety, Detroit; Capitol, Toledo; Roxy, Cleveland; Casino, Pittsburgh; Gayety, Baltimore, and Gayety, Washington.

In addition, 14 New York houses will use vaudeville this year, Whitehead said, naming Loew's State, Paramount, Roxy, Music Hall, Eltinge, Irving Place, Apollo, Oriental, Gaiety, Republic, Oxford, Century, Casino and Uptown Apollo. Characterizing the developments as a "revival of vaudeville," Whitehead said that the A. F. of A. would be strengthened, as a result, for its participation in the "concerted drive by A. F. of L. unions to organize the entire theatrical field." The A. F. of A. will undertake the organizing of night club performers in the drive.

Walsh to Take Over Studio Labor Cases

(Continued from page 1)

of the Society of M. P. Set Designers, the Society of M. P. Sketch Artists and Illustrators, and the Society of M. P. Art Directors, which seeks jurisdiction claimed by the United Scenic Artists Local, of the International Brotherhood of Painters, Decorators and Paperhangers of America.

Walsh, who flew here from Chicago, where he had been handling labor board cases, said on his arrival that he would conduct several informal hearings on the questions before setting any formal hearing.

Pressure of other labor difficulties on the office of Dr. Towne Nylander, regional director, caused the appointment.

Agreement Reached On N. Y. Exchanges

(Continued from page 1)

ritories have been reached. No meetings have been set to discuss the two remaining key situations. A session is expected to be held following the I. A. T. S. E. convention in Seattle, which started last Sunday.

As soon as remaining situations are cleaned up, I. A. T. S. E. and major distributor representatives will sit down and draft a uniform agreement.

Accept New Rates in N. O.

NEW ORLEANS, Aug. 19.—With exchange managers here refusing absolutely to advance wages beyond the small increases which recently they offered their employees, the union has accepted the new scale, which will go into effect next week.

Increased rates established are: Shippers, \$28; postermen, \$23; head inspectresses, \$20, and inspectresses, \$17.50.

Ohio Union Asks Boost

ALLIANCE, O., Aug. 19.—Union projectionists here have requested a 10 per cent increase in pay, effective Sept. 1, when the present contract with the three theatres here expires. Present pay of projectionists is an average of \$42.50 a week. Only one man at a time is required in a booth.

Out Hollywood Way

HOLLYWOOD, Aug. 19.—Having a production lull, Grand National has leased all available shooting space until the end of the month to three outside companies. BCM Pictures has moved in to shoot "Assassin of Youth," anti-dope picture to be produced by LEO J. MCCARTHY and directed by ELMER CLIFTON. Principal will shoot interiors on "Boots and Saddles," SMITH BALLEW film for 20th Century-Fox release and HARRY SHERMAN will make his next Hopalong Cassidy indoor shots there. . . . Emerson's Mountaineers, hill billy sextet, arrived this week for Grand National's "Tex Rides with the Boy Scouts."

FRANKIE THOMAS, juvenile, goes to Universal for the title role of the serial, "Tim Tyler's Luck," from the newspaper comic strip. . . . M-G-M will star ROBERT MONTGOMERY in another dramatic role in "Under the Flag," magazine story by EDWARD HOPE of the effect of the World War upon the future lives of its survivors. EDWARD BUZZELL is at the lot on a one-picture deal to direct it, having left Universal last week.

ANDY HERVEY, M-G-M publicity man, is in the Cedars of Lebanon Hospital for observation. . . . EDWARD ARNOLD for the first time in his acting career will sing. He will render two songs in B. P. Schulberg-Paramount's "Blossoms on Broadway." . . . JOHN BARRYMORE's third successive film role at Paramount places him in "City Hall Scandal," which RALPH MURPHY will direct. BARRYMORE is now in "Bulldog Drummond's Revenge." . . . DOROTHY LAMOUR goes into Paramount's "Thrill of a Lifetime," in which VICTOR YOUNG makes his debut as an actor.

Five old time silent favorites, CLARA KIMBALL YOUNG, EVA NOVAK, JEAN ACKER, PAULINE GARON and DOUGLAS GERRARD, have been cast by 20th Century-Fox in its "Dangerously Yours" . . . The studio will star CESAR ROMERO in "Hawk of the Desert," novel by ALBERT TREYNOR, as the first vehicle under his new contract . . . Columbia has changed the title of Frances Marion's first there, "Winning of the West," to "The Pioneers." . . . COURTNEY RILEY COOPER and FRANK ADAMS are doing the screenplay . . . SPRING BYINGTON has been borrowed from M-G-M for Paramount's "The Buccaneer" for the role of DOLLY MADISON . . . JOHN MACK BROWN, JOHN WAYNE, MARSHA HUNT and JOHN PATTERSON

will head the cast of Paramount's "Born to the West" from the ZANE GREY story.

The WALT DISNEY staff has added a night shift to complete "Snow White and the Seven Dwarfs" in time for the Christmas holiday week release . . . WALLY VERNON has been signed to a contract at 20th Century-Fox and will go into "Love and Hisses" . . . THOMAS BECK, given a new contract at 20th Century-Fox, begins his fourth year there by going into "45 Fathers."

GRANT MITCHELL and PAUL IRVING in "Hollywood Hotel," Warners . . . WARNER RICHMOND in "Stars Over Arizona," JACK RANDALL musical western for Monogram . . .

Casting—FRANK CRAVEN in "Blossoms on Broadway," Schulberg-Paramount. . . . FRED KOHLER, Sr., and ROBERT BARRAT in "The Buccaneer," Paramount. . . . JOSE CRESPO, MIGUEL LIGERO and BLANCA POSA to "La Vida Bohemia," Cantabria. . . . OSCAR O'SHEA, RICHARD TUCKER and PIERRE WATKIN in "Rosalei," M-G-M. . . . THOMAS MITCHELL and PATRICIA FARR in "I Married An Artist," Columbia.

CHARLES KULLMAN, Metropolitan tenor, has been signed for "The Goldwyn Follies." . . . ESTHER MUIR goes into Major-Paramount's "Love on Toast." . . . SAMUEL S. HINDS and HOBART CAVANAUGH in Universal's "Mightier Than the Sword." . . . TOM BROWN in "Navy Blue and Gold," M-G-M.

Writers—HARRY MYERS signed to do the script of "Dream of Love," Paramount. . . . ARTHUR CAESAR on "Show Business," and JACK NATTEFORD to "Born to the West," same lot. . . . ABEN KANDEL doing additional dialog on Grand National's "Face the Facts." . . . EDMUND KELSO's pact with Grand National has been extended.

ARTHUR S. KANE and MAX MILLER have completed the first story draft of Paramount's "Ruler of the Seas," which will depict the growth of the Cunard-White Star steamship line.

Directors—RAYMOND CANNON has been signed to direct the first of the four pictures DAVE DIAMOND will produce for Grand National.

AL ROGELL has been assigned to direct Columbia's big musical, "Freshmen Follies."

Fields Is Cantor Aide

HOLLYWOOD, Aug. 19.—Sidney Fields has been selected by Eddie Cantor to assist him on the screenplay of "Sing While You Sleep," Cantor's next for 20th Century-Fox. Fields formerly was associated with Eddie Davis, Cantor radio script writer.

RKO to Reopen Roosevelt

RKO will reopen the Roosevelt, Harlem, which was recently acquired from Leo Brecher, next Wednesday. The house has been remodeled. The Republic in Brooklyn will be taken over from Randforce on Sept. 1. Both units will have RKO in the names.

"U" List to Harris

Harris Amusement Co. of Pittsburgh has closed with James R. Grainger, Universal's general manager of distribution, for the showing of Universal features, shorts and newsreels in the circuits 16 houses in and around the Smoky City.

"Courageous" at \$25,000

"Captains Courageous," in its second week at the Capitol, garnered about \$25,000. "Topper" opened there yesterday. Next Thursday the theatre will be closed for alterations and will be reopened Sept. 2 with "The Broadway Melody of 1938."

Production Falls; Only 36 Shooting

HOLLYWOOD, Aug. 19.—Production dropped this week with only 36 pictures before the camera, as compared to 41 last week. Twelve were finished and only seven were started. Eighteen are being prepared and 80 are being edited.

The starts were: Columbia, "I Married an Artist," "All American Sweetheart" and "Smoking Six Guns"; Paramount, "City Hall Scandal"; Republic, "Trigger Trio"; Universal, "Boss of Lonely Valley," and Warners, "Larger Than Life."

The tally by studios:

Columbia, finished three, shooting five, preparing one, editing five; Goldwyn, zero, two, one, zero; Grand National, zero, zero, zero, four; M-G-M, one two, three, five; Monogram, one, zero, three, two; Paramount, two, six, three, 13; Principal, zero, zero, one, two; Republic, two, two, one, six; RKO, one, three, two, eight; Roach, zero, zero, zero, zero; Selznick International, zero, one, zero, zero; 20th Century-Fox, one, five, two, seven; Universal, zero, four, zero, seven; Wanger, zero, zero, zero, three; Warners, one, six, one, 24.

Five short subjects were finished during the week, and two, still shooting, were started. M-G-M finished two, started one; RKO finished two, and Warners, one. Four are preparing, and 14 are being edited.

Foy to Do "Movie Guide"

HOLLYWOOD, Aug. 19.—Bryan Foy will produce "Movie Guide," a mystery story centering on the tours conducted among the residential districts in which stars live.

This summer has seen an amazing growth of tour agencies which have plastered signs on virtually all the main thoroughfares.

"Robbery" Title Changed

HOLLYWOOD, Aug. 19.—Twentieth Century-Fox has chosen "Dangerously Yours" as the final title for the film formerly called "The Great Diamond Robbery." Cesar Romero, Phyllis Brooks, Jane Darwell, Alan Dinehart and Douglas Woods are included in the cast.

Miss Faye for "Fancy"

HOLLYWOOD, Aug. 19.—Universal, through a special arrangement with 20th Century-Fox, has signed Alice Faye to star in "A Young Man's Fancy," which B. G. De Sylva will produce as his second feature for "U." David Butler has been borrowed by Universal to direct.

B. N. Operator Enjoined

ALBION, Neb., Aug. 19.—Manager Maynard Nelson of the Alex, only Boone County theatre using Bank Night, today was ordered by County Attorney William Keeshan to suspend the gifts and clean up all remaining funds by Aug. 28.

Games Fate Uncertain

Games in the Greater New York RKO circuit are now on a week-to-week basis. The reason for this was said to be that executives may decide to eliminate the practice on a moment's notice.

BIG

as

the Empire State Building!

FLASH TO M-G-M!

(Telegram from Hollywood)

"BROADWAY MELODY playing Day and Date at Loew's State and Grauman's Chinese Los Angeles is absolute sensation with standee audiences from opening 9 a. m. at State and 10 a. m. at Chinese. **BUSINESS BREAKS ALL RECORDS AT BOTH HOUSES!**"

starring
ROBERT TAYLOR, ELEANOR POWELL;
with George Murphy, Binnie Barnes,
Buddy Ebsen, Sophie Tucker, Judy
Garland, Charles Gorin, Raymond
Walburn, Robert Benchley, Willie
Howard, Robert Wildhack, Charley
Grapewin. Screen play by Jack
McGowan, directed by Jack Cummings.
RUTH, produced by Jack Cummings.



BROADWAY MELODY OF 1938 SMASHES ALL RECORDS!

AS WE LEAP TO PRESS!

ALBANY TERRIFIC!

Beats "Saratoga", "San Francisco",
"Ziegfeld", etc.

PHILADELPHIA TOPS!

Smacks "Saratoga", "Born to Dance"
and all Big Ones!

**ATLANTA, SALT LAKE
CITY SENSATIONAL!**

'What would the Industry have done this Summer without M-G-M's Big Hits!'

THEATRE ACCOUNTING

by WILLIAM F. MORRIS

(Certified Public Accountant)

A system devised expressly for keeping a correct tabulation of receipts and expenses.

All the information required by the Social Security Act can be easily and quickly obtained both weekly and for longer periods as the total is accumulated.

TELLS ALL THE FACTS ABOUT YOUR BUSINESS EACH WEEK

- Payroll data for Social Security Taxes.
- Profit at a glance—Daily or Weekly.
- All expenses deducted—including Rent, Taxes and Depreciation.
- Complete record of advance bookings.
- Itemized Schedule of All Assets and Equipment with Table of Depreciation Rates.
- Does not require a bookkeeper to handle it.



\$3 ENOUGH FOR A FULL
YEAR'S BOOKKEEPING

QUIGLEY BOOKSHOP

ROCKEFELLER CENTER - NEW YORK

Para. Charges Philadelphia Moves Illegal

(Continued from page 1)

July 31, 1937," and that as the six specified pictures were not generally released during that period "the defendants are not entitled to delivery thereof under their 1936-'37 contracts."

The Paramount brief also emphasizes that the company's contract is not on trial in the injunction action, and declares that even if the company had breached its contracts with exhibitors that would not entitle the defendants to "take the law into their own hands and violate the Sherman Act. If they want to redress any alleged grievance on this score, they should bring an appropriate action to determine their rights to these pictures," the company's brief observes.

Hits Concerted Action

Answering the second grievance, the brief points out that if the sales terms are unsatisfactory "no exhibitor is obliged to deal with the complainant, but exhibitors may not attempt by concerted action and conspiracy to force the complainant to make contracts with the exhibitors upon terms which the group, acting in concert, demand."

The brief also attacks the exhibitors' reported plans for carrying on the "buyers' strike" by "individual action" and "peaceful persuasion." The company charges that the campaign planned by the exhibitors "will carry with it the same threat of economic loss to the exhibitor who shuns the boycott as was carried by the threat to picket the exhibitor's theatre." The brief concludes with the charge that any continuance of the measures planned against the company by exhibitors in this territory would constitute a conspiracy in restraint of trade.

The defendant exhibitors' reply brief is to be filed tomorrow. The temporary injunction obtained by Paramount continues in effect.

Sues on "Rolling Stone"

Walter O'Keefe, radio performer, RKO, and Hess & McCaffrey, agency, are named defendants in an injunction suit filed in the N. Y. Supreme Court yesterday by Maxwell Hawkins, radio script writer. The plaintiff alleges that he prepared a script for radio use for O'Keefe which was to be called "The Rolling Stone."

The story dealt with automobile trailer life. O'Keefe, it is alleged, tried in vain to sell the story to Procter & Gamble and then, despite the plaintiff's protest sold it to RKO for film use. Hawkins not only wants RKO enjoined from using the script but also wants an accounting of any profits which "The Rolling Stone" may already have produced.

Delay House Foreclosure

UHRICHVILLE, O., Aug. 19.—A moratorium saving the State here from sale in a foreclosure proceeding brought several months ago by Charles Schwendiman of Gadenhutten has been granted by Judge Robert B. Putnam, in Common Pleas Court. The extension is until April 1, 1938.

No Delay from RKO's Notes Expected Now

(Continued from page 1)

under which \$50,000 of the notes are redeemed every month. The notes are held by the Bank of America Nat'l Ass'n and the final payment under the court agreement becomes due on May 1, 1938.

Although Irving Trust Co., RKO trustee, filed a petition with the Federal court here a year ago to obtain authority to pay off notes then outstanding, amounting to \$800,000 at the time, the court has taken no action on the petition and attorneys appear to be agreed that none is in prospect. Thus, barring action by the court on the trustee's petition, the principal RKO creditors feel that there is every reason to believe that the company's reorganization will have been completed by the early part of next year, several months before the last of the payments on the gold notes falls due. In such an event, the issue involving the secured position of the debentures probably would not arise to plague the reorganizers and indefinitely delay completion of the RKO rehabilitation proceedings.

Atlas Against Retirement

The Atlas Corp., proponent of the RKO reorganization plan, opposed the trustee's petition to retire the notes at the court hearing last fall on the primary ground that the payment would unnecessarily deplete the company's cash on hand. The trustee petitioned the pay-off on the ground that it would make possible an appreciable saving in interest on the notes.

Indications are that the RKO reorganization plan, with the report and recommendations of the special master, will go to the Federal District Court for final hearings about November. Completion of the reorganization within two to three months thereafter is likely.

Shift W. B. Canada Dates

Warners' national trade exhibit scheduled to be held in 31 cities throughout the country on Monday and Tuesday will be held in Canadian situations on later dates because of a shortage of prints. Following is the schedule of the exhibit and the theatres selected to play the features in Canada:

Toronto, Village, Aug. 23 and 24; His Majesty's, Montreal, Aug. 25 and 26; Strand, St. John, Aug. 30-31; Garrick, Winnipeg, Sept. 7 and 8; Tivoli, Calgary, Sept. 9 and 10, and Stanley, Vancouver, Sept. 13 and 14.

Denies New Theatre Plan

PARIS, Aug. 19.—Reports that M-G-M was considering another theatre to replace the Olympia, which the company gave up last January when the lease expired, are denied. The organization neither plans to build or take over a local theatre, it was stated.

Farnsworth Quits Post

William P. Farnsworth has resigned as New York administrative officer of the Federal Theatre Project, a post he has held since last March.

Skouras-RKO N. Y. Pool Facing Delays

(Continued from page 1)

theatres Skouras will acquire on Labor Day from the estate of the late Jack W. Springer. According to a standing agreement, RKO has the privilege of purchasing a 20 per cent interest in new theatres acquired by Skouras. The major circuit now holds a 20 per cent interest in Metropolitan Playhouses, which includes approximately 100 theatres operated by Randforce and Skouras.

Skouras to Be Host At Coast Gathering

LOS ANGELES, Aug. 19.—Charles D. Skouras, operating head of Fox West Coast, will be host to all National Theatres' executives and home office and field representatives when the 1938 convention is held at Del Monte.

Skouras and his men returned Monday from Colorado Springs after a four-day meeting. The Del Monte site for the convention next year was decided upon before the men left Colorado.

Meanwhile, no successor has been named to succeed Al Hanson, who will retire Sept. 1 as assistant to Skouras. Hanson has decided to devote more time to his own theatre interests. F. W. C. has 51 per cent of the two Compton houses. Whether the circuit is interested in the latest theatre Skouras is building is not known.

Sunday Petitions Void

JACKSON, TENN., Aug. 19.—Ruling that the petition for Sunday films presented to the city commissioners Aug. 4, was void, City Recorder D. W. Luckey recently returned the petition to those who had circulated it.

Luckey stated that many whose names were on the petition did not live in the city, some were minors and only a few had property listed as required by the referendum clause in the city charter.

E. L. Drake, local theater operator, said "the petition would be re-submitted."

Wall Street

Board Activity Generally Light

	High	Low	Close	Net Change
Columbia	28 1/2	28 1/2	28 1/2	-1 1/2
Consolidated	3 1/2	3 1/2	3 1/2	
Consolidated, pfd.	12 3/4	12 1/2	12 1/2	
Eastman	192	192	192	-3 1/2
Eastman, pfd.	161	160	161	+1
Gen. T. Equip.	25	24 1/2	24 1/2	- 1/2
Loew's, Inc.	83	81 1/2	81 1/2	-1 1/2
Paramount	23 1/4	22 3/4	22 3/4	- 1/2
Paramount 2 pfd.	20 1/2	20 1/2	20 1/2	- 3/4
Pathe	9 1/2	9 1/2	9 1/2	- 1/2
RKO	8 1/2	8 1/2	8 1/2	- 1/2
20th Century-Fox	37 1/2	36 1/2	37	+ 1/2
20th Century, pfd.	46 1/2	46 1/2	46 1/2	- 1/2
Warner Bros.	15 1/2	14 1/2	14 1/2	- 1/2

Technicolor Up on Curb

	High	Low	Close	Net Change
Grand National	3	3	3	
Sentry Safety	1/2	1/2	1/2	
Sonotone	2	2	2	
Technicolor	30 3/4	29 3/4	30 3/4	+ 1/2
Trans-Lux	4 1/2	4 1/4	4 1/4	

Bonds Decline Slightly

	High	Low	Close	Net Change
Loew's	100	99 1/2	99 1/2	- 1/2
Paramount F. L.	93	92 1/2	92 1/2	- 1/2
Warner Bros. 6s	95	94 1/2	95	
'39 wd	95	94 1/2	95	

(Quotations at close of Aug. 19)



Make a wish

for a Bobby Breen picture

even bigger than "Let's Sing

Again" and "Rainbow on

the River" ... and here it is!...

**THE BOY WHOSE VOICE AND CHARM
HAVE SWEPT A NATION OFF ITS FEET!**
...First on the radio, then on the screen,
now in his third great production for RKO
**RADIO! ... Thrill again as he sings again,
surrounded by a galaxy of big names
...in a heart-drama of the North Woods
that packs an even greater box-office
punch than the sensation-
al "Let's Sing Again" and
"Rainbow on the River!"**

BOBBY BREEN

and

BASIL RATHBONE

in

"MAKE A WISH"

with

MARION CLAIRE

HENRY ARMETTA

RALPH FORBES

LEON ERROL

DONALD MEEK

HERBERT RAWLINSON

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**R K O
RADIO
PICTURES**

FCC Approves Licenses for 12 Stations

By CLARENCE LINZ

WASHINGTON, Aug. 19.—The F.C.C. has granted operating licenses to a dozen stations, several of them new, as follows:

WJBC, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La., 1,120 kilocycles, 500 watts; KGLO, Mason City Globe-Gazette Co., Mason City, Ia., 1,210 kilocycles, 100 watts night, 250 watts day; WIND, Johnson Kennedy Radio Corp., Gary, Ind., 560 kilocycles, 1,000 watts night, 5,000 watts day; WPRA, Puerto Rico Advertising Co., Mayaguez, P. R., 1,370 kilocycles, 100 watts night, 250 watts day; KSUB, Johnson & Perry, Cedar City, Utah, 1,310 kilocycles, 100 watts; WCKY, L. B. Wilson, Covington, Ky., 1,490 kilocycles, 10,000 watts; WGTH, H. W. Wilson and Ben Farmer, Wilson, N. C., 1,310 kilocycles, 100 watts, daytime; WTAR, WTAR Radio Corp., Norfolk, Va., 780 kilocycles, 1,000 watts; WRDW, Augusta Broadcasting Co., Augusta, Ga., 1,500 kilocycles, 100 watts night, 250 watts day; KOCA, Oil Capital Broadcasting Assn., Kilgore, Tex., 1,210 kilocycles, 100 watts night, 250 watts day; KTKC, Tulare-Kings Counties Radio Assn., Visalia, Cal., 1,190 kilocycles, 250 watts, daytime.

Savannah Increase Granted

The commission also granted authority to WTOG, Savannah, Ga., to increase day power from 1,000 to 5,000 watts.

Holding its first meeting for several weeks, the broadcast division ordered hearings on a large number of applications, including the following applications for new stations:

Hollenbeck Heights Christian Church, Los Angeles, 1,170 kilocycles, 100 watts; Shirley D. Parker, Yakima, Wash., 1,310 kilocycles, 100 watts night, 250 watts day; Times Printing Co., Chattanooga, 1,120 kilocycles, 500 watts night, 1,000 watts day; Gila Broadcasting Co., Safford, Ariz., 1,420 kilocycles, 100 watts night, 250 watts day; WWPO, Inc., Pittsburgh, 1,120 kilocycles, 250 watts; Charles F. Engle, Natchez, Miss., 1,210 kilocycles, 100 watts night, 250 watts day; Burl V. Hedrick, Salisbury, N. C., 1,340 kilocycles, 1,000 watts, daytime only; Northwestern Broadcasting Co., Vernon, Tex., 1,500 kilocycles, 100 watts; J. F. Rodgers, Harlingen, Tex., 1,370 kilocycles, 100 watts night, 250 watts day; Floyd A. Parton, San Jose, Cal., 1,170 kilocycles, 250 watts, daytime only; Richland Broadcasting Co., Mansfield, O., 1,370 kilocycles, 100 watts, daytime only.

Coming Hearings Listed

Hearings were also ordered on station applications, as follows:

WJSV, Washington, increase of power from 10,000 to 50,000 watts; KTSP, St. Paul, increase of power from 10,000 watts night, 25,000 watts day to 50,000 watts; KFBI, Abilene, Kan., to move station to Wichita; WGAR, Cleveland, increase power from 500 watts night, 1,000 watts day to 1,000 watts night, 5,000 watts day; WMFJ, Daytona Beach, Fla., to change frequency from 1,420 to 1,240

Wisconsin Network To Start on Sept. 1

GREEN BAY, WIS., Aug. 19.—Formation of The Wisconsin Broadcasting System, a mutual organization, with three Wisconsin stations, WHBY, KFIZ, and WIBU, as members, has been effected, and network programs are scheduled to start Sept. 1, with programs originating in Green Bay, Fond du Lac, Poynette, Beaver Dam, Portage and Madison.

The network is unique in that there are no officers but a directing body composed of Rev. James A. Wagner, manager of WHBY; Emory Martin, manager of KFIZ, and William Forrest, manager of WIBU, will act as a managing group to take charge of the network's activities. Press relations are to be handled out of the Green Bay office, while a program clearing house will be established at Fond du Lac. Plans call for united network programs both of a commercial and sustaining nature, and the use of talent from throughout the state.

Sims, a division of Siems Bros., Inc., St. Paul, Minn., will become the first commercial account of the network and a daily program for Sims Malt-O-Wheat will begin over the chain at 8 o'clock in the morning on Sept. 1.

WOR to Inaugurate Interviews

"Microphone of the Sky," a new series of sustaining interview programs, will begin a stay on WOR Monday, and daily except Sunday thereafter from 1 to 1:15 P. M. The broadcasts will originate from the Empire State tower. Earle Harper will handle the program.

Shoe Program to Begin 7th Year

The Coward Shoe Co. will commence on Aug. 23, its seventh year of Jewish broadcasting over WLTH. It will continue with the "House Friend" or the Jewish Voice of Experience that recently received 1,286 responses for a single program.

Change Racing Program

Barney's, Inc., has dropped its program on WMCA, "Joe Lee, Racing Previews," and instead will sponsor Bob Carter's program titled "Today's Winners." The series is broadcast Monday through Saturday from 6 to 6:15 P. M.

kilocycles and increase power from 100 to 1,000 watts; KRRV, Sherman,

Tex., change frequency from 1,310 to 1,450 kilocycles and increase power from 250 to 500 watts; KTBS, Shreveport, La., change frequency from 1,450 to 620 kilocycles; WKBZ, Muskegon, Mich., change frequency from 1,500 to 1,200 kilocycles; KVEC, San Luis Obispo, Cal., increase power from 100 to 250 watts.

Apply for Station in Madison

WASHINGTON, Aug. 19.—Application for a new broadcasting station at Madison, Wis., to operate on 1,450 kilocycles with 250 watts power, has been filed with the F.C.C. by the Madison Broadcasting Co.

Also submitted were applications from KMED, Medford, Ore., for increase of power from 250 to 1,000 watts; WSIX, Nashville, Tenn., for increase of day power from 100 to 250 watts; and KAST, Astoria, Ore., for increase of day power from 100 to 250 watts and change of frequency from 1,370 to 1,200 kilocycles.

To Talk from China

HOLLYWOOD, Aug. 19.—By short wave from China, CBS will present Mme. Chiang Kai-Shek, wife of the Chinese generalissimo, in a discussion of China's position in the China-Japanese hostilities Monday from 3:30 to 3:45 P. M., P.S.T.

Her talk will be titled "Facing the North China Crisis."

CBS Will Broadcast Gershwin Memorial

HOLLYWOOD, Aug. 19.—CBS will broadcast coast-to-coast and internationally the George Gershwin memorial concert to be given Sept. 8 in the Hollywood Bowl. The program, which will last two and a half hours, will begin at 8:30 P. M., P. S. T.

Already scheduled for the program are: Irene Dunne, Bing Crosby, Fred Astaire, Al Jolson, Helen Jepson, Jose Iturbi, the Los Angeles Philharmonic Symphony Orchestra conducted by Otto Klemperer, Oscar Levant and the Hall Johnson Choir.

It was announced that the services of the musicians and artists would be contributed and that the proceeds will be used to forward the non-profit work of the Bowl Ass'n, which yearly presents eight weeks of "Symphonies Under the Stars."

The Columbia broadcast, a sustaining program, will be piped abroad through the company's subsidiaries.

Court Upholds Free Speech in Broadcast

(Continued from page 1)

Durkin, convicted murderer. The decision was handed down by Federal Judge LeRoy J. Adair, who ruled that sponsored radio programs have the same privilege as newspapers in naming persons and telling facts, whether the events related took place a day or years before the broadcast time.

Martin Durkin was the plaintiff in the action, with CBS, Phil Lord, and the Colgate-Palmolive-Peet Co. named as defendants. Durkin, now serving sentence for a murder, objected to the dramatization because he felt that the broadcast might jeopardize his chances of obtaining parole.

Mar-O-Oil Series Renewed

The J. W. Marrow Mfg. Co., for Mar-O-Oil shampoo, has renewed Henry Busse and orchestra for an additional 10 weeks, beginning Sept. 26. The program is heard each Sunday from 11:45 A. M. to 12 noon on the NBC-Red network. The agency is Baggaley, Horton & Hoyt, Inc., Chicago.

Resuming for 30 weeks on the NBC-Red is the serial sponsored by General Mills, Inc., titled "Jack Armstrong." The program will return Sept. 27. The agency is Blackett-Sample-Hummert.

Rosalind Russell Signed

Rosalind Russell has been signed to headline the first four weeks of the new Sunday afternoon program, "Silver Theatre," which will be inaugurated over CBS Oct. 3, from 5 to 5:30 P. M.

Radio Personals

JOHNNY JOHNSTONE, WOR—Mutual director of publicity, is home ill with a streptococcus infection. . . Beverly Roberts will make her radio debut over CBS Aug. 28 as guest on the "Hollywood Show Case". . . The CBS Shakespearean cycle concludes Aug. 30 when Tallulah Bankhead, Orson Welles, Helen Menken, Sir Cedric Hardwicke and Estelle Windwood present "Twelfth Night". . . The Hudson-Delange band goes into the Paramount here Sept. 15. . . Lucy Monroe, on tonight's Hammerstein "Music Hall of the Air," will sing the song Jose Iturbi refused to play for her at the recent Philadelphia Dell concert, Victor Herbert's "Italian Street Song". . . Jessie Matthews will be heard over NBC Aug. 21 at 3:15 P. M. in a program short-waved here from London. . . Robert Taylor will make a guest appearance on WHN's "Movie Club" this evening. . . The mother of Paul Douglas, CBS announcer, died in California yesterday. . .

June Lang will be Walter Winchell's air guest Sunday. . . Helen Menken will head the list of guest stars on the Hammerstein "Music Hall" Aug. 27. . . Jack Eigen's "Newsreel" will return to WMCA, Aug. 26, after an absence of three months. . . John J. Wilson, formerly with Lord and Thomas, has joined the staff of William Esty. . .

Walker Off "Magazine"

SAN FRANCISCO, Aug. 19.—Benny Walker will leave KPO's "Women's Magazine of the Air" Sept. 1, after six years on the show, to head a new morning variety bill over the same station. Ned Tollinger will succeed Walker.

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F. H. RICHARDSON'S BLUEBOOK OF PROJECTION

The sixth edition of F. H. Richardson's Bluebook is now in its second printing, for which it has been extensively revised. In addition to revisions in text, it contains a supplementary chapter devoted to developments which have become important in projection room technique and servicing methods since the first printing.

The revised edition includes 736 pages of up-to-the-minute text, charts and data with detailed description of assembly, wiring and functioning of all modern sound and projection apparatus. It is a practical "trouble shooter," cross indexed for immediate reference in any projection room emergency.

If you wish a copy of this essential book, it will be necessary that you fill in and mail the coupon without delay.



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VOL. 42. NO. 44

NEW YORK, SATURDAY, AUGUST 21, 1937

TEN CENTS

Seldes Heads Work of CBS In Television

Program Center Planned In Grand Central

Marking the network's second major advance in its recently revived television campaign, CBS will make public a double-barreled announcement late today that it has weaned Gilbert Seldes away from his newspaper and drama duties to direct its experimental television programs, and that the company is establishing a

*Additional developments in
radio on page 4*

television program center in the Grand Central Terminal Bldg.

The new television project in the Terminal Bldg. will include television studios larger, it is said, than any now in use. The studios will provide, according to Columbia, the first full-scale working model in this country

(Continued on page 4)

Nebraska Asks End Of Ascap's Action

OMAHA, Aug. 20.—A motion has been filed in U. S. District Court at Lincoln by the state Attorney General's office seeking dismissal of the Ascap suit attacking validity of the last legislature's statute outlawing the organization in Nebraska. A three-judge Federal Court is to hear the Ascap suit in Omaha Sept. 11 unless the Attorney General's motion is granted.

Wanger Gets Medal

Joan Bennett received a plaque from the professional models the other day in the sunken plaza of Rockefeller Center. Walter Wanger received a gold medal of merit yesterday from the Fashion Academy.

According to Myer P. Beck of the U. A. exploitation department, the Fashion Academy is one of the leading schools for designers and it was—or is—pleased because Wanger presented "the first authentic fashions in gowns, furs and millinery" in the current "Walter Wanger's Vogues of 1938."

Timely Topics

Max A. Cohen will give up the Selwyn on Aug. 31. The last picture which will be shown at the theatre under his management will be "Mr. Cohen Takes a Walk."

Question Craven on His Radio Holdings

By BERTRAM F. LINZ

WASHINGTON, Aug. 20.—Members of the Senate Interstate Commerce Committee today questioned I. A. M. Craven, nominated by President Roosevelt to be a member of the F. C. C. regarding his ownership of corporation stocks in the radio and electrical industries.

Information was filed with the committee that Craven, in private practice before joining the F. C. C., represented various corporations in which he took stock in payment for his services.

Craven's alleged stock interest in broadcasting corporations was also attacked yesterday on the floor of the House by Representative Wigglesworth of Massachusetts, who on Wednesday introduced a resolution that no member of the commission or person in its employ should be financially interested in the manufacture or sale

(Continued on page 4)

55th St. Playhouse Signs After Sitdown

An eight-minute sitdown strike staged by projectionists at the 55th St. Playhouse yesterday brought about the signing of a new union contract with the house which materially reduced working hours and increases the wage scale 100 per cent, Local 306 reported yesterday.

Although the projectionists at the house were members of Empire State Operators' Union, in a recent collective bargaining election they chose

(Continued on page 3)

Wanger's "Vogues" \$15,000 First Day

"Walter Wanger's Vogues of 1938" tallied approximately \$15,000 on the opening day at the Music Hall. Up to 1 P. M. yesterday, the gross was within \$100 of Thursday's figure at the same time.

At the Apollo, Atlantic City, the picture opened Thursday to a new record, according to U. A. "Stella Dallas" previously held the high gross mark.

At 4 P. M. the figure yesterday was \$158 in excess of that at the same time the day previous.

Price-Fixing Law Does Not Affect Films

Observers Declare Only Actual Sales Covered

By CLARENCE LINZ

WASHINGTON, Aug. 20.—Price maintenance legislation unwillingly approved by President Roosevelt this week as a rider to a District of Columbia tax act will have no application to the film industry, it was said today at authoritative sources.

It was pointed out that the measure refers to sales of goods, wares and merchandise and that it merely makes legal contracts between manufacturers or distributors and retailers in which the prices to be charged by the latter are stipulated, in states which have laws approving such action.

In the case of the film industry, it was explained, the pictures are leased and not sold and, so far as is known, none of the state laws intended to be supported by the Federal act, deals with anything but sales.

Accordingly, it was believed, the measure will have no effect upon the film industry or upon any of the Federal anti-trust cases involving exhibition contracts.

"Strike" Defended In UMPTO's Brief

PHILADELPHIA, Aug. 20.—Citing numerous decisions in previous law cases involving violations of the Sherman and Clayton anti-trust laws, Benjamin N. Golder and Otto Kraus, Jr., counsel for the U.M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware, defendants in the case arising from the distributor "buyers' strike" against the taking of Paramount product because of alleged booking injustices, contended

(Continued on page 3)

New Yorkers in Dark On "Strike" Meeting

Local independent exhibitors professed to be mystified yesterday by reports emanating from Philadelphia that exhibitor representatives of organizations participating in the "buyers' strike" against Paramount would meet here next Thursday to discuss new procedures for carrying out their "strike" program.

Leading New York independents and officials of Allied of New Jersey denied that they had received notice of the meeting or had heard of any

(Continued on page 3)

British Quota Plans Shaped By 5 Majors

Paramount and Columbia Discussing Details

All major producing and distributing companies with the exception of Paramount and Columbia have formulated their plans for handling their British production requirements under the proposed quota legislation, it was revealed by inquiries made at home offices here yesterday.

Warners and M-G-M will produce their own pictures in England. United Artists, 20th Century-Fox and Universal will have their quota requirements handled by production organizations in England allied with the American company. Alexander Korda will supply the United Artists quota requirements. Robert Kane and possibly other producers working directly for the company will handle 20th Century-Fox's British production, while the C. M. Woolf interests, a Universal affiliate, will provide that company's quota.

Present indications are that RKO's

(Continued on page 3)

July Admission Tax Down to \$1,633,088

WASHINGTON, Aug. 20.—A sharp curtailment in theatre attendance was disclosed tonight by the monthly report on admission tax collections, issued by the Bureau of Internal Revenue, placing receipts for July at \$1,633,088, against \$1,874,775 in June and \$1,568,487 in July of last year.

The drop in collections from June

(Continued on page 3)

Admiral a Censor

Rear Admiral Harry E. Yarnell in charge of the U. S. Asiatic Fleet at Shanghai, has taken upon himself the role of censor, according to word received at the Universal home office from its news cameraman, Howard Winner.

Winner, who covered the Ethiopian war and is used to gunfire, cabled that as the President McKinley approached Shanghai the captain transmitted orders from the admiral that all passengers should lie down when on deck and that if any pictures were taken cameras should be confiscated.

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MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Hoyt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

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PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorient, Representative.

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Doyle on Way to London

SYDNEY, Aug. 20.—Stuart Doyle, former managing director of Greater Union Theatres, and now interested in television, production and the construction of two theatres in England, sailed today for London and New York. He is understood to have a number of important deals in mind which he expects to close during his visit to England and the States.

S. E. C. Expels Meehan

WASHINGTON, Aug. 20.—The Securities and Exchange Commission has issued an order expelling Michael J. Meehan, New York broker, from membership in the New York Stock Exchange, the New York Curb Exchange and the Chicago Board of Trade. The order is effective Oct. 19.

Rob RKO Columbus Spot

COLUMBUS, Aug. 20.—An armed bandit today held up the RKO Grand, situated in the heart of the downtown business district, menacing Mary Alice Nash, cashier, and George W. Gray, treasurer, and escaping with \$170 which the cashier had just brought into the theatre.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"The Life of the Party"

(RKO)

HOLLYWOOD, Aug. 20.—Here is as mad and as merry a potpourri of melodies, personalities, forthright foolishness and miscellaneous amusement as has come from a carefree camera to enliven the cinema calendar in ready memory. The picture has a plot and the players work it out without sacrificing the identities they have established nationally as themselves.

Parkyakarkus, for instance, is cast as a house detective named Parkyakarkus, and plays both the role and himself. Joe Penner is cast as Joe Penner of the Park Avenue Penners, and that is simply that. Gene Raymond and Harriet Hilliard, as the boy and girl of the story, step in and out of the character at will and with excellent result, while Victor Moore and Helen Broderick are their screen and radio selves in roles tailored to their measure.

Out of all this comes a tremendous lot of sheer entertainment and by some strange alchemy the story is kept rolling along fresh grooves to a satisfying conclusion.

A preview audience at the Dome theatre in ribald Ocean Park laughed its head off and went out trying to whistle "Chirp a Little" and the title song, either or both of which have hit possibilities.

William A. Seiter directed the Edward Kaufman production from a screenplay whipped up by Bert Kalmar, Harry Ruby and Viola Brothers Shore from a story by Joseph Santley. Five of the songs are by Herbert Magidson and Allie Wrubel and a sixth is by Magidson, George Jessel and Ben Oakland.

Gene Raymond is at his best in the light lead and Joe Penner is in the pink throughout. Billy Gilbert, Franklin Pangborn and Ann Miller stand out in the support.

The story is about a romantic young millionaire and a socialite with stage ambitions. But the ways and means of their getting together to the required clinch are different and do not include, the world will be glad to hear, the heroic raising of funds to back a show. There is every reason to believe that exploitation concentrated on names and a general promise of assorted amusement will pack 'em in and send 'em away happy.

Running time, 79 minutes. "G."

Century's Directors
Avoid Heat on Yacht

Century Circuit's board of directors solved the heat problem Thursday when they got together for their regular meeting. Instead of holding the session at the company's headquarters in the RCA Bldg., the men convened on a yacht owned by one of the directors and anchored at Port Washington.

Routine business was discussed. It is understood the quarterly dividend was passed up because of poor business. The last dividend was declared in July.

A. H. Schwartz, operating head of the circuit, came in from Lake Placid to attend the meeting and returned to his country home the same night. He was accompanied by his son, Leslie, short subjects booker. Both are scheduled to be back at his office Monday or Tuesday.

Discuss Skouras Budgets

Skouras Theatres' district managers yesterday met at the home office for a general discussion of developments during the three-day meetings held this week at the St. Moritz. Budgets were the principal topic of the session.

"Dance" to Criterion

"Dance, Charlie, Dance," will follow "Talent Scout" into the Criterion next Wednesday.

"U" Manager Leaves
Shanghai for Manila

Universal received a cable from its Shanghai manager, Leroy Brown, early yesterday asking permission to move headquarters to Manila temporarily. It was given.

Shortly thereafter a message came through saying he and members of his staff had caught the *President Hoover*.

Flash Preview

"Spanish Earth"—A study rather than a story of the war in Spain. Expressing the Loyalist viewpoint, it tells the poignant tale of a nation striving to exist amid the turmoil of civil strife.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Weather Closes Offices

The home offices of M-G-M, Universal, Paramount and Warners closed early yesterday afternoon due to the intense heat and humidity. RKO called it a day at noon. Twentieth Century-Fox, Columbia and U. A. were able to carry on with the aid of air conditioning.

Kutinsky Out of Two

Matty Kutinsky is no longer identified with the operation of the Comet and Crystal in Brooklyn.

Purely
Personal

HELEN O'TOOLE, New York, secretary to Ed KUYKENDALL, will be married today to RICHARD F. DALY, Staten Island attorney. The couple will honeymoon in Bermuda. Miss O'Toole is the daughter of M. J. O'Toole, former national secretary of M.P.T.O.A., and now associated with the Comerford Circuit at Scranton, Pa.

ROBERT TAYLOR, MAUREEN O'SULLIVAN, HAL ROSSON, JACK CONWAY, MARGARET BOOTH and JOSEPH NEWMAN sail today on the *Berengaria*. They will make "A Yank at Oxford," in England.

EDMUND MANTELL celebrated his 30th wedding anniversary the other day at his country home at Monroe, N. Y. Five years ago, he held his silver wedding anniversary celebration in Vienna.

ADOLPH POLLAK, general sales manager for Theatre Trailer Service, will leave Sept. 3 for a two-week tour of important key centers. About 10 days after he returns, he will sail for Europe.

J. J. ALLEN, who operates 23 theatres in Canada and also has the Columbia franchise for his territory, is visiting here for a few days.

MYER P. BECK doesn't mind the hot weather while he's handling publicity for "Walter Wanger's Vogues of 1938" at the Music Hall.

A. W. SMITH, Jr., general sales manager for U. A., has returned from the south where he spent several weeks on business.

ROBERT MOCHRIE, southern district manager for U. A., with headquarters in Atlanta, is in town.

MILTON KUSELL will return Monday from a trip to Albany and Gloversville.

F. P. Canadian Meet
To Open on Monday

TORONTO, Aug. 20.—The annual eastern managers' convention of Famous Players Canadian Corp. will be held at the King Edward Hotel here next Monday, Tuesday and Wednesday.

For the meeting the eastern theatres have been divided into three groups, as well as a group from the home office, from the maintenance and operating departments. From the home office will be R. W. Bolstad, N. G. Barrow, L. Geering, J. A. Troyer, A. MacCunn, R. Darby, F. Justin and W. Kerr. The three groups will be split into individual sessions. Each group will hold a separate session on main office, operating and maintenance.

A general meeting will open the convention Monday morning and a second such session will be held Wednesday morning. The picnic will be held Wednesday afternoon. The meeting will be featured by the annual award of bonuses.

British Quota Plans Shaped By 5 Majors

(Continued from page 1)

British production requirements will be supplied by Herbert Wilcox, although a deal has not been signed yet. The company has no producer affiliation abroad and is not likely to establish its own studio in England, leaving an outside deal of the sort discussed with Wilcox as the logical procedure. Columbia is in the same position as RKO, but has negotiated no deal with an English producer yet. Its most recent British importation was the Edward G. Robinson picture, "Thunder in the City," produced by Atlantic Films. A quota production arrangement between the two companies for the future is not improbable.

Paramount's British plans have not taken definite shape yet. There is a possibility that the company may set up its own producing organization in England, similar to Warners and Metro's. There is also a possibility that the company's British production will be handled by an outstanding English studio, such as London Films. In this case, the studio would receive technical and cast assistance from Paramount. However, no final decision is likely until Stanton Griffis, chairman of the Paramount executive committee, who is now in England, and Adolph Zukor, who sails for England next Wednesday, have made their reports and recommendations to the Paramount management and board of directors.

Warners Enter Denial

Warners filed a general denial in U. S. District Court yesterday in answer to the \$500,000 libel action brought by Casino Prod. and Yermi Stern. The action originated in the N. Y. Supreme Court and was transferred to the Federal Court because of diversity of citizenship. The complaint charges the reputation of the plaintiffs was damaged in the Warner film, "Go Into Your Dance."

Hold Denver Picnic

DENVER, Aug. 20.—Eating under the stars in the mountains near Denver was enjoyed by Civic Theatres employees, who held their annual picnic at the end of the day. Most of the gang were late for work the next morning, but the planning committee of Frank Ross, Walter Crelly, Tim Curigan and Fred Eisle deserved the credit for the good time had by all.

"Horizon" Big in Denver

DENVER, Aug. 20.—"Lost Horizon" opened at Denver yesterday for the first time at popular prices. According to Harry Huffman, the opening day's take beat any previous film by 20 per cent.

Obtains U. S. Film Right

John S. Tapernoux, president of French M. P. Corp., has obtained American distribution rights to "Helene," with Madeleine Renaud, and "Avec Le Sourire," starring Maurice Chevalier. The films will be released here in the fall.

Time Out

Seattle, Aug. 20.—All Seattle theatres will be closed for two hours on Labor Day, Sept. 6, during the downtown parade scheduled for noon.

Several hundred theatre usherettes will lead the line of march, according to Basil Grey, business agent for the theatre unions. Close to 1,000 members of the theatre and music unions will be in the parade to include all local A. F. of L. members.

55th St. Playhouse Signs After Sitdown

(Continued from page 1)

Local 306 as their representative, a spokesman for the latter organization said. When the negotiations were ended without an agreement being reached, the successful sitdown strike followed. The strike lasted from 2:30 to 2:38 P. M., yesterday.

July Admission Tax Down to \$1,633,088

(Continued from page 1)

to July was contrary to the experience of previous years, when increases, amounting to \$36,000 last year, were reported.

For the first seven months of the year, admission tax collections ran more than \$1,300,000 ahead of 1936, the bureau reported, totaling \$1,153,102 against \$9,805,792 last year.

Johnston on Coast

HOLLYWOOD, Aug. 20.—W. Ray Johnston, Monogram president, is here from Chicago, where he attended the regional sales meeting, for several days of conferences with Scott R. Dunlap before making a tour of the Monogram exchanges in San Francisco, Seattle, Portland and Denver.

Johnston and Dunlap will discuss the remainder of the 1937-'38 program and outline a sales campaign on "A Bride for Henry," featuring Warren Hull, Anne Nagel and Henry Molli-son, which recently was completed.

Have Share at Princeton

Casey & Wheeler, associated with Prudential Playhouses, is building a new 1,200-seat theatre at Princeton, N. J. It is planned to have the house ready for operation early in September.

Tieup for "Sky Racket"

HOLLYWOOD, Aug. 20.—Movie-Wave Cosmetic Co. has signed with Victory Pictures for a national exploitation tie-up on "Sky Racket," starring Herman Brix and Joan Barclay.

Metro Buys "Victoria"

HOLLYWOOD, Aug. 20.—M-G-M has purchased "And So—Victoria," British best-selling novel by William Vaughn Wilkins, as the fifth picture to be produced in England.

Retitle Morris Short

HOLLYWOOD, Aug. 20.—M-G-M has retitled the Pete Smith short, "Olympic Champ," starring Glen Morris, "Decathlon Champ."

"Strike" Defended In UMPTO's Brief

(Continued from page 1)

that the exhibitors could organize and refuse to deal with Paramount in the brief submitted to Federal Judge Oliver B. Dickinson, who is holding under advisement his opinion in the suit by which Paramount would permanently restrain the boycotting campaign.

The points of law present arguments to the effect that such action by the exhibitors is not a violation of the anti-trust laws, declaring that under the spirit of the acts, only when there is undue restraint of competition would the intent of the exhibitors be illegal. The brief holds that persons may combine for their own interest and protection "and acting in concert to suspend or abandon entirely in a quiet, orderly way their business relations with any other person, although such action may work serious injury to the other person."

If the court rules otherwise, the brief charges "then every cooperative buying organization must meet the same denunciation whenever it refuses to buy from a vendor whose terms are thought to be unacceptable."

Claim Propaganda Right

The defendants also claim the right to present their dispute to the public and carry on their boycott, admitting that the only possible illegal angle in their proposed campaign is the use of a sound truck which would invite the public not to patronize a theatre showing Paramount's product.

A further argument is advanced to the effect that Paramount is entitled to no remedy for cancellation of the contracts during August on the allegations that Paramount has breached its contracts with the exhibitors in that they failed to deliver promised pictures, the contract being unenforceable because of lack of mutuality since the exhibitor can only get pictures when they are declared "available" and there is no duty on Paramount which the exhibitors could enforce to declare pictures available; that the contracts are further of an illegal nature because they fail to carry the double feature prohibition clause.

New Yorkers in Dark On Strike Meeting

(Continued from page 1)

plans for the holding of such a meeting. The Philadelphia reports were that P. J. Wood of the Ohio I. T. O. had issued the call for the session. Wood has been visiting in New Jersey with his son, who is employed at the RCA Camden plant, but left there several days ago with plans for visits in Philadelphia, Washington and New York. Efforts to discover his present whereabouts for questioning on the Philadelphia rumors and reports were unavailing.

It was pointed out here that the participation of any of the Philadelphia "strike" leaders in such a meeting as that reported to have been called by Wood might jeopardize the Philadelphia exhibitors' position in refuting the conspiracy charge made by Paramount in its application for a permanent injunction in the Philadelphia territory. That application is now before the Federal court there.

Ridgefield May Get A Theatre After All

RIDGEFIELD, Conn., Aug. 20.—A move to establish a \$60,000 film theatre in this village is underway, according to Arthur J. Carnall, a real estate agent. Carnall refused to divulge the name of the person sponsoring the negotiations, but said the plan has the backing of a well known theatre executive.

Several independent Connecticut operators have been studying the possibilities of building a theatre in the village during the past year. The site now under consideration is near the center of the village. Last winter several wealthy residents discussed a plan of forming a company and erecting a theatre. The Parent-Teacher Ass'n which has been a strong factor in seeking a theatre for the town, did obtain permission for films once a week in the Town Hall.

Close Washington House

WASHINGTON, Aug. 20.—With the opening of the State, Warners have darkened the Lyric for alterations, according to John J. Payette, zone manager. The Lyric is slated to reopen Sept. 15.

Take Rockaway Theatre

Asney Amusement Corp. has taken over the Criterion, East Rockaway. John Asmus is secretary and treasurer, and J. T. Bonney is president of the corporation.

Tri-Boro Ready Oct. 1

The new Tri-Boro, under construction on 125th St., will be ready for opening about Oct. 1, according to Sidney Goren, president of Tri-Boro Playhouse, Inc.

To Reopen the Delmar

Harris Theatrical Enterprises will reopen the Delmar, formerly the Gotham, about Sept. 1. Alterations are now being made.

Wall Street

Board Losses General

	High	Low	Close	Net Change
Columbia	28 1/2	28 1/4	28 1/4	- 3/8
Columbia, pfd. ...	41	41	41	-1 1/4
Eastman	191	186 1/4	188 3/4	-3 1/4
Eastman, pfd.	158	158	158	-3
Gen. T. Equip. ...	25 1/4	24 1/4	24 1/4	- 3/8
Loew's, Inc.	82	81 1/2	81 3/4	- 1/8
Loew's, pfd.	105 3/4	105 3/4	105 3/4	
Paramount	23 1/2	22 1/2	22 1/2	- 1/2
Paramount 1 pfd. ..	155 1/4	155	155	-13 1/4
Paramount 2 pfd. ..	20 1/4	20 1/2	20 1/2	
Pathe	9 1/2	9 1/2	9 1/2	
RKO	8 1/2	8 1/2	8 1/2	- 1/4
20th Century-Fox. ...	37 1/4	36 1/2	36 1/2	- 3/8
Universal, pfd. ...	55	55	55	
Warner Bros. ...	15	14 1/4	14 1/2	- 1/4

Technicolor Drops on Curb

	High	Low	Close	Net Change
Grand National ..	3	2 1/2	3	
Sonotone	2	2	2	
Technicolor	29 1/2	28 1/2	28 3/4	-1 1/8
Trans-Lux	4 1/4	4 1/2	4 1/4	

Small Bond Decline

	High	Low	Close	Net Change
Loew's 6s '41				
ex war	100	100	100	+ 1/8
Paramount B'way				
3s '55	67 1/2	67 1/2	67 1/2	
Paramount Pict.				
6s '55	100 1/2	100	100	- 1/8
Paramount F. L.				
6s '47	92 1/2	91 1/2	91 1/2	-1 1/8

(Quotations at close of Aug. 20)

Seldes Heads Work of CBS In Television

(Continued from page 1)

of a complete television unit operating under conditions of actual daily television production schedules. The studio will operate in conjunction with the CBS television transmitter in the Chrysler Tower, now under construction, to which it will be linked by coaxial cable.

Seldes is scheduled to begin his television program work Sept. 1. The mode of operation outlined for Seldes is "to make as many experiments as possible in order to make as many errors as possible in advance." His function will be to direct these "experiments" and "errors in advance" as a means of establishing television on the same standard of entertainment value as other mature arts.

Actual construction on the studios at Grand Central is scheduled to begin early this fall, and major details of design and equipment have already been worked out by CBS engineers. The central studio will measure 225 feet in length, 60 feet in width, and 40 feet from floor to ceiling, and will be located directly above the Grand Central waiting room, overlooking 42nd St. It will contain dressing rooms, rehearsal chambers, a carpentry shop for set construction and a television laboratory. Provision has also been made for the cutting, editing and scanning of motion picture films.

Columbia's new television development is in line with a statement made some while back by William S. Paley, president, who disclosed in testimony before the F. C. C. that the network had set aside the sum of \$2,000,000 for carrying out this final phase of its experiments in television.

Navy News on Air

SAN DIEGO, Aug. 20.—KFSD, local NBC-Blue outlet, has contracted the Keystone Clothery for sponsorship of a 15-minute program of Navy news, prepared by the editor of *Navy News* magazine. Dick Cutting, former Shakespearean player and now staff announcer, will handle the narration. Fridays at 5 P.M.

Air Army Maneuvers

OMAHA, Aug. 20.—A series of nightly broadcasts from the scene of the Fourth Army maneuvers at Ft. Riley, Kan., is being presented by KFOR-KFAB, Central States Broadcasting Co. outlets at Lincoln, and WOW, Omaha, through special arrangements with KFBI, Abilene, Tex.

Healy with Miss Ferguson

HOLLYWOOD, Aug. 20.—Frank Healy, formerly of NBC's press division in New York, has joined the publicity office of Helen Ferguson here, for whom he will open a radio department.

Claire Sherman Signed

Claire Sherman, formerly staff singer on WFBL, Syracuse, has been signed by CBS artists bureau, and assigned to "Theatre Matinee" and "Music in the Air."

Finish Fight

A fight-to-the-finish baseball game will be held on the soft ball baseball diamond in Central Park, Aug. 25, at 10 A.M. The contestants will be Lee Grant's orchestra vs. Nat Brusiloff and his boys. Lee is the conductor of the three-hour "Grand Stand and Band Stand show, and Nat is WMCA's house band conductor. The prize is a keg of beer.

Shanghai Described By Mrs. Roosevelt

The first eye witness description of the fighting in Shanghai between Chinese and Japanese forces was given to American radio listeners yesterday in an exclusive broadcast by Mrs. Theodore Roosevelt, Jr., on NBC. Mrs. Roosevelt's description of the fighting was the culmination of days of feverish effort on the part of broadcasters to get a word picture of the Shanghai fighting to listeners here.

Communication facilities at Shanghai had been broken down since the first day of the battle. Baffled in this direction, NBC immediately checked the lists of refugee ships and found that the *President Jefferson* would be the first to reach Manila, and arranged for Mrs. Roosevelt's talk. Contact was made with KZRM, Manila, for the transmission of the program, which was relayed by short-wave through RCA facilities from Manila to Point Reyes, Cal., and fed into the NBC network at San Francisco.

Question Craven on His Radio Holdings

(Continued from page 1)

of communications apparatus or in any broadcasting or telegraph or telephone company, and calling upon the commission to furnish information regarding any of its members or employees now having such interests. Wigglesworth also attacked the House Rules Committee for its failure to grant right of way to any of the broadcasting investigation resolutions, declaring that the committee is suffering from "sleeping sickness."

The committee was defended by Representative Sabath of Illinois, who explained that it had at least a dozen important resolutions which the committee has pigeonholed because "they feel that the House and some of the leaders in the House are opposed to any and all investigations. Invariably," he added, "when a resolution to investigate is brought forward by the Rules Committee it fails of passage."

Form Frontier Broadcasting

FORT WORTH, Aug. 20.—A charter has been granted the Frontier Broadcasting Co., Inc., of this city, with capital stock of \$10,000 for operation of radio stations in this state.

Incorporators are Elliott Roosevelt, his wife, and Harry A. Hutchinson, all of this city. Roosevelt's attorney said that the president's son is negotiating for the purchase of the Alamo Broadcasting Co. at San Antonio.

Perkins on Grant Program

Allen Prescott's new transcribed series for the W. T. Grant stores will have comic Ray Perkins instead of Whispering Jack Smith, as was previously announced.

F. C. C. Denies Five Pleas for Stations

WASHINGTON, Aug. 20.—F.C.C. has announced the dismissal or denial of applications for new broadcasting stations filed by WDSU, Inc., New Orleans, 1,500 kilocycles, 100 watts night, 250 watts day; Hearst Radio Inc., Albany, 1,240 kilocycles, 1,000 watts; Carolinas Radio, Inc., Charlotte, N. C., 880 kilocycles, 1,000 watts; Evening News Press, Inc., Port Angeles, Wash., 1,400 kilocycles, 250 watts, and A. I. Beaird, Jasper, Ala., 1,500 kilocycles, 100 watts.

The commission also reported the receipt of examiners' reports recommending the granting of applications for new stations filed by Roberts McNab Co., Bozeman, Mont., 1,420 kilocycles, 100 watts night, 250 watts day; J. K. Patrick & Co., Athens, Ga., 1,310 kilocycles, 100 watts night, 250 watts day; Press-Union Publishing Co., Atlantic City, 1,200 kilocycles, 100 watts night, 250 watts day, and Summit Radio Corp., Akron, 1,530 kilocycles, 1,000 watts, and denial of applications of Gallatin Radio Forum, Bozeman, Mont., 1,420 kilocycles, 250 watts, daytime, and WRBC, Inc., Cleveland, 880 kilocycles, 1,000 watts.

Air "Old Masters" Program

SAN DIEGO, Aug. 20.—Sponsored by the A.B.C. Brewery, Tony D'Orazi has been signed for a new series of 15-minute programs over KGB, Mutual Don Lee outlet. Titled "Lives of the Old Masters," the program is aired Mondays and Wednesdays at 8 P.M., and dramatizes incidents in the lives of famous painters, with D'Orazi interrupting to tell listeners how to draw pictures of the leading character. The show is written by Marge Richards and produced by David Young.

Reisman to Go on WEAF

Leo Reisman and Ray Heatheron, who were heard on the Schaefer Beer "Nine O'Clock Revue" over WOR last season, will return for the same sponsor, but this time over WEAF, starting Sept. 9 at 7 P.M., and weekly at this time thereafter. Batten, Barton, Durstine & Osborn is the agency. Reisman, who has been in Monte Carlo with his band all summer, is now aboard the *Ile de France* and will arrive here Aug. 24.

Two Weddings at WAAW

OMAHA, Aug. 20.—August is the popular wedding month at WAAW this year. Most recent honeymooners are Announcer Orville Weimer and Lucile Peterson of Omaha. Assistant Station Manager James Douglas was married to Mrs. Sybil Ashby Erickson two weeks previously.

A. R. Ketchum, Jr., Joins CBS

SAN FRANCISCO, Aug. 20.—A. R. Ketchum, Jr., for the past 15 years engaged with various advertisers and agencies in New York, has become associated with the local division of CBS.

Dina-Mite Sets New Unit

CHICAGO, Aug. 20.—"Bill, Mack and Jimmy" is the name of a new program starting this fall over WIND for the Dina-Mite Co. The contract is for one broadcast nightly, except Sundays, for 52 weeks.

Radio Personals

ANNOUNCER NELSON CASE has been screen tested by Warners. . . . Charles Butterfield, radio editor of the A. P., leaves on vacation today, and his post will be taken over by John Lear of the A. P. staff. . . . Howard Phillips, CBS baritone, will be the next singer to get a buildup on that network. . . . Lucille Manner's father died suddenly yesterday morning from a heart attack. Notwithstanding, Lucille went on with her Cities Service broadcast. . . . One-Eye Connolly, famous gate crasher, sneaked in on an NBC tour party yesterday sans a ticket. Discovered, he was allowed to complete the tour, and what's more, NBC will have him on the air for a special broadcast. . . . Because of yesterday's heat, WNEW shifted its clerical and stenographic staffs into air cooled studios, while NBC and CBS dismissed its employees early in the afternoon.

The "Three Jesters" will join Sylva Froos' program over WOR this Sunday. . . . Victor Bey, musical director of the CBS Shakespeare series, will return to New York from Hollywood next week. . . . Al Lewis and Hank Garson have been signed to prepare the Bob Hope material for the balance of the comedian's stay on the "Rippling Rhythm" program. . . . Parks Johnson left here last night for a visit to Gainesville, Ga., where he will meet his family. He will return for his

"Vox Pop" program next week. Speaking of "Vox Pop," Jack Costello has replaced Milton Cross as the announcer on this series. Costello has also been selected to handle the "Radio Newsreel," which begins in NBC Oct. 24.

Oklahoma City Town Pump

OKLAHOMA CITY, Aug. 20.—Wayman Ramsay, program director and sports announcer for KOMA, left this week for Northwestern University in Chicago to attend Lynn Waldorf's coaching school, where he will get the latest dope on football, baseball, basketball, swimming, tennis and other sports. . . . Catherine Cunningham, formerly continuity writer for KWTB, Springfield, Mo., has joined KOMA in the same capacity. . . . Daryl McAllister, WKY traffic manager, has returned from Kiamichi Mountains in Oklahoma, where he carried his camera to follow his hobby, picture taking. . . . "Aunt Susan," Mrs. Mart Adams, WKY foodcaster, is cooling off in Alaska on a three-week Oklahoma Farmer-Stockman tour. . . . Ben Bezoff, WKY Inquiring Reporter announcer, has returned to the mike after a two-week layoff. . . . John Blatt, radio promotion, Oklahoma Publishing Co., has returned from a New Mexico vacation. . . . U. Joe Brown, same department, left this week for two weeks' rest in Peoria and Chicago.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 45

NEW YORK, MONDAY, AUGUST 23, 1937

TEN CENTS

Broadcast Ads In Six Months \$65,426,432

**Is Gain of 28.7% Over
Same Period in 1936**

WASHINGTON, Aug. 22.—The National Ass'n of Broadcasters has reported broadcast advertising for the first six months of the current year amounted to \$65,426,432, as compared to \$50,802,179 in the corresponding period last year, making a gain of 28.7 per cent.

Radio broadcasting during the first half year showed the greatest relative increase of any major medium.

The total non-network advertising

*Additional developments in
radio on pages 10-11.*

exceeded the gross time sales in the first half of last year by 32.8 per cent. The regional station group showed greater gain by an increase of 45.6 per cent.

Live talent programs enjoyed the principal increase among types of rendition, increasing 37.1 per cent, with increases of 24.4 per cent in transcriptions, 25.1 per cent in

(Continued on page 10)

Craven Wins Senate Approval for F. C. C.

By CLARENCE LINZ

WASHINGTON, D. C., Aug. 22.—Final session of the Senate today was marked by the confirmation of T. A. M. Craven to be a member of the Federal Communications Commission. The nomination of Frank R. McNinch was approved last night.

All barriers to Craven's confirmation collapsed at a hearing before the Senate Interstate Commerce Committee yesterday, at which he explained he had divested himself of all interests in commercial radio projects before joining the commission as a member of its engineering staff. It had been

(Continued on page 10)

No F. C. C. Probe

Washington, Aug. 22.—The Senate investigation of the F.C.C., authorized by the White resolution, will be delayed at least until the next session, due to the failure of the Senate Audit and Control Committee to recommend an expenditure for an inquiry.

Big Pictures Halt Decline In Nation's First Run Takes

Big pictures turned the tide in the mid-August slump in 16 of the 24 key cities reporting first run grosses to MOTION PICTURE DAILY for the week ending Aug. 13-14 and rolled up a total of \$1,498,561, an increase of \$74,439 over the gross obtained during the previous week.

This was the best showing since the week ending May 21-22, when the total was \$1,527,579.

Not in recent years have there been

so many outstanding attractions during the hottest part of the vacation season, and not in years have they pulled so strongly.

Included in the list of big grosses in general circulation are: "The Good Earth," "Saratoga," "Stella Dallas," "Ever Since Eve," "Artists and Models," "The Toast of New York," "Wee Winnie Winkie," "You Can't Have Everything" and "The Road Back."

(Comparative tabulation on page 8.)

Only 10% of Hearers Name Air Product Local Boards Would Avoid Suits—MPTO

Fewer than 10 per cent of radio listeners questioned in a radio survey could identify the product advertised in the programs to which their radio sets were tuned, according to a report by Royal H. Ray, a student of advertising at Columbia University summer session. Ray, formerly a member of the journalism faculty of Ohio University, conducted the survey at Athens, O.

The hours chosen for the survey were from 9:30 P.M. to 10:30 P.M., Saturday, and from 9 to 10 P.M. on Monday.

Ray made 145 telephone calls to numbers selected at random from telephone directories. Of the total number of calls attempted, 111 were completed. In these homes, 106, or 95 per cent, owned radios, although only 42 families, or 40 per cent of the set owners, had their sets tuned on.

Thirty-four, or approximately 80 per cent, answered correctly to the question: "To what station are you

(Continued on page 10)

New Yorkers Going To Toronto Session

TORONTO, Aug. 22.—Managers and home office personnel of the Famous Players Canadian circuit will convene tomorrow at the King Edward Hotel for the first of a three-day meeting. J. J. Fitzgibbons will preside at the sessions.

On Wednesday, a picnic will wind up the meetings. It will be held at Charles Mevide's ranch near here. Numerous home office sales executives from New York have been invited to attend. Among those expected are

(Continued on page 3)

Establishment of local conciliation boards for the adjudication of industry complaints would preclude Government and individual exhibitor litigation, Ed Kuykendall, president of the M.P.T.O.A., states in his latest bulletin.

"The proposal for local boards of conciliation to adjust disputes in connection with charges of unfair 'overbuying' and unfair clearance, as well as other matters that require an informed but disinterested local fact-finding agency to adjust intelligently, we regard as of vital importance to the entire industry," Kuykendall says.

Criticizing the refusal by major companies to adopt his plan, the M.P.T.O.A. head adds: "The stubborn unyielding attitude of the distributors towards this proposal, which is the only practical plan that has been advanced by anyone to provide any sort of machinery within the industry to adjust trade disputes before they develop into expensive litigation, is

(Continued on page 3)

Century Signs Deals With U. A., 20th-Fox

Century Circuit has closed with United Artists and 20th Century-Fox on next season's product and negotiations are under way with Paramount. Sitting in on the Paramount deal are Fred Schwartz and Myron Seigel, representing the circuit, and Henry Randel, for the distributor.

Clearances in the two deals set are now being worked out, it is understood. The circuit is reported to be behind the complaint being informally investigated by Assistant U. S. Attorney Leo Hickey in Brooklyn.

Films, Radio Unscathed as Congress Ends

**Familiar Measures Up,
But None Passed**

By BERTRAM F. LINZ

WASHINGTON, Aug. 22.—Leaving unconsidered a number of film and radio measures, Congress has adjourned, marking the first time in a number of years in which the film industry has got through a session without being a target for Congressional headline hunters.

Although all of the old standby picture measures and a few new ones were introduced, not a single one was taken up in committee in either House or Senate. Except for the general legislation enacted, including the extension of the admission and other "nuisance" levies, the industry came through the session unscathed.

Pictures were brought up directly in connection with but one bill, that of Representative Dickstein of New York to bar alien artists, which failed in committee.

However, all of the measures pending at the adjournment remain alive and may be taken up next session, if opportunity offers.

Included among the film measures introduced were bills providing for

(Continued on page 3)

New 306 Wage Talks To Start Here Today

Major circuit executives today will begin negotiations with representatives of the I. A. T. S. E. and Local 306 on a two-year wage scale for operators. The sessions will be held at C. C. Moskowitz's office in the Loew Bldg. and will be attended by Moskowitz, Marvin Schenck, Leslie E. Thompson, William Englander, Joseph D. Basson and other circuit and union men.

Under the 10-year agreement signed

(Continued on page 3)

Cinema Circuit to Take 10 in Jersey

Max A. Cohen of Cinema Circuit, which operates eight theatres in Greater New York, will take over 10 northern New Jersey houses and also begin construction of another theatre in one of the key situations, it was learned from reliable sources Saturday. The deal is slated to be consummated by Sept. 15.

Most of the 10 theatres involved, it

(Continued on page 3)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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Editor-in-Chief and Publisher

MAURICE KANN, Editor

J. M. JERAULD, Managing Editor

JAMES A. CRON, Advertising Manager



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LONDON: 4 Golden Square, W. 1; Bruce Allan, Representative. Cable address, Quigpubco, London.

MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.

PRAGUE: Uhelný trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year \$6 in the Americas, and foreign \$12. Single copies: 10 cents.

Deanna Durbin Film Gets 154 Playdates

James R. Grainger has booked "100 Men and a Girl," new Deanna Durbin vehicle, into 154 spots for the weeks of Sept. 10 and Sept. 17. The film will go into the Roxy on Sept. 17, unless "Thin Ice," which precedes it, is held over.

The picture will play simultaneously at the Pantages and Hill St. in Los Angeles and in San Francisco it will open at the Orpheum. Chicago will show it at the Palace and it is booked for runs at leading houses in Milwaukee, Cleveland, Boston, Philadelphia, Baltimore, Atlanta and Toronto.

Set Eight "Zola" Roadshows

Roadshow engagements for "The Life of Emile Zola" have been set for eight key cities, according to Gradwell L. Sears. The cities, theatres and opening dates are the Cass, Detroit, Aug. 26; Erlanger, Chicago, Aug. 29; American, St. Louis, Sept. 12; Nixon, Pittsburgh, Aug. 29; Royal Alexander, Toronto, Aug. 30; Colonial, Boston, Aug. 30; National, Washington, Aug. 26; St. Francis, San Francisco, Sept. 16.

Purely Personal

MAURICE CONN, who hopes to have an announcement ready this week on his new plans, says his studios on the coast have five pictures in the process of editing. He hasn't made up his mind when he will go back to the coast.

ROBERT TAYLOR, JOE NEWMAN, JACK CONWAY, HAL ROSSON and MARGARET BOOTH sailed Saturday on the *Berengaria*. MAUREEN O'SULLIVAN was not on the liner, having canceled at the last minute.

NATE B. and MRS. SPINGOLD are among the passengers due today on the *Queen Mary*. Others include SIR CEDRIC HARDWICKE, JAMES MONTGOMERY FLAGG and ALFRED HITCHCOCK.

LITA GREY CHAPLIN arrives today from the coast for a series of radio broadcasts and later to appear in a Broadway show.

LOWELL CALVERT will leave for the coast about Sept. 15. He plans to spend a few days at Culver City and then return east.

HARVEY DAY, business manager for TerryToons, Inc., will leave for a tour of 20th Century-Fox exchanges next month.

SAUL KRUGMAN is due back this week from a tour of Southern Grand National exchanges.

SOL EDWARDS, eastern division manager for Grand National, will return today from Albany.

A. H. SCHWARTZ and his son are due back today or tomorrow from Lake Placid.

JAMES CAGNEY is now vacationing at his summer home at Martha's Vineyard.

ARTHUR GOTTLIEB of Du Art Laboratories will leave today for Toronto.

EDWARD ALPERSON is slated to get back from the coast in about two weeks.

HARRY C. ARTHUR, JR., plans to leave for St. Louis by plane tomorrow.

SI FABIAN has returned from Albany where he spent several days.

J. P. O'LOGLIN is due to arrive from Toronto today.

NATE MANHEIM is on the coast.

20th-Fox to Build at N.H.

NEW HAVEN, Aug. 22.—The local 20th Century-Fox negotiations for a new exchange site have culminated in the acquisition of an 80 x 130-foot site on Whiting St., close to the present film district, and a new building will be constructed for December occupancy. The lease on the present exchange building, occupied for the past 11 years, will expire Dec. 1.

See Courts Relaxing Price Law Severity

The authors of a new book, just published by Prentice-Hall, "Business Under the New Price Laws," by Burton A. Zorn and George J. Feldman, make the prediction that court decisions progressively will relax the severity of price legislation, notably the Robinson-Patman Act. They go so far as to express the belief that it is possible the legislation may have the paradoxical result of completely reversing the avowed purpose of the laws to suppress the chain store.

Zorn is general counsel for the N. Y. State Labor Relations Board, and formerly was connected with NRA, while Feldman, Washington attorney, was formerly with the Federal Trade Commission. They characterized the Robinson-Patman Act as legislation that "combines breadth of application with minuteness of control and vagueness of implication." It is disputable, they declare, whether the "avowed purpose of the act can be achieved, or whether, in terms of actual operation, it will not further weaken the position of the independent and increase the power of the chain."

Abandoning Deal for Leff-Meyers Houses

Negotiations for the purchase of seven Leff-Meyers theatres by Sam Strassberg have been called off, it was learned over the weekend. The reason reported for the cessation of discussion was a disagreement over the price.

Abel Leff of Leff-Meyers previously had denied that negotiations were under way. This circuit now operates 10 theatres in Manhattan and Bronx. Leff is also producing a group of Jewish talking pictures.

Raid Ohio Sweepstakes

MARION, O., Aug. 22.—Nine policemen led by Chief William E. Mark on Friday raided the Palace, a Southio unit, at the height of its Sweepstakes session and, after the announcement of the winners, arrested Manager George E. Planck, charging him with operating a gambling game. Three girl employees also were seized on minor charges. The Sweepstakes film and tickets were taken by the police as evidence which will be submitted to Solicitor Ralph E. Carhart, who expects to make this a test case in Municipal Court.

Renew Cash Awards

NEW HAVEN, Aug. 22.—Hamden, Meriden and Waterbury theatres have reopened cash award systems pending the decision of the new Connecticut Bank Night test case against the Palace, Middletown, although larger cities such as Bridgeport, New Haven, Hartford, Stamford and Greenwich remain closed in accordance with the recent prohibition.

Cancel Nell Traxler Show

MCALISTER, Okla., Aug. 22.—Cancellation of the appearance of Nell Traxler, wife of the notorious Pete Traxler, was announced after Chief of Police Tom Abbott conferred with the management of the house in which she had made arrangements for an engagement.

Warner Zone Heads Convene Here Today

Warner theatre zone managers and home office executives will meet at the home office today to discuss plans for the coming season.

Among those attending the sessions will be: Clayton Bond, Ed Hinchey, Nat Fellman, Harry Goldberger, Stewart McDonald, Frank Phelps, Abel Vigard, Harry Rosenquest, Herman Maier and Frank Cahill.

The zone managers include: James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Don Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; Harry Kalmine, Pittsburgh; John J. Payette, Washington; Herb Copelan, Atlantic City, and Howard Waugh, Memphis.

Transfer Warner Men

NEW HAVEN, Aug. 22.—James O'Laughlin, assistant at the Warner Palace, Lawrence, has been named manager of the Strand, Amesbury, by B. E. Hoffman, Warner zone manager. Joseph Liss will be transferred from Amesbury to the Strand, Clinton, and Christopher McHale will go from the latter house to Warners' Broadway, Lawrence.

Warner Trade Shows To Be Started Today

In 31 cities throughout the country today and tomorrow, Warners will hold advance previews for exhibitors on five of the new season's product.

In New York the screening will be held at the New Amsterdam Roof. The schedule provides for the showing of "That Certain Woman" this morning and "Varsity Show" in the afternoon. Tomorrow morning, "Back in Circulation" and "It's Love I'm After" are lined up with "The Life of Emile Zola" slated for the afternoon.

Legion Approves All Of 12 New Pictures

The National Legion of Decency in its list of new pictures for the current week, has approved all of the 12 new films reviewed, nine for general patronage and three for adults. The list of new pictures and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Broadway Melody of 1938," "Feud of the Trail," "Gangway," "Hideout in the Alps," "Love Under Fire," "Mystery of the Hooded Horsemen," "Raw Timber," "Schberneck," "Wild and Woolly." Class A-2, Unobjectionable for Adults—"Double or Nothing," "She's No Lady," "That Certain Woman."

U. A. Plan Starts Today

United Artists exchanges today will inaugurate a new rental plan for accessories. Not all advertising material is included in the plan, but for material other than 24-sheets, window cards, heralds, slides and mats, saving of 35 to 50 per cent can be effected according to Harry D. Buckley, vice president.

"Love" at Roxy Friday

"Love Under Fire" will go into the Roxy Friday, following "Gangway." "Confession" will be held for a second week at the Strand, starting Wednesday.

Local Boards Would Avoid Suits—MPTO

(Continued from page 1)

bound to result sooner or later in a series of spectacular anti-trust law suits, both by the Government and by individual exhibitors, and other unnecessary and avoidable litigation."

Decisions by the courts, Kuykendall continues, will no doubt be erratic and impractical, but will be enforced under severe penalties. He also sees loss of public good will and legislative investigations as inevitable.

"We have exhausted every resource to convince the producers and distributors that they should cooperate with responsible exhibitors and with each other to provide a practical means within the industry of adjusting trade disputes, prevent abuses, excesses and injustices before they develop into litigation and legislation, just as a matter of good business, for their own benefit as well as our own.

Cites Lack of Cooperation

"By their response to our proposals they have made it rather plain that they are determined to do nothing about it until they are forced into it by the courts or by the Government. This defiant and unyielding attitude is an insurmountable barrier, for the time being, to further progress on the M.P.T.O.A. proposals. No alternate plan is offered."

Wary of an active fall season, Kuykendall states that "maybe it will soon be too late to establish voluntary self-regulation as the M.P.T.O.A. proposed. There seems to be every indication of a heavy barrage of motion picture litigation this fall."

Discussing exhibitor strike activities against Paramount, the bulletin continues: "Whether the local outbreak of strike activities against Paramount seeking adjustments on last season's contracts succeeds or fails, it does sharply call attention to one practice indulged in by all of the companies that is susceptible of grave abuses. This is the practice of not identifying any of the pictures on the exhibition contract, requiring that the distributor can arbitrarily assign the pictures to price groups as they please after the bargain is made and the contract is executed, and giving the exhibitor no voice in the matter whatever. This opens the door to and invites a number of abuses."

Discusses Paramount Situation

Reviewing radio from a competitive standpoint, Kuykendall says that "while the committee is not at liberty to disclose all of their activities, there has clearly been some improvement in the presentation of movie stars on the air, and there is reason to believe that the improvement in presentation from this point of view will continue."

The M.P.T.O.A. also goes into detail on the credit extension plan by film carriers and the fight conducted by the exhibitor organization to continue the weekly payment system which has been in effect for years. Although other industries using motor service will revise billing plans beginning Oct. 1, the film carriers will continue their present custom and practice without interference.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Thin Ice"

(Twentieth Century-Fox)

HOLLYWOOD, Aug. 22.—This is the kind of picture exhibitors like to think they would make if they were producers and producers would make nothing else but, if they could. It has what is commonly known as everything. There is the sparkling precedent of "One in a Million" and here is Sonja Henie, who skates not only as well but better and has learned a good deal about acting and the language in the interim.

Opposite her is Tyrone Power, whose box-office name has been linked with hers in romantic publicity and both do, or at least will get credit for doing, a lot of plain and fancy skiing between alternately comic, musical and spectacular episodes with which the picture bristles. If the production doesn't equal or surpass its predecessor as a money maker, Hollywood can throw away its statistics and get a ouija board.

Miss Henie's skating is, of course, the utterly perfect thing around which the picture is built and this time she has in three major production numbers the support of an ice ballet of possibly 150 almost as flawless on runners as the Music Hall Rockettes in shoe leather. These production spectacles backgrounding Miss Henie's incredible solos set a new high in screencraft, and at no sacrifice of stellar glory.

Joan Davis stops the show and steals the picture with two comedy songs, "Olga from the Volga" and "My Swiss Hillbilly." Leah Ray is also given time to sing and there are both time and crisp lines for Arthur Treacher, Raymond Walburn and Alan Hale to do themselves proud in the humor department. The screenplay by Boris Ingster and Milton Sperling from a play by Attila Orbok sets forth with unfamiliar variations the familiar predicament of the prince who would marry the commoner and in this case does in spite of his prime minister and under circumstances which are not only pleasant but logical. Associate Producer Raymond Griffith and Director Sidney Lanfield have earned public and professional tribute for demonstrating at long last how to make the traditional royal dilemma work out both right and happily.

Three of the four songs are by Lew Pollack and Sidney D. Mitchell and the other which scored the biggest hit at a mixed preview is by Mack Gordon and Harry Revel. The dances and presumably the ice ballets are by Harry Losee. Louis Silver's musical scoring is a separate triumph and the photography by Robert Blanck and Edward Cronjager is as distinctive as the subject matter.

Running time, 79 minutes. "G."

(Additional Review on Page 9.)

Cinema Circuit to Take 10 in Jersey

(Continued from page 1)

is understood, are now being operated by Sam D. Cocalis and Walter Reade and their associates.

Cohen on Saturday would neither confirm nor deny that negotiations are under way for the New Jersey group.

The most recent acquisition by Cinema Circuit was the New Amsterdam, which has been sought by Loew's, RKO, Consolidated Amusements, B. S. Moss and Harry Brandt. Cohen closed a deal for the theatre back in April, but announcement was held up until Decoration Day.

During the time he signed the contracts and issued an announcement, the exhibition interests mentioned had made offers for the property. He will bow out of the Selwyn on Aug. 31 and the following day Brandt will take it over.

New Yorkers Going To Toronto Session

(Continued from page 1)

George J. Schaefer, Neil F. Agnew, James R. Grainger, Y. Frank Freeman, Leon Netter, Arthur Lee, Roy H. Haines and Arthur Gottlieb.

Operating policies will be discussed and new film deals outlined Monday and Tuesday.

New 306 Wage Talks To Start Here Today

(Continued from page 1)

between the circuits and Local 306 in 1935, new wage terms are to be negotiated every two years. The local union is understood to be seeking an increase in wages. The meetings are expected to continue several days.

Basson will return today from Spring Valley where he has been spending a vacation. Lou Krouse, executive vice-president of the I. A. T. S. E., is due today from Philadelphia to sit in on the discussions.

Uptown Cameo Booth Men Quit

Projectionists at the uptown Cameo, 180th St. and Third Ave., struck at 8:15 Friday night, announcing through a microphone that they would hold the booth locked until salary demands are met in accordance with the rates as requested by Local 306.

To Take Meriden Poli

MERIDEN, Conn., Aug. 22.—Leo Ricci, operator of the Capitol for the past four years, will take over the Poli, 1,000-seat Loew house, Sept. 4. Loew's has kept the Poli closed for two years, meanwhile operating the Palace. On taking over the Poli lease, Ricci will close the Capitol.

Films, Radio Unscathed as Congress Ends

(Continued from page 1)

the creation of a Federal film commission and censorship in production, by Representative Francis D. Culkin (Rep.) of New York; prohibition of block booking, by Representative Culin, Congressman Samuel B. Pettengill (Dem.) of Indiana, and Senator Matthew M. Neely (Dem.) of West Virginia; alien actor restrictions, by Representative Dickstein (Dem.) of New York; copyright amendment, by Senators F. Ryan Duffy (Dem.) of Wisconsin and Joseph F. Guffey (Dem.) of Pennsylvania, and Representatives Guy L. Moser (Dem.) and J. B. Daly (Dem.) of Pennsylvania and Sol Bloom (Dem.) of New York; establishing a Dep't. of Science, Art and Literature, by Representative William I. Sirovich (Dem.) of New York; surtaxes on income of foreign subsidiaries of American corporations, by Representative Thomas O'Malley (Dem.) of Wisconsin; recording of court proceedings by sound pictures, by Representative Hobbs (Dem.) of Alabama; prohibiting race discrimination by District of Columbia amusement enterprises, by Representative Herman P. Kopplemann (Dem.) of Connecticut; repeal of admission tax, by Representative Theodore A. Peyser (Dem.) of New York; license tax for District of Columbia amusements, by Representative Ross A. Collins (Dem.) of Mississippi; bond for departure of alien artists, by Representative Edward H. Rees (Rep.) of Kansas; repeal of legitimate theatre admission tax, by Representative Sirovich; creation of an office of motion pictures as clearing agency for Governmental films, by Representative William T. Schulte of Indiana; and investigation of the film industry, by Representatives Hobbs and Martin Dies (Dem.) of Texas.

Fewer Bills on Radio

Legislation dealing with broadcasting was less extensive, but included measures calling for an investigation of the broadcasting situation and the Federal Communications Commission by Senators Key Pittman (Dem.) of Nevada, and Wallace H. White, Jr. (Rep.) of Maine and Representatives William P. Connery, Jr. (deceased) (Dem.) of Massachusetts and W. D. McFarlane (Dem.) of Texas; broadcasting of Congressional proceedings, by Senator Pittman; reservation of time for cultural programs, by Senator Lewis B. Schwellenbach (Dem.) of Washington and Representative Byron N. Scott, (Dem.) of California; anti-censorship, by Representative Scott; prohibition of monopoly, by Representative Otha D. Wearin (Dem.) of Iowa; construction of a Government shortwave station, by Representative Emanuel Celler (Dem.) of New York; five-year license term, by Representative C. A. Anderson (Dem.) of Missouri; announcement identifying paid endorsements, by Representative Paul H. Maloney (Dem.) of Louisiana; and taxation of broadcasting stations, by Representative John J. Boylan (Dem.) of New York.

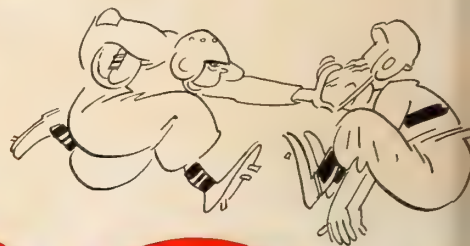
AS *Fresh* AS '42nd STREET'!
(And twice as big!)

AS *Different* AS THE



DICK POWELL

Wars

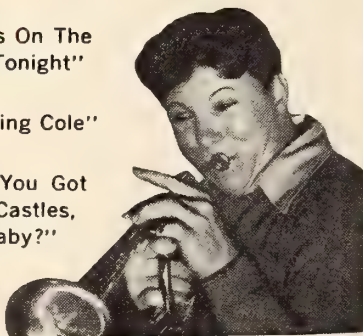


"Love Is On The Air Tonight"

"Old King Cole"

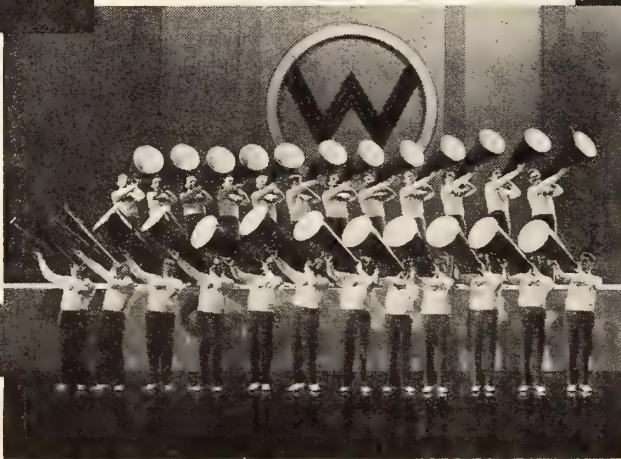
"Have You Got Any Castles, Baby?"

#



"We're Working Our Way Thru College"

#

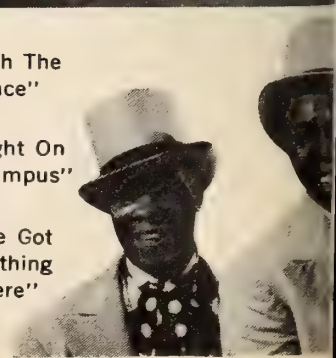


"On With The Dance"

"Moonlight On The Campus"

"You've Got Something There"

#



'GOLD DIGGERS'!

(And twice as funny!)



AS *Boy-Office* AS BOTH!

(And twice as many simultaneous dates - for September!)

FRED WARING

and his
Pennsylvanians

They're in pictures
at last—so watch
the film go by with
more fun per frame
than any musical
that's ever gone
thru your projector!

City Show

With Those Famed All-Singing, All-Dancing, Waring Wonder-Performers

Priscilla Lane · Rosemary Lane
Johnny Davis · The Glee Club
Plus! Ted Healy · Walter Catlett
Buck and Bubbles

Directed by
WILLIAM KEIGHLEY

Finale Created and Directed by Busby Berkeley
Screen Play By Jerry Wald, Richard Macaulay, Sig
Herzig and Warren Duff. From an Original Story by
Warren Duff and Sig Herzig

7 Songs by Dick Whiting and Johnny Mercer



Can't Miss!

**Warner
Bros.**

**Will Release It
for Your Labor
Day Week-End**

THE MOST PUBLICIZED OPENING RECORD OF YEAR

11:30 A. M.

Doors open to sidewalk lines that stretch for blocks. In rush the first of the 25,000 persons who bought tickets in an eager onslaught that lasted straight through the day!

12:30 P. M.

6,200 seats are filled...yet 1,900 people are standing in the inner lobby while the outer lobby jams up to capacity and still more patrons join the sidewalk standees.

1:00 P. M.

Ticket-takers announce that there will be a one hour and forty-five minute wait for all seats.

1:15 P. M.

Reserved seat ticket booth, selling matinee tickets for \$1.10, hangs up sign saying "All sold out!"

6:00 P. M.

Picture has climbed \$600. ahead of best previous opening in two years.

7:00 P. M.

Now it's \$1,000. ahead. of any previous opening day figure.

Closing Time:

Attendance and money records for any regular week-day opening in past two years are shattered. The gross for the day equals the gross of all the other first-run theatres COMBINED.



ATURE IN YEARS BREAKS AT RADIO CITY MUSIC HALL!

**IT STARTED ALL OVER AGAIN
THE SECOND DAY...**as critics set a new
vogue in superlatives with reviews like these!

"The most for your money in town."

— New York Times

"You'll enjoy it enormously."

— Evening Journal and American

"A gargantuan show. Exciting at all times."

— Herald-Tribune

"Strong cast...smart story...catchy song numbers
contribute to its dashing vitality." — Daily Mirror

"Moves smartly and snappily. Bennett and Baxter
handle leading roles delightfully." — Daily News

"A sure-fire hit. There have been others but
this one is tops!" — Evening Post

AND IT DID THE SAME IN ATLANTIC CITY...
while business ran riot at the Music Hall in
New York, the Apollo Theatre in Atlantic City
hit a new high over all previous United Artists
releases!

WARNER **JOAN**
BAXTER BENNETT

Walter Wanger's
VOGUES OF 1938
IN TECHNICOLOR

with **HELEN VINSON • MISCHA AUER**
ALAN MOWBRAY • JEROME COWAN
MARJORIE GATESON • DOROTHY McNULTY • ALMA KRUGER • POLLY ROWLES
THE WALTER WANGER MODELS

"The Most Photographed Girls in the World"

Directed by **IRVING CUMMINGS**

Original Screenplay by Samuel and Bella Spewack
RELEASED THRU UNITED ARTISTS

"Two Women," Show a Hit, Philadelphia

PHILADELPHIA, Aug. 22.—"Between Two Women," with a stage show headed by Tom Howard, hit \$22,000 at the Earle in spite of the record heat. This was over normal by \$10,000.

"You Can't Have Everything" was in the hit division with a take of \$17,000, up by \$3,000, at the Fox. Other downtown spots found the going rough.

Total first run business was \$75,700. Average is \$69,800.

Estimated takings for the week ending Aug. 19:

"CAPTAINS COURAGEOUS" (M-G-M) ARCADIA—(600), 25c-40c-50c, 7 days, 2nd run. Gross: \$2,400. (Average, \$2,800)

"THE TOAST OF NEW YORK" (RKO) BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$12,000. (Average, \$14,000)

"BETWEEN TWO WOMEN" (M-G-M) EARLE—(2,000), 25c-45c-55c, 6 days. Stage: Tom Howard, George Shelton, Fifi Dorsay, Condos Brothers, Neila Godelle, the Roxyettes, Bert Richman. Gross: \$22,000. (Average, \$12,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox) FOX—(3,000), 40c-55c-65c, 7 days. Gross: \$17,000. (Average, \$14,000)

"BLONDE TROUBLE" (Para.) KARLTON—(1,000), 25c-35c-40c, 7 days. Gross: \$2,200. (Average, \$4,000)

"GOOD EARTH" (M-G-M) KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. Gross: \$3,200. (Average, \$4,000)

"ARTISTS AND MODELS" (Para.) STANLEY—(3,700), 40c-55c-65c, 6 days, 2nd week. Gross: \$11,500. (Average, 7 days, \$14,000)

"THINK FAST, MR. MOTO" (20th-Fox) STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$5,400. (Average, \$7,000)

Postal Receipts Increase

DENVER, Aug. 22.—Denver's postal receipts for the month of July, 1937, were \$338,660.59, according to Postmaster James O. Stevic, who declares these figures reflect the present prosperity of Denver. July last year showed receipts at \$310,532.04. A new all-time high was reached by the July, 1937, postal savings deposits, according to the report.

**NATION-WIDE
AIR EXPRESS**

**NORTH—SOUTH
EAST—WEST**



For air
or rail-air service
or schedules, phone
RAILWAY EXPRESS

**AIR EXPRESS
Division**

Big Pictures Halt Decline In Nation's First Run Takes

Estimated takings for the latest available periods:

Week Ending Aug. 13-14			Week Ending Aug. 6-7		
No. Theatres	Gross		No. Theatres	Gross	
Boston	7	\$84,400	7	\$75,500	
Buffalo	5	42,172	5	46,900	
Chicago	9	141,700	8	177,200	
Cincinnati	8	57,300	7	51,700	
Cleveland	5	54,850	5	50,500	
Denver	6	34,000	7	35,500	
Detroit	6	109,000	6	77,400	
Houston	4	30,300	4	25,900	
Indianapolis	4	31,000	4	29,100	
Kansas City	5	48,600	5	36,000	
Los Angeles	9	98,739	9	86,822	
Milwaukee	5	35,100	5	31,800	
Minneapolis	4	21,800	4	22,600	
Montreal	4	27,000	4	26,000	
New Haven	4	17,500	4	17,600	
New York	10	289,300	9	256,600	
Oklahoma City	4	15,300	4	13,800	
Omaha	3	26,100	3	22,300	
Philadelphia	7	73,400	8	65,300	
Pittsburgh	5	55,500	5	62,900	
San Francisco	8	82,600	8	92,100	
St. Paul	4	14,100	4	23,000	
Seattle	7	37,200	6	35,500	
Washington	7	71,600	7	62,100	
	140	\$1,498,561	138	\$1,424,122	

Key cities' grosses from September to the week ending Aug. 13-14:

	No. Theatres	Gross
Sept. 4-5	163	\$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2-3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6-7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4-5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1-2	178	2,037,040
Jan. 8-9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5-6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5-6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2-3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387
April 23-24	176	1,718,379
April 30-May 1	175	1,714,841
May 7-8	167	1,505,702
May 14-15	168	1,590,530
May 21-22	163	1,527,579
May 28-30	169	1,471,862
June 4-5	171	1,466,911
June 11-12	141	1,295,708
June 18-19	139	1,250,325
June 25-26	138	1,360,751
July 2-3	137	1,319,381
July 9-10	139	1,315,153
July 16-17	137	1,258,802
July 23-24	140	1,286,472
July 30-31	138	1,497,364
Aug. 6-7	138	1,424,122
Aug. 13-14	140	1,498,561

(Copyright, 1937, Quigley Publications, Inc.)

"Can't Have" Gets \$13,000, Cincy Top

CINCINNATI, Aug. 22.—"You Can't Have Everything" got \$13,000 at the RKO Albee, where \$12,000 is normal. It was shifted to the RKO Capitol.

"The Road Back" had a \$11,000 take, or \$1,000 over par at the RKO Palace, and "Saratoga" went to \$2,900 on its fourth downtown week at the RKO Grand. It held for a fifth stanza. "The Good Earth," although below average, took \$10,000 on its second week at the RKO Shubert and was held.

Total first run business was \$53,900. Average is \$58,700.

Estimated takings for the week ending Aug. 19:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$13,000. (Average, \$12,000.) (Moved to RKO Capitol)

"THE ROAD BACK" (Univ.) RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$11,000. (Average, \$10,000)

"THE GOOD EARTH" (M-G-M) RKO SHUBERT—(2,150), 35c-42c, 7 days, 2nd week. Gross: \$10,000. (Average, \$12,000.) Held.

"THE TOAST OF NEW YORK" (RKO) RKO CAPITOL—(2,600), 35c-42c, 7 days, 2nd downtown week. Gross: \$6,000. (Average, \$6,500)

"THE DEVIL IS DRIVING" (Col.) RKO LYRIC—(1,400), 35c-42c, 4 days. Gross: \$2,300. (Average, 7 days, \$6,500)

"MEET THE MISSUS" (RKO) RKO LYRIC—(1,400), 35c-42c, 3 days to fill. Gross: \$2,000. (Average, 7 days, \$6,500)

"SARATOGA" (M-G-M) RKO GRAND—(1,200), 25c-40c, 7 days, 4th downtown week. Gross: \$2,900. (Average, \$2,750.) Held over.

"DRAEGERMAN COURAGE" (F.N.) RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,200. (Average, \$1,250)

"MOTOR MADNESS" (Col.) RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"RIDING ON AIR" (RKO) KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$4,500. (Average, \$500)

"Artists" \$7,600 Hit in New Haven

NEW HAVEN, Aug. 22.—In spite of record heat "Artists and Models" and "Night Key" at the Paramount soared with the mercury to a \$7,600 gross, over par by \$2,800.

"You Can't Have Everything," on a dual with "Born Reckless," at Loew's-Poli also outdistanced par, grossing \$9,500, above normal by \$1,500. Both bills were held. Other first runs fell under the mark.

Total first run business was \$21,100. Average is \$20,300.

Estimated takings for the week ending Aug. 20:

"ONE MILE FROM HEAVEN" (20th-Fox) "CRIMINALS OF THE AIR" (Col.)

COLLEGE—(1,499), 25c-35c, 7 days. Gross: \$2,000. (Average, \$2,800)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

"BORN RECKLESS" (20th-Fox) LOEW'S POLI—(3,040), 35c-50c, 7 days. Gross: \$9,500. (Average, \$8,000)

"ARTISTS AND MODELS" (Para.) "NIGHT KEY" (Univ.)

PARAMOUNT—(2,348), 35c-50c, 7 days. Gross: \$7,600. (Average, \$4,800)

"THE PRINCE AND THE PAUPER" (F.N.)

"KID GALAHAD" (W.B.) ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$2,000. (Average, \$4,700)

Markey to Produce

HOLLYWOOD, Aug. 22.—Gene Markey has been named associate producer for 20th Century-Fox's "Sally, Irene and Mary." Production will get under way late next month.

'Winkie' 2nd Week Detroit Top, \$25,500

DETROIT, Aug. 22.—"Wee Willie Winkie," in its second week at the Fox with a stage show headed by Park & Clifford, turned in the best showing, \$25,500, up by \$5,500.

"Easy Living" at the Michigan, also with a stage show, went \$4,000 over the line on a take of \$24,000. "Saratoga" held up to \$10,500 at the Madison in its fourth week.

Total first run business was \$80,000. Average is \$70,000.

Estimated takings for the week ending Aug. 19:

"ARMORED CAR" (Univ.)
"SING AND BE HAPPY" (20th-Fox)
ADAMS—(1,770), 10c-40c, 7 days. Gross: \$4,800. (Average, \$5,000)

"WEE WILLIE WINKIE" (20th-Fox)
FOX—(5,100), 15c-75c, 7 days, 2nd week. Stage: Park & Clifford, Barr & Estes, Bo Trummels, Johnny Byrant, D'Ivons, Max and His Gang. Gross: \$25,500. Average, \$20,000.)

"EASY LIVING" (Para.)
MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Gene Austin & Cutups, Candy & Joca, 6 Singing Continentals, Mayfield & Eve, Shanghai Troupe. Gross: \$24,000. Average, \$20,000.)

"MARRIED BEFORE BREAKFAST" (M-G-M)

"FORLORN RIVER" (Para.)
STATE—(3,000), 10c-40c, 7 days. Gross: \$4,200. (Average, \$5,000.)

"THE GOOD EARTH" (M-G-M)
UNITED ARTISTS—(2,070), 15c-65c, 2d week. Gross: \$11,000. (Average, \$10,000.)

"SARATOGA" (M-G-M)
MADISON—(2,000), 15c-65c, 7 days, 4th week. Gross: \$10,500. (Average, \$10,000.)

Ohio Censor Profit \$163,106 for 1936

COLUMBUS, Aug. 22.—The net profit to the State of Ohio for the censorship of films in 1936 amounted to \$163,106. The breakdown of figures shows gross income of \$187,888, against which is charged \$24,782 for departmental operation.

Receipts from the censorship division are divided equally for maintenance of visual education and state administrative expenses.

Wall Street

Loew's, Universal Stocks Gain

	High	Low	Close	Change
Consolidated Film Industries, pfd., 12½	12½	12½	12½	
Eastman Kodak.....189	189	189	189	+ ¼
Loew's, Inc.....84½	81½	84½	84½	+3½
Paramount.....23½	22½	23½	23½	+ ¾
Paramount 2 pfd..20¾	20¾	20¾	20¾	+ ¼
United Film.....9¾	9¾	9¾	9¾	
W. O. K. O.....8¾	8¾	8¾	8¾	+ ¼
20th Century-Fox. 36¾	36¾	36¾	36¾	+ ¼
20th Century, pfd. 46	46	46	46	— ½
Universal Pictures, pfd., 62	58	67	67	+7
Warner Bros.....14¾	14½	14¾	14¾	+ ¼

Little Curb Change

	High	Low	Close	Change
Grand National.... 3	3	3	3	
Monotone..... 2	2	2	2	
Technicolor..... 29	28½	28½	28½	

Bonds Up Lightly

	High	Low	Close	Change
Paramount Pictures 6s '55.....100	100	100	100	
Paramount '47..... 92	92	92	92	+ ¾
Warner Bros. 6s '39 wd..... 95	95	95	95	+ ½

(Quotations at close of Aug. 21.)

Looking 'Em Over

"Spanish Earth"

(Prometheus Pictures)

There is a stark simplicity and the clear picture of utter truth in this view of the Spanish conflict, one which tells its poignant story with a striking minimum of fanfare and trumpets, even a minimum of accompanying narrative.

It is not the tumult and the shouting, but rather the sharply focused and highly significant picturization of the effect of such a war as this on the common people, the men, women and children who have been caught in the center of battle, and others who, freed of the landed proprietors, work to irrigate their long dry soil in a small village.

Actually, it must be said that the film tells but one side of the story, that of the Government forces in the conflict. Likely enough, there is another side, but that other, surely, has not had the experience of non-combatants slaughtered and living in constant dread of the next bomb or shell.

Joris Ivens produced the film, which is offered under the sponsorship of Contemporary Historians, Inc. Ernest Hemingway prepared the narrative and delivers the commentary, and it is an achievement of startling effectiveness in its simplicity and incisiveness. John Ferno merits credit for the photography, and Archibald MacLeish and Lillian Hellman assisted in the preparation of the finished film.

Highlighting the production are the brilliant flashes, technically and photographically, as the camera catches the expression of worry, fear and resignation on the face of a Madrid woman, child in arms, after shells have torn into the city; the grim faces of soldiers moving into battle; the shell which strikes down small boys in a Madrid street searching for metal scraps in the wreckage caused by a previous shell. Contrasted is the simple activity of the farmers irrigating their land, the Spanish earth. It may lack complete objectivity in its account, but the film is a sharply etched picture of war, nonetheless.

Running time, 58 minutes. "A."

Dutch Federation in Conflict with Metro

By PHILIP de SCHAAPE

AMSTERDAM, Aug. 12.—A controversy between M-G-M and the Dutch M. P. Federation is threatened here, as a result of the expressed intention of the film company to build a theatre in this city.

In 1935 the Federation determined that permission must be obtained from it before the construction of a new theatre. At the time there was considerable opposition from distributor sources, but the Federation's general membership voted approval of the recommendation of the managing board despite the objections. The measure was designed to halt the serious competitive situation which had arisen within the industry.

The plan was extended in October, 1935, since exhibitors form a majority of the membership of the Federation. There are about 300 exhibitors and 30 distributors in Holland.

M-G-M has formed the N. V. Niger Co., with F. L. D. Strengholt, M-G-M manager in Holland, as its manager. M-G-M claims that the theatre has nothing to do with the film company.

The Federation management contends that M-G-M is attempting to drive through its plan to build the theatre, without regard to the regulations of the body. The Federation has declared further that M-G-M is the only company protesting the actions of the Federation.

The outcome of the controversy is still very much in doubt, with talk of a possible boycott against M-G-M being instituted by the Federation if the company persists in its present course.

Oklahoma Youth Put Back in "New Faces"

OKLAHOMA CITY, Aug. 22.—An employee of the RKO-Radio exchange here snipped the film "New Faces of 1937" and inserted a little coil of celluloid air-expressed to here from Hollywood.

Now Rene Stone from Purcell, Okla., whose scenes were cut from the film before it played here, will be seen in all the state theatres.

Stone, former Oklahoma University student, whose songs had been cut, is back in "New Faces" because Mrs. Pearl Dooley, manager of a theatre at Purcell, told the president of RKO-Radio pictures expressly what she wanted.

Rene had been publicized as one of the young actors who would get his first break in "New Faces." Mrs. Dooley, so far as publicity goes, went to town. No cabin along the river was without information about Purcell's Rene.

To Build at Oklahoma

OKLAHOMA CITY, Aug. 22.—A building permit for a \$15,000 theatre at 206 W. Rene Ave. has been issued to State Theatres, Inc. The theatre, to be built by the M. A. Swatek Construction Co., will be ready by Oct. 1, according to T. B. Noble, president of the theatre corporation. It will seat 500.

Reopen Ohio Theatre

EAST LIVERPOOL, O., Aug. 22.—The Columbia, one of the oldest houses in the upper Ohio valley, has been reopened after complete modernization. The house had been dark for two weeks to permit improvements estimated to have cost \$15,000.

"Winkie" Hits \$9,250, High Seattle Gross

SEATTLE, Aug. 22.—"Wee Willie Winkie," on a dual with "Sing and Be Happy," turned in a strong \$9,250 for seven days at the Fifth Avenue. The dual was held a second week.

"You Can't Have Everything," with "Midnight Madonna," rolled up \$8,900, over normal by \$2,900, at the Orpheum. This bill also was held. The second week of "Artists and Models," with "Fly Away Baby," at the Paramount was over par at \$6,200 and the dual was moved to the Music Box.

Total first run business was \$39,800. Average is \$36,500.

Estimated takings for the week ending Aug. 14:

"THE LADY ESCAPES" (20th-Fox)
"NIGHT OF MYSTERY" (Para.)
BLUE MOUSE—(950), 15c-25c-35c, 7 days. Gross: \$3,200. (Average, \$4,000)

"WEE WILLIE WINKIE" (20th-Fox)
"SING AND BE HAPPY" (20th-Fox)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$9,250. (Average, \$7,000)

"IT'S ALL YOURS" (Col.)
"PLATINUM BLONDE" (Col.)
LIBERTY—(1,800), 25c-35c-40c-55c, 7 days. Gross: \$4,700. (Average, \$5,000)

"SARATOGA" (M-G-M)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 4th week, extended run from Fifth Avenue. Gross: \$3,100. (Average, \$4,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
"MIDNIGHT MADONNA" (Para.)
ORPHEUM—(2,450), 30c-40c-55c, 7 days. Gross: \$8,900. (Average, \$6,000.)

"IT COULD HAPPEN TO YOU" (Republic)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Vaudeville and Mickey Daniels in person. Gross: \$4,150. (Average, \$4,500.)

"ARTISTS AND MODELS" (Para.)
"FLY AWAY BABY" (W. B.)
PARAMOUNT—(3,050), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,200. (Average, \$6,000.)

Bar Bridgeport House

BRIDGEPORT, Aug. 22.—The board of appeals on zoning has rejected three petitions for neighborhood theatres during the last two months. Latest request to be turned down was that of Nathan Bassett who sought to build a theatre in the North End. The site chosen by Bassett was the same as refused Walter Blank a few weeks ago. Blank is considering legal action to force permission. The board has announced it will not consider another application for the site for 12 months.

To Build at Charleston

CHARLESTON, S. C., Aug. 22.—A general contract has been awarded for the construction of a new theatre on the site of the Academy of Music by Albert Sottile, president of the Pastime Amusement Co., operators of the Gloria, Garden, Victory and Majestic.

Work is to be started Aug. 30 and the contract calls for completion in 150 calendar days at an estimated total cost of \$160,000.

Build on Staten Island

Homeack Construction Co. is building a new theatre at New Dorp, S. I., for Charles Moses, who operates two theatres on the island. Homeack is one of the A. H. Schwartz companies. Moses recently resigned as general manager and executive assistant to Schwartz.

Broadcast Ads In Six Months \$65,426,432

(Continued from page 1)

records, and 34 per cent in announcements.

Total broadcast advertising during the month of June amounted to \$10,611,913, a decline of 6.2 per cent from May. The decline is seasonal and general throughout the field.

Gross time sales for the month were 34 per cent ahead of June of last year. National non-network volume showed the greatest gain of any portion of the medium, rising 44.2 per cent. National network volume rose 39.5 per cent, regional network volume two per cent and local advertising 13.5 per cent.

Although all major media declined in June, radio declined least.

The N.A.B. report on the Society of European Stage Authors and Composers, Inc., issued today, contains a survey of the Society's activities, relations with ASCAP and a detailed listing of copyrighted works controlled by the affiliated companies. The report is completely documented with facsimiles.

WGY to Build Antenna

SCHENECTADY, Aug. 22.—After three months of experimental testing of soil, WGY is prepared to begin the erection of its 625-foot vertical antenna, a radiator, which, engineers claim, will increase the signal strength three times. General Electric engineers expect to have the new tower ready when WGY's new studio building is ready for occupancy by NBC early next year.

"Steinie" Renewed 4 Weeks

"The Steinie Bottle Boys," sponsored over WEAf by the Glass Container Ass'n of America, have been renewed for an additional four weeks of broadcasting, effective Sept. 7. The program is on the air each Tuesday and Saturday from 7:30 to 7:45 P.M. The U. S. Advertising Corp. is the agency.

Browder in Radio Talk

Earl Browder, general secretary of the Communist Party in the United States, will deliver a coast-to-coast radio broadcast, Sept. 1, 6:15 to 6:30 E.D.S.T., over the Blue network of NBC. His subject will be "The 18th Anniversary of the Communist Party, U. S. A."

"Your Community" to Start

"Your Community" a new series of programs, will be inaugurated over WMCA, Sept. 2 from 9:30 to 9:45 P.M. The program will consist of talks of editors of local newspapers together with dramatizations of individual communities in the New York area.

Shanghai Refugees on CBS

CBS will broadcast a program of interviews tomorrow from Manila, by the American refugees who fled from Shanghai aboard the liners *President Jefferson* and *President McKinley*. The program will be broadcast from 6:45 to 7 P. M.

Radio Personals

MAURICE BOYD, NBC local sales manager, returns from Philadelphia today where he has been on business . . . Irving Aaronson, WHN orchestra conductor, is the proud father of a six-pound girl. Mrs. Aaronson is in the Paterson Hospital . . . Frank Roehrenbeck, general manager of WHN, returns to the station today from Liberty, N. Y. . . Jackie Cooper will be presented by Al Pierce on "Watch the Fun Go By" over CBS, Aug. 31 . . . Billy Swanson, orchestra leader at the Hotel Edison, has received word that his uncle and aunt were among the passengers landed at Kobe, Japan, by the American liner *President Taft* . . . NBC's music editor, Walter Koons, and photographer Ray Lee Jackson left Saturday on vacation . . . During July, more than 70,000 people took the NBC studio tour . . . Alistair Cook will review the Hemingway-Ivens film, "The Spanish Earth," on his NBC program Wednesday . . . Jack Denny's orchestra has been booked by Consolidated to open at the Chicago Theatre for two weeks on Aug. 27 . . . Gene Gaudette, personal manager for Don Bestor, is in New York this week . . . Helen Jepson and Brian Aherne will be on the Kraft "Music Hall" Thursday . . . Allan Zee, in charge of production of the WHN Amateur Hour, left for a two-week vacation Saturday.

Chicago Town Pump

CHICAGO, Aug. 22.—Norman Ross is doing a sports broadcast for the makers of Ting, over NBC every Wednesday. Young & Rubicam handled the deal . . . Ralph Maddox, formerly with WJDX, Jackson, Miss., is now with the NBC production staff here . . . Jack Fulton announces his son will be called J. Anthony . . . Whitney Clement is a new member of the NBC sales staff . . . John Sand-

College Uses Radio

Lincoln, Aug. 22.—Don Buell, instructor in the University of Nebraska's speech department, is using the CBS Shakespeare series for the summer school.

Bulletins are being published on the cycle and amplifiers have been installed in the auditorium to tune in broadcasts for a selected audience.

berg, formerly on the NBC sales staff, is now with Swift & Co . . . WJJD's announcer, Bob LaBour, is having a tough time trying to give long announcements without sneezing. He's a hay fever victim . . . J. Oren Weaver, is back from a vacation in Mexico where he visited with Mexican generals and other celebrities . . . William C. Hodapp, former Indiana U. professor, is on the NBC continuity staff . . . Don Quinn puts his 140th consecutive "Fibber McGee and Molly" script on the air tomorrow . . . Charles Lyons replaces Bob Brown as commercial announcer for the Edgar Guest broadcast . . . Irna Phillips' new show "The Woman In White" will be auditioned in local studios next week.

San Francisco Town Pump

SAN FRANCISCO, Aug. 22.—KFRC's "Feminine Fancies," an afternoon variety bill, will be extended in September to 25 stations of California, Oregon and Washington. . . . Bob Garrett of Salt Lake City has joined KSFO's mike staff. . . . Jerry Belcher's "Our Neighbors" broadcast was heard by a coast-to-coast sponsor, during Belcher's two weeks here. . . . Chief Announcer Bill Andrews (KPO-KGO) is vacationing in Hollywood, where his wife, Ann Musselman, plays the part of Ann in "One Man's Family." . . . A new coast-to-coast "swing string" session will make its Blue network bow from here Aug. 27.

Radio Union Heads Meeting Here Today

The first meeting of officers of the American Federation of Radio Artists, the new A. F. of L. performers' union, is scheduled to be held today at Actors' Equity Assn. here. Eddie Cantor, who was elected president of the union last week, is not expected to attend.

The meeting is scheduled to name a salaried national executive secretary for the organization and to further its organizing plans for program origin centers between New York and Hollywood. Preliminary work on the drafting of wage and hour and working condition programs for submission to networks and advertising agencies may be undertaken also.

WSBT-WFAM Sign Three

SOUTH BEND, IND., Aug. 22.—New programs signed by WSBT-WFAM include "On to Adventure," each Wednesday for 13 weeks for the Chicago Motor Club; "Doctors Who Dared," Tuesdays and Thursdays for 13 weeks beginning Sept. 7 for Saraka, and "Philco Radio Mysteries," Tuesdays for 16 weeks beginning Sept. 7, for the Radio Equipment Co., local Philco distributors.

Ask FCC Permits to Build Two Stations

WASHINGTON, Aug. 22.—Construction of new broadcasting stations at Warren, O., by the Cuyahoga Valley Broadcasting Co., to operate on 1,200 kilocycles with 100 watts power, and at Arlington, Va., by the Arlington Radio Service, Inc., to operate on 1,140 kilocycles with 1,000 watts, daytime only, is sought in applications filed with the F.C.C.

Also before the commission for consideration were applications from WMBG, Richmond, for increase of day power from 500 to 1,000 watts, and KVSQ, Ardmore, Okla., for increase of day power from 100 to 250 watts.

Fisher Body Winners on Air

The four winners in the nationwide contest for the best new designs in auto bodies staged by the Fisher Body Co. will be introduced on a special program over CBS, Aug. 31, at 8:30 P. M. Each of the winners will be presented a prize consisting of a university scholarship. Lowell Thomas will be "em cee." Guest speakers will include Charles P. Kettering and W. A. Fisher, vice-president of General Motors.

Only 10% of Hearers Name Air Product

(Continued from page 1)

listening?" Only four, of the 34 listening, however, were able to give the name of the product advertised. According to Columbia University, the replies to the above question ranged from "I don't know" to obviously wild guesses. Some said they never paid attention to radio advertising.

Anticipating criticism of the limited scope of his investigation, Ray points out that 145 telephone calls in Athens reach approximately seven per cent of the private home telephone subscribers on the city exchange.

Craven Wins Senate Approval for F. C. C.

(Continued from page 1)

charged that Craven, in private practice, had taken stock as payment for services to certain corporations, including broadcasting stations.

The hearing developed that members of Congress are determined to undertake an investigation of the F.C.C. unless it cleans house during the next four months. Senator Wheeler of Montana, chairman of the committee, was especially critical of the commission and indicated he would be prepared to undertake a probe unless conditions were improved.

Coca-Cola Renews on WCKY

CINCINNATI, Aug. 22.—The Coca-Cola Bottling Works Co., here, has signed for 52 more weeks for its "Coca-Cola Civic Cub" over WCKY, a twice-weekly program heard at 5:45 P.M., E.S.T. on Monday and Friday, and featuring news and announcements of civic, social and fraternal organizations, as well as Parent-Teacher organizations, schools, churches and similar groups. It originally was a morning program, having been shifted to an afternoon spot about three years ago. This is the oldest account on the WCKY books, the present contract being for the eighth consecutive year over this station.

Johnson Starts at KTOK

OKLAHOMA CITY, Aug. 22.—Tom Johnson, for five years with the commercial department of KOMA, has started his duties as commercial manager of KTOK here, a member of the Oklahoma Network affiliated with the Mutual Broadcasting system. Johnson was with the advertising department of Standard Theatres, Inc., here before entering the radio field.

Party for Lanny Ross

CHICAGO, Aug. 22.—Young & Rubicam will entertain the press in honor of Lanny Ross, who, with his wife, will stop over between trains here Tuesday. The party will be at the Palmer House.

"Dawn Patrol" for CKLW

DETROIT, Aug. 22.—Effective Aug. 28, CKLW will keep its transmitter open until 4 A. M. daily, with a new program titled "Dawn Patrol." Larry Gentile will handle the program.

Monday, August 23, 1937

Will Use Radio in Jungle Expedition

The Holden Expedition, which will leave New York Aug. 27 aboard the Royal Dutch liner *Van Rennselear* to carry on scientific exploration in the Amazonian jungle of South America, will be the first in the history of jungle explorations to be guided by radio direction beam.

The expedition, guided by Dr. William Hall Holden of the American Museum of Natural History, will maintain contact with the outside world from the interior of British Guiana and Brazil by means of a direct link with NBC, and will attempt to chart its course through the jungle by means of special radio equipment furnished by RCA.

The purpose of the journey will be set forth by the members of the party in a broadcast over the NBC-Blue tomorrow at 10:30 A. M. After the expedition reaches British Guiana its progress will be described once or twice weekly, depending on technical conditions.

WCKY Signs New Accounts

CINCINNATI, Aug. 22.—The following new accounts have been reported by WCKY, NBC basic Blue:

State of Michigan, 10 spot announcements advertising Michigan tourist attractions, placed through Fred M. Nardall Co., Detroit; South-eastern Michigan Tourist Ass'n, 13 spot announcements, through Brooke, Smith & French, Detroit; Gradner Nursery, three five-minute electrically-transcribed programs, through Northwest Radio & Advertising Co., Seattle; Nestle's Cocoa, 52 participating announcements on "For Women Only" program, through Cecil, Warwick & Legler, New York; Chamberlain's Lotion, 151 electrically-transcribed spot announcements, Nov. 1, 1937, to March 3, 1938, through Coolidge Advertising Agency, Des Moines, and Cincinnati Cake and Specialty Co. (Crax crackers), nine quarter-hour programs from Pure Food Exposition, at Cincinnati Zoo, placed direct.

Jack Lewis Program Director

LITTLE ROCK, Ark., Aug. 22.—Jack Lewis, who joined the announcing staff of KARK 18 months ago, has been appointed program director, succeeding John Cleghorn, now back with WMC, Memphis. Dale Alford is temporarily filling the vacated announcing spot. Alford handles KARK-Arkansas network broadcasts of Southwestern Conference Football Games.

"Home Station"

Memphis, Aug. 22.—"KBM, the home station, Memphis," a one-set radio station is the favorite of Kenneth McRae, 18. For Kenneth is the president, vice-president, announcer, and control man of the station operating from the basement of his home. The only receiving set capable of picking up the KBM broadcast is in the living room. There Kenneth's friends gather to hear his announcements and phonograph records.

Hollywood Town Pump

HOLLYWOOD, Aug. 22.—Murray B. Grabhorn, former vice-president of John Blair & Co., has been appointed manager of KEHE by Ford Billings, director of Hearst radio activities on the West Coast. Billings had been filling in as manager for several months. Clarence Juneau, for more than a year assistant manager of the station, has been promoted to chief supervising engineer of the Hearst coast system. . . . Charles Bulotti, Jr., for five years director of program operations at KHJ, has resigned with no successor named. . . . Lyons Van and Storage Co., through the Mayne agency, has placed a 15-minute transcription series, "Moving Stories of Life," with KFI for a year, starting Aug. 30.

The Farmers' Public Market has signed a year's participation contract in the KNX "Housewives' Protective League" . . . Russ Johnston, formerly with Neisser-Meyerhoff, will be the new head of the KNX continuity department, replacing Beverly Latham who has resigned because of ill health. Johnston has been writing the Scattergood Baines script . . . Lee Pennington has been made CBS' maintenance department head here.

Allan Jones has been signed for the remainder of the Fleischmann shows . . . Horace Kiser of the Chicago office of J. Walter Thompson agency is in town . . . Rio Grande Oil Co. has re-

newed its contract for one year on the KHJ-Don Lee network for "Calling All Cars." The series will continue Thursdays at 8 P. M., P. S. T. . . . Ray Buffum has left the Robert Taplinger office to join Radio Features Service . . . The James Wallingtons have become parents. A daughter was born to Mrs. Wallington at Cedars of Lebanon.

The entire Al Jolson show will return to the air Sept. 7 on CBS, following the 13-week summer furlough. Jolson again will be assisted by Martha Raye, Parkyakarkus, and Victor Young's orchestra, with George Jessel appearing as guest star on the initial broadcast. Arthur Caesar has been signed to write special scripts for Jolson's part . . . Haven McQuarrie's "Do You Want to Be an Actor?" program will return to KFVB this week. He will be heard Fridays from 8:30 to 9 P. M., P. S. T. . . . KNX will present the winners of the 10 Pasadena community sponsored entertainments in which new talent is featured, in a program Aug. 25 from 1:45 to 2:15 P. M., P. S. T. . . . Gaylord Carter, KHJ-Don Lee staff organist, has been signed by Raymond Paige for organ accompaniment work on "Hollywood Hotel" . . . Paula Stone will be interviewed by George Fischer on the Mutual air-lane's "Hollywood Whispers" Aug. 21 from 6:15 to 6:30 P. M., P. S. T.

Franciscan Program Is Renewed on WHN

A 52-week renewal contract covering the "St. Anthony Hour" program for the Franciscan Friars has been received by WHN. The renewal continues until Aug. 7, 1938.

The program originates in the studios of WHN and is fed to WIP, Philadelphia, on Sundays from 9:30 to 10 A. M., and is then repeated from 10 to 10:30 A. M. and fed to Colonial network stations WAAB, Boston; KBRV, Waterbury; WSPR, Springfield, and WEAN, Providence.

Seeks Tax Referendum

ST. LOUIS, Aug. 22.—Since the passage of a bill by the Missouri State Legislature to increase the state gasoline tax, a petition requiring 65,000 signatures is being circulated by Harry W. Flannery, news commentator for KMOX, in an effort to obtain a referendum, by which the people of the state may vote on the proposal. Flannery successfully fought the recently proposed St. Louis tax on cigarettes, gasoline, amusements, newspaper advertising and other items.

A majority of the 65,000 signatures necessary to make the petition valid has already been secured.

LeRoy Simmons Joins KWK

ST. LOUIS, Aug. 22.—Newest addition to the announcing staff of KWK, is LeRoy Simmons. Simmons, a brother of Robert Simmons, member of the Revelers Quartet, for two years has been with KWTO, Springfield, Mo., and KCMO, Kansas City. He will handle studio assignments, replacing Tom Dailey.

Goshorn Executive Of Benton & Bowles

Clarence B. Goshorn, formerly with Arthur Kudner, Inc., has joined Benton & Bowles, Inc., as vice-president.

Prior to his affiliation with the Kudner agency, Goshorn was with the Erwin Wasey Co. He entered the advertising field in 1930 after a long association with the Curtis Publishing Co.

Theatre, Fur Co. Make Tieup

CLEVELAND, Aug. 22.—Leslie Delmege of the Gerst advertising agency, has completed a deal with Movieland Fur Co., this city, for a half hour weekly Quiz Bee broadcast for 26 weeks, with an extensive tieup with the Warner theatre department.

For the best "quiz question" submitted, the fur company offers a fur coat, \$25 in cash, and groups of passes to Warners' Hippodrome each week. Warners' theatre will get 91 spot announcements over WHK monthly, will be included in all Movieland Fur Co. radio advertising, and will also participate in the 50,000 Movieland mailing list.

Manny Perlstein of the local Warner publicity staff negotiated the tie-in. The program takes place every Friday from 9:30 P. M. to 10 P. M.

KCKN Starts New Series

KANSAS CITY, Aug. 22.—KCKN, station of the Kansas City *Kansan*, has installed "Butler's Brevities, Your Neighborhood Reporter," at 1:05 Wednesday, Thursday and Friday afternoon. The quarter hour newscast features local news happenings and has a woman commentator, Virginia Wallace.

Atlantic Schedules 11 Gridiron Battles

Play-by-play descriptions of 11 college football games have been scheduled for broadcast over WOR by the Atlantic Refining Co., beginning Sept. 25. The series will continue through Nov. 27, and there will be an additional broadcast of the Thanksgiving Day game between Penn and Cornell Nov. 25. The schedule follows:

Sept. 25, Cornell vs. Penn. State; Oct. 2, Carnegie Tech vs. N. Y. U.; Oct. 9, Pittsburgh vs. Duquesne; Oct. 16, Carnegie Tech vs. Notre Dame; Oct. 23, Colgate vs. Duke; Oct. 30, Cornell vs. Columbia; Nov. 6, Holy Cross vs. Colgate; Nov. 13, Pittsburgh vs. Nebraska; Nov. 20, Syracuse vs. Colgate; Nov. 25, Penn vs. Cornell; Nov. 27, Duke vs. Pitt.

KLZ to Have Amateurs

DENVER, Aug. 22.—KLZ, under the sponsorship of the Olinger mortuary here, will begin an amateur series, called "The Children's Hour."

John C. Kendel, director of music in the Denver schools, has been secured as producer, director and master of ceremonies. Auditions will be arranged, and those with talent will compete for two weekly prizes. The weekly winners will try every eight weeks for further prizes. Totalling \$2,380 the prizes are all scholarships and tuitions to Denver music schools. At the end of the year the eight-week winners will try for scholarships valued at \$200 and \$100. The series will begin Sept. 5.

New Coast Building for KMTR

HOLLYWOOD, Aug. 22.—KMTR this week broke ground for its new office and stage building at 1028 North Cahuenga Boulevard. The structure will cost \$50,000 and will house two studios, an auditorium seating about 100 persons, and the offices.

Construction will be of the Mexican village style, and the building so arranged that additional units can be added. The structure will be one story in height.

It is expected that the building will be ready in 90 days.

KMOX to Aid Jobless

ST. LOUIS, Aug. 22.—The Missouri State Employment Service and KMOX will inaugurate a series of radio programs this week, built around interviews between job-seekers and members of the employment staff. "Matching Men and Jobs" will be the title of the programs.

Start at 6 A. M.

Hollywood, Aug. 22.—The earliest audience show on record here at least will be KEHE's "Musical Clock," Monday from 6 A. M. to 8 A. M., P.S.T., when Al Poska will return from his vacation. Radio listeners have been invited to write in for admission tickets to the 300-seat auditorium, and the first bid brought 150 answers.

The Globe Credit Clothing Co., the sponsors, will serve coffee and doughnuts after the broadcast.

DON'T BLAME THE KIDS FOR *Doubletix**



*That weary sluggish feeling that comes from sitting through double feature shows that are too long and too monotonous.

The youngsters will pass up even dinner time to stick to the b end. But mature adult minds know better. Statistics show th out of 5 of them really prefer shows of sane length and var These Showmanship Shorts will help you get back to normal snappier shows and happier patrons.

Presented by
E. W. HAMMONS



REG. U.S. PAT. OFF.



NIELA GOODELLE
and Lee Sullivan
in
"SLACKS APPEAL"



WILLIE HOWARD
in
"THE AFFAIRS
OF PIERRE"



HARRY GRIE
in
"WHO'S CRA"

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to the Motion
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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 46

NEW YORK, TUESDAY, AUGUST 24, 1937

TEN CENTS

Breakdown of Hoyts—Union Deal Foreseen

No Renewal Anticipated In Australia

By CLIFF HOLT

SYDNEY, Aug. 3 (By Air Mail via London).—Nothing official has been announced, but the industry here has enough to go on to take it for granted that the five-year partnership between Hoyts and Greater Union Theatres will not be extended at the end of December. This will mean a renewal of the lively competition between these two circuits which characterized their operations before the creation of the holding company, General Theatres Corp., nearly five years ago.

It is known that executives and staff of Greater Union have been told by the board that they will be independent of Hoyts in 1938. No such announcement has been made officially
(Continued on page 11)

Hitchcock Predicts Quality Quota Films

The new British quota regulations will result in the establishment in England of a new production branch of the American industry, Alfred Hitchcock, Gaumont British producer, said yesterday on his arrival here from London on the *Queen Mary*.

Hitchcock said that in his opinion the cost provisions of the proposed act make it impractical for American companies to continue the production of so-called "quota pictures," and that as a result all companies will make quality productions only.

The British producer said that there is still a possibility that Gaumont British will continue to produce its own pictures in addition to the output of Gainsborough, its subsidiary. At present, however, Hitchcock is the only producer still under contract to Gaumont, he said. His contract expires
(Continued on page 11)

Independents Study Air Music Problems

Independent broadcasters, approximately 150 in number, convened at the Waldorf-Astoria yesterday morning to deal with the problem presented some weeks ago when the A. F. of M. served notice on the radio industry that measures would have to be
(Continued on page 10)

More Radio—Pp. 10-11

K. C. Revives Move to Raise Theatre Rates

Women Are Charged for Giveaway Tickets

KANSAS CITY, Aug. 23.—Talk of raising admissions has been revived by individual exhibitors here. Many of the independents feel that a hike in prices is overdue, and some of them here are moving independently in that direction.

C. H. Potter, who operates the Baltis, Murray and Admiral, has increased the Baltis admission from 15 to 20 cents on Sundays. Although he did not gain in revenue, which indicates that the number of patrons decreased slightly, he has accomplished the increase without loss during the worst box-office season, and expects to show revenue gains when business picks up in September.

Only one or two theatres in Kansas City, Mo., do not give premiums or money, or both. Some exhibitors
(Continued on page 6)

Twenty Warner Zone Managers Meet Here

About 20 zone managers yesterday met with Joseph Bernhard, general manager of Warner theatres, summarized business during the past three months and discussed the outlook for the next 90 days. Many men stayed over and will spend today on film deals, bookings and negotiating stage show talent.

There will be no general move to increase prices, it was stated following the meeting. The circuit has been hiking admissions where desirable in the past three years and zone managers individually decide on boosting scales after studying local conditions, it was said.

Canadian Managers Convene at Toronto

TORONTO, Aug. 23.—Managers of 73 theatres located in eastern Canada attended the first session of the three-day annual Famous Players Canadian convention which opened today at the King Edward Hotel. After a general welcome and instructions, the delegates were divided into three pre-arranged groups to hold round table discussions.

The discussions were divided into three topics: Head office direction; maintenance, which includes, projection, sound and ventilation, and op-
(Continued on page 8)

Change Makeup

Hollywood, Aug. 23.—Charlie McCarthy failed in his first Technicolor test for "The Goldwyn Follies."

He has to have his face repainted because it is too ruddy for color photography. The new coloring will be a removable paint job.

Circuit Talks Start On Operators' Scale

Major circuit operating heads and Joseph D. Basson, president of Local 306, and a committee of eight, yesterday held their first meeting at C. C. Moskowitz's office to discuss terms for projectionists for the next two years.

Under the 10-year master contract signed two years ago, provision was made to setting up new scales every two years. In the event of a deadlock, three arbitrators are to be called in to settle disputed points.

Another meeting is scheduled to be held later in the week. However, it was stated that no definite agreement is expected for several weeks.

Contract Is Signed For N. Y. Exchanges

The Film Exchange Employees' Union, Local B-51 of the I.A.T.S.E., yesterday signed a contract stipulating wage terms for the employees of all eight major companies' New York exchanges. The union claims a membership of 400 and declared yesterday that the contract represents wage increases for its members of from 10 to 45 per cent.

The signing of the contract followed weeks of negotiation. Lew Johnson is president of the union, which was represented in the negotiations by Joseph D. Basson, president of Local 306, the projectionists' union; Frank Ruddock, vice-president of 306, and John Gately, representative of the I. A. T. S. E. All employees in the
(Continued on page 11)

Rules All Drawings In Missouri Illegal

JEFFERSON CITY, Mo., Aug. 23.—Assistant Attorney General Franklin E. Reagan has ruled that "surprise nights and similar schemes," which involve a drawing and the award of a prize on the basis of the drawing, are in violation of Missouri lottery laws.

Ruling on the issue at the request of W. G. Stillwell, prosecutor of Marion County, Reagan said he thought the requirement that the participant go to the theatre to register was enough consideration to make the scheme a lottery.

Clearance Not Being Changed In N. Y. Area

Deny Roxy Seeks 50-Mile Radius of Protection

Clearances in the first and subsequent run situations in Greater New York are not being disturbed in the new product deals being made by major companies, it was learned yesterday.

Several requests to change the first runs in neighborhoods are understood to have been made, but exchanges are reported in favor of keeping present schedules.

In the deals completed by Century Circuit with United Artists and 20th Century-Fox, no changes in clearances are being effected. The same circuit has negotiations under way with Paramount for next season's output, but as yet the clearance situation hasn't come up.

Although the Roxy was said to be demanding a 50-mile clearance on all 20th Century-Fox product, this is denied by interests involved. The Music Hall is the only theatre given this kind of protection.

Pettengill Quitting As Congress Member

WASHINGTON, Aug. 23.—Representative Samuel B. Pettengill of Indiana, author of anti-block booking legislation and last year chairman at lengthy hearings on the subject, says that when his present term in Congress expires he will not run for reelection, but will return to the active practice of law.

Pettengill, who has served continuously since 1931, has been a prominent member of the House Committee on Interstate and Foreign Commerce, and has made exhaustive
(Continued on page 8)

Si Fabian's Deal on Brooklyn Strand Set

Si Fabian has set his deal with Warners to continue the Strand, Brooklyn, in the three-theatre pool which includes the Paramount and Fox. Negotiations were recently completed with Y. Frank Freeman for the Paramount. Both are one-year extensions of present agreements.

No change in policies for the Brooklyn houses are contemplated and there are no plans for reviving vaudeville, although timely stage attractions may be booked from time to time.

MOTION PICTURE
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**"Vogues" at \$63,000
For First Four Days**

The gross for the first four days of "Walter Wanger's Vogues of 1938" at the Music Hall was \$63,000. The first week is expected to end with approximately \$90,000. After a two-week run, "The Prisoner of Zenda" will follow.

Monogram Asks Listing

WASHINGTON, Aug. 23.—Monogram today filed an application with the S.E.C. for registration on the N. Y. Curb Exchange of 661,420 shares of \$1 par common stock, 360,586 shares of which have been issued. The registration is in respect to the remaining 300,834 shares to be made on notice of issuance.

Form Pathe Unit

DOVER, Aug. 23.—Pathe Manufacturing Corp. has been incorporated here to deal with projection machines. The company listed a capital stock of 1,000 no par shares. Incorporators are Ann Victor, Florence Abramson and Henriette Schiffman of New York.

**Purely
Personal**

MAUREEN O'SULLIVAN will arrive here Thursday en route to Quebec from where she will sail for England on the *Empress of Britain* on Saturday. Miss O'SULLIVAN is cast opposite ROBERT TAYLOR in M-G-M's "A Yank at Oxford," to be made in England.

CONRAD NAGEL is here for a few days before starting a summer stock engagement in Connecticut. His daughter RUTH will arrive from London on Thursday.

SAM SAX, production manager of the Vitaphone studios in Brooklyn, will arrive today on the *Ile de France*. Also arriving on that boat are SOL HUOK and HANS RAMEAU, director.

EDWARD FINNEY has purchased for Grand National production "Rollin' Plains," by WALTER SAMUELS, LEONARD WHITCUP and TEDDY POWELL.

HARRY JOE BROWN, who arrived yesterday on the *Queen Mary*, left for the coast last night via American Airlines.

WILLIAM R. FERGUSON returned yesterday from Buffalo by plane. He had been away from his office three days.

FRANK SELTZER, who will assume his new post as publicity head for Hal Roach Prod. on Sept. 1, will leave for Hollywood today by train.

ALBERT WARNER is planning to remain on the coast indefinitely. He may return with H. M. WARNER the middle of October.

SAM COCALIS is negotiating for several New Jersey sites. He says he's not selling any of his theatres to MAX A. COHEN or anyone else.

CHARLES KOERNER, RKO theatre division head in New England, is in town and plans to return to Boston Thursday.

NATALIE GARSON will arrive from the coast today for a vacation of three weeks in the east.

GRACE ROSENFELD, eastern representative for HAL ROACH, yesterday celebrated another birthday.

AL LICHTMAN is due from the coast today. He made a brief stop-over at Chicago yesterday.

LESLIE HOWARD will be among the passengers sailing on the *Queen Mary* tomorrow.

WALTER PLUNKETT, designer for Selznick International, is en route to Europe from the coast.

GEORGE J. SCHAEFER returned yesterday from Toronto.

HARRY C. ARTHUR will return from Peekskill tomorrow.

MORT BLUMENSTOCK has returned from a visit to a number of key cities.

One Out of Four

Peekskill, N. Y., Aug. 23.—"Artists and Models," in its opening day at the Paramount here, is said to have set a new first day record, drawing 4,000 people, in a town with a population of 17,000. It figures to about one out of every four persons.

**Typing All Players
For Col. Musicals**

HOLLYWOOD, Aug. 23.—Columbia has started a canvass of its entire player list of 68 contract people to retype them according to their possibilities in forthcoming musicals. They will be given auditions and rated as to suitability for singing roles by a board composed of Bobby Mayo, casting director; Morris Stoloff, music head, and his aides, Ben Oakland, Paul Mertz and Mario Silva.

The musicals on Columbia's list include "All-American Sweetheart," "Freshmen Follies" and "Paris on Broadway," the last to be the Dolly Haas American debut.

"Horizon" Book Out

Columbia's pressbook on "Lost Horizon" is now in distribution. The cover, which is printed in colonial blue and gold, opens to reveal an impressive double-page illustration of the huge set depicting Shangri-La, legendary lamasary in the interior of Tibet.

This is followed by 40 pages describing the picture, the plot of the James Hilton novel from which it was adapted, the players, technicians, excerpts from reviews in all the principal countries of the world, descriptions of various roadshow campaigns, marquee photos, advertisement mats with key numbers, and finally, in the form of an insert, an outline of Columbia's cooperative publicity campaign.

Default Decrees Given

Default decrees were granted by Federal Judge Samuel Mandelbaum in the U. S. District Court yesterday to the RKO Distributing Corp., the Van Beuren Corp. and 20th Century-Fox Film Corp. against the Amusement Parkway, Inc., Isidore Liebman and Edward Stiegel, operators of the Parkway, for alleged unauthorized exhibition of the plaintiffs' pictures. Judge Mandelbaum awarded RKO and Van Beuren \$500 damages with costs and 20th Century-Fox \$250 damages and \$100 for attorney fees with costs.

Hickey on Vacation

Leo Hickey, U. S. District Attorney for the eastern district, is vacationing at Southampton, L. I., and will not return to his Brooklyn headquarters until tomorrow. Meanwhile, informal inquiries into the Brooklyn and Jamaica clearance situations have been suspended.

"Dead End" Tonight

Samuel Goldwyn's "Dead End" will open tonight at the Rivoli. The first night audience will include Sylvia Sidney, star of the film, and a group of notables.

**Theatre Group Talks
Aids for the Stage**

Plans in furtherance of the program developed at the national convention of the American Theatre Council for the aid of the legitimate stage were discussed yesterday at a luncheon meeting at the Astor attended by about 40 representatives of actors', producing managers' and theatre labor organizations.

Committees were appointed to prepare plans for a national theatre festival to be held here next August and to develop arrangements to facilitate theatre attendance. Among the arrangements to be worked out are the establishment of ticket agencies in suburbs, "early curtain nights" for commuters and special theatre trains for outlying suburbs.

Louise Sillcox, executive secretary of the Dramatists' Guild, reported on a fellowship to be made available by John Golden to encourage new playwrights. Additional fellowships are expected to be established by the theatre council later.

**Approximately 500
At Warner Showing**

Approximately 500 local exhibitors, their families and friends yesterday attended the first of a two-day Warner trade showing at the New Amsterdam roof. Features shown included "Varsity Show" and "That Certain Woman." There were also a number of shorts on the program. The showings end today with "The Life of Emile Zola," "Back in Circulation" and "It's Love I'm After" on the schedule.

Other trade shows are being held in 30 key cities.

Indiana Show Attended by 350

INDIANAPOLIS, Aug. 23.—About 350 exhibitors from Indiana and part of Kentucky attended the first day of the Warner Bros. national exhibit at the Ritz here today when features and shorts were shown. The exhibit will continue tomorrow. Fred Greenberg, Vitagraph branch manager, is in charge of arrangements.

Mayor to Open Showing

VANCOUVER, Aug. 23.—Mayor G. C. Miller will officially open the two-day Warner showings at the Stanley Sept. 13-14. The Canadian showings have been delayed until next month due to a shortage of prints at the present time.

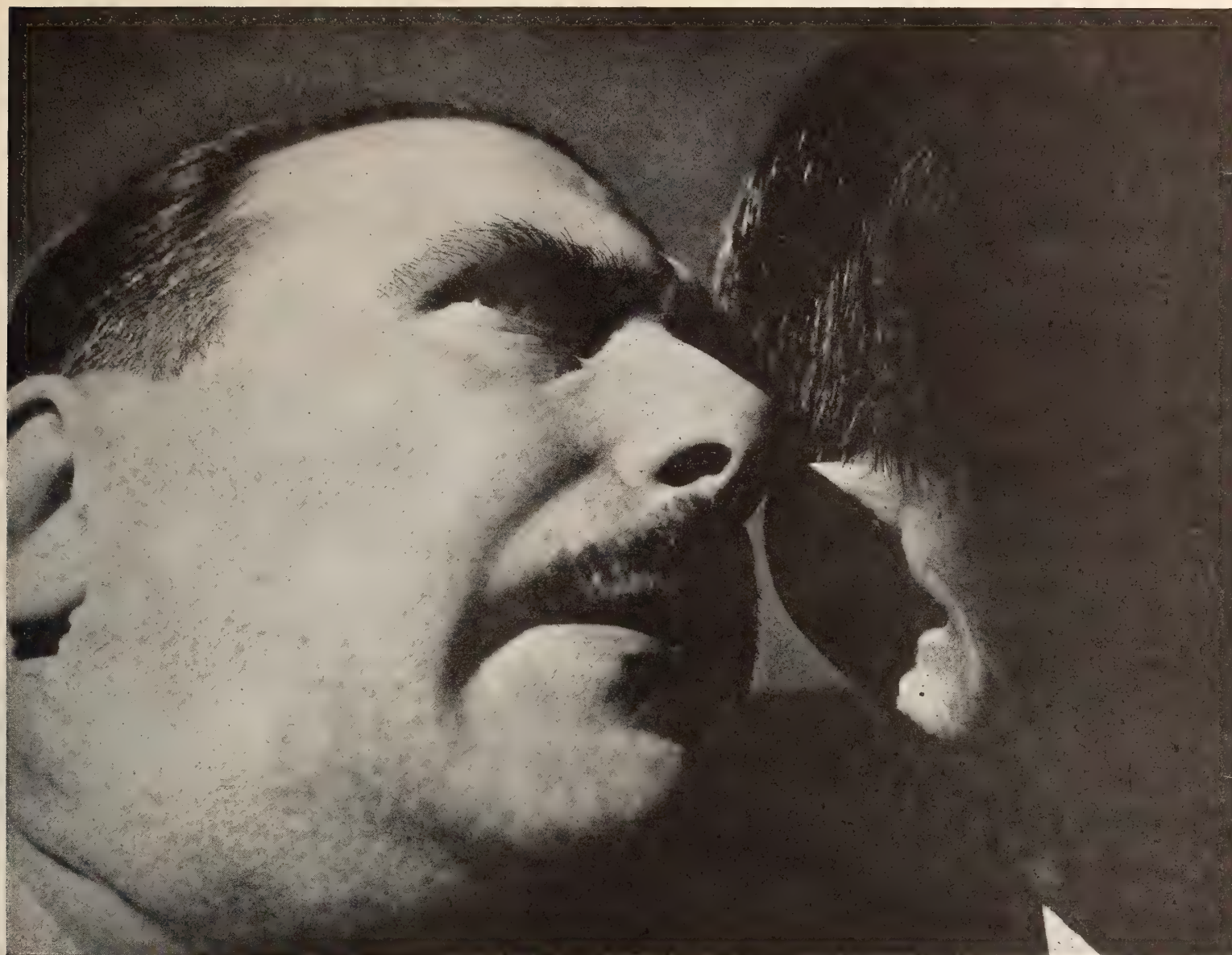
J. J. Sullivan Gaining

LOS ANGELES, Aug. 23.—J. J. Sullivan, Fox West Coast film buyer who became ill while attending the four-day National Theatres convention in Colorado Springs, is recuperating at his home. He is scheduled to return to New York again to complete a number of film deals, but may call it off.

Meanwhile, no successor has been appointed to fill Al Hanson's post as assistant to Charles P. Skouras.

G. B. Picks Release Title

"The Girl Was Young" has been chosen by G. B. as the final title for the Alfred Hitchcock production starring Nova Pilbeam. The film is based on Josephine Tey's novel, "Shillings for Candles." Percy Marmont is also featured.



"CONFIDENTIALLY . . . a telegram just came through from an M-G-M executive visiting their studios . . ."

He said:

"PREVIEWED '**BIG CITY**' STARRING LUISE RAINER, SPENCER TRACY LAST NIGHT. IT IS ONE OF THE VERY BEST POPULAR TYPE PICTURES WE HAVE RELEASED SINCE MY LONG ASSOCIATION WITH THE COMPANY. I PREDICT BIG GROSSES FOR '**BIG CITY**'."

(Confidentially, that's just the First Flash of M-G-M's Fall Fireworks!)

OH, YOU ALBANY!
Doubles previous "Broadway
Melody" business! Wow!

BEAUTIFUL BUFFALO!
Cracks "Saratoga", "Ziegfeld", "Maytime"
and other top grossers!

**A CINCH IN
CINCINNATI!**
Clicks far bigger than
"Ziegfeld", "May-
time", "Captains
Courageous", etc.

LOS ANGELES, I LOVE YOU!
Playing Day and Date at State and
Chinese, in 2 days it's better than 4
days of "Great Ziegfeld"!

HELLO 'FRISCO!
Topping "Ziegfeld"! Hooray!

PITTSBURGH POPS!
Way ahead of "Saratoga",
"San Francisco", "Mutiny on the
Bounty" and all M-G-M Biggies!

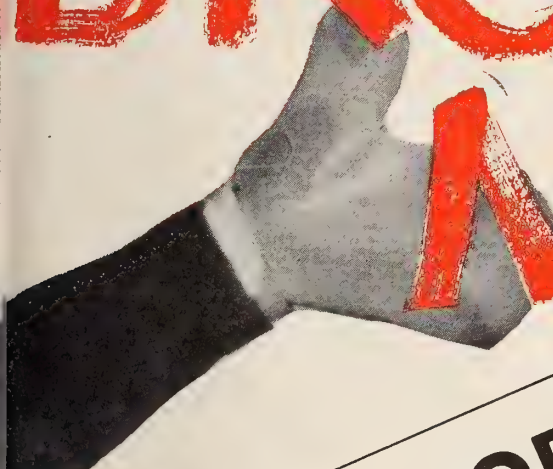
NASHVILLE'S THE NUTS!
Smacks "San Francisco", "Thin
Man", "Ziegfeld" and everything!

LOUISVILLE'S LOVELY!
Leaves the Big Ones behind,
for instance "Ziegfeld", "Rose
Marie"! That's business!

THE



BIGGEST BROADWAY MELODY OF 1938 FROM YOUR PAL LEO!



★ ROBERT TAYLOR
★ ELEANOR POWELL

- ★ GEORGE MURPHY
- ★ BINNIE BARNES
- ★ BUDDY EBSER
- ★ SOPHIE TUCKER
- ★ JUDY GARLAND
- ★ CHARLES IGOR GORIN
- ★ RAYMOND WALBURN
- ★ ROBERT BENCHLEY
- ★ WILLIE HOWARD
- ★ CHARLEY GRAPEWIN
- ★ ROBERT WILDHACK

Directed by ROY DEL RUTH • Screen play by Jack McGowan
Produced by Jack Cummings • Dance Direction by Dave Gould
GREAT NACIO HERB BROWN & ARTHUR FREED SONG HITS:
"YOUR BROADWAY AND MY BROADWAY" • "I'M FEELIN' LIKE A MILLION"
"YOURS AND MINE" • "EVERYBODY SING"
A METRO-GOLDWYN-MAYER PICTURE

"Can't Have," Duchin Loop's Hit, \$59,000

CHICAGO, Aug. 23.—"You Can't Have Everything" on the screen and Eddie Duchin and orchestra on the stage gave the Chicago plenty of box-office material last week and the house scored a terrific \$59,000 gross, which was \$27,000 above average.

The Garrick with "Wee Willie Winkie" took in \$7,000 for the week to beat par by \$500 and the return of "The Good Earth" to the Loop at popular prices gave the United Artists \$18,000, which was \$3,000 better than normal. The State-Lake, with "Border Cafe," was in the money with a \$14,300 gross, or \$1,300 better than average.

Total first run business was \$155,000. Average is \$128,000.

Estimated takings:

Week Ending Aug. 19:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Eddie Duchin and Band. Gross: \$59,000. (Average, \$32,000)

"WEE WILLIE WINKIE" (20th-Fox)

GARRICK—(900), 35c-55c-75c, 7 days. Gross: \$7,000. (Average, \$6,500)

"SAN QUENTIN" (W. B.)

ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Vaudeville revue. Gross: \$15,000. (Average, \$15,000)

"THE TOAST OF NEW YORK" (RKO)

PALACE—(2,509), 35c-55c-75c, 7 days, 2nd week. Stage: Vic Oliver and revue. Gross: \$16,000. (Average, \$19,000)

"BORDER CAFE" (RKO)

STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. Gross: \$14,300. (Average, \$13,000)

Week Ending Aug. 20:

"SARATOGA" (M-G-M)

APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$7,500. (Average, \$6,500)

"KNIGHT WITHOUT ARMOR" (U. A.)

ROOSEVELT—(1,500), 35c-55c-75c, 7 days. Gross: \$10,000. (Average, \$11,000)

"GOOD EARTH" (M-G-M)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. Gross: \$18,000. (Average, \$15,000)

Week Ending Aug. 21:

"THE FIREFLY" (M-G-M)

ERLANGER—(1,200), 50c-\$1.50, 2 shows daily, 2nd week. Gross: \$9,000. (Average, \$10,000)

"Winkie" Oklahoma City Top, \$5,500

OKLAHOMA CITY, Aug. 23.—"Wee Willie Winkie" turned in the best showing of a week marred by hot weather. It went \$500 over par on a take of \$5,500 at the Criterion.

The only other house to reach normal was the Tower with "Love from a Stranger" at \$3,000.

Total first run business was \$14,400. Average is \$14,500.

Estimated takings for the week ending Aug. 21:

"WEE WILLIE WINKIE" (20th-Fox)

CRITERION—(1,700), 10c-25c-40c, 7 days. Gross: \$5,500. (Average, \$5,000)

"WINGS OVER HONOLULU" (Univ.)

"JIM HANVEY, DETECTIVE" (Repub.)

LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$2,400. (Average, 7 days, \$2,500)

"THE GREAT HOSPITAL MYSTERY" (20th-Fox)

"OUTCASTS OF POKER FLAT" (RKO)

LIBERTY—(1,500), 10c-20c-25c, 3 days. Gross: \$500. (Average, 7 days, \$2,500)

"THE ROAD BACK" (Univ.)

MIDWEST—(1,500), 10c-35c-55c, 6 days. Gross: \$3,000. (Average, \$4,000)

"LOVE FROM A STRANGER" (U. A.)

TOWER—(1,100), 10c-25c-35c, 7 days. Stage: Jack Caldwell. Gross: \$3,000. (Average, \$3,000)

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Bad Boy"

(M-G-M)

HOLLYWOOD, Aug. 23.—Produced and presented without ostentation, this Tom Reed production, directed by Edward Cahn, offers Bruce Cabot in a characteristic role and lets the story, which is in the nature of "born-to-do-wrong" proof that heredity is stronger than environment, bear the burden of entertainment. Although well integrated and coordinated, the picture probably will take secondary position on most double bills that include it.

The story concerns foster brothers, played by Cabot and Edward Norris, employed as trouble shooters by an electric company. Cabot kills a man and is sentenced to death, but has his sentence commuted to life imprisonment and is released on parole. Norris strives to reform him, but Cabot is unregenerate and returns to jail. Norris aids him in escaping, they are pursued by police, and Cabot meets death accidentally when he comes in contact with a high tension wire. Virginia Grey plays the girl with whom Norris is in love and whom Cabot covets. Cliff Edwards, Warren Hymer and Charley Grapewin provide substantial support.

The screen play is by Earl Felton and Harry Ruskin, based on a story by J. Robert Bren, Kathleen Shepard and Hal Long. A good deal of incidental content having to do with electrical apparatus is independently interesting.

Running time, 70 minutes. "G."

"All Over Town"

(Republic)

HOLLYWOOD, Aug. 23.—Olsen and Johnson are hilarious on the stage and they have many house attendance records to their credit. Unfortunately, their brand of humor fails to congeal in a well defined film style for "All Over Town," but it will, nevertheless, satisfy their fans who desire to see them in films, as well as on the stage. For territories where the pair's pull is not great, "All Over Town" probably will take position on the bottom half of a dual bill. The preview audience at the Fairfax here, judging by the scarcity of applause, apparently didn't like the production.

The story is a hodge podge of gags, antics of a trained seal—pet of Olsen and Johnson, mistaken identity, a murder, a stage show, a radio broadcast, and a gunfight between the murderer and the police. It is Variation 3CZ of Filmusical Plot No. 1, which is best described as telling of the efforts of an impecunious producer, with a lot of talent available, who is trying to produce a show.

James Horne directed the Jack Townley-Jerome Chodorov adaptation of the Richard English original. Leonard Fields produced. The production marks the inauguration of the studio's new sound equipment, and the mechanical arrangements have provided a sound track comparable to the best.

Running time, 60 minutes. "G."

Frudenberg in Dark

CINCINNATI, Aug. 23.—Although expressing himself as welcoming any news indicating the revival of vaudeville, Arthur M. Frudenberg, division manager RKO Midwest, stated he had no information from his New York headquarters of any connection of his division with the new Hirst circuit, in which eastern dispatches said Cincinnati would be included.

The RKO Shubert is scheduled to resume vaudeville early in October, but nothing has been announced as to the source from which the acts will be supplied.

Session in N. H. Ends

BOSTON, Aug. 23.—The New Hampshire legislature has closed following a hot 33-week session, eight weeks longer than New Hampshire's record of last year and longer than any other sitting in the country this year. An early Sunday opening bill failed to pass, while a bill favoring statewide use of daylight saving time was approved.

Set Tri-State Sessions

DES MOINES, Aug. 23.—G. Ralph Branton, general manager of the Tri-State Theatres Corp., has set the dates of three district meetings for Tri-State managers. The first will be held in Des Moines Aug. 25. A. G. Stolte is manager of the Des Moines district. The second district meeting is to be in Omaha Aug. 27, with Evert R. Cummings, district manager, and the third in Davenport, Aug. 30 with Joe Kinsky, district manager, in charge.

Exhibitors Meet Aug. 30-31

DENVER, Aug. 23.—The Theatre Owners and Managers of the Rocky Mountain Region, Inc., will hold its second annual convention at the Cosmopolitan Hotel here Aug. 30 and 31. The second day will be devoted to a special outing at the Cherry Hills Country Club. Gerald Whitney is chairman of the arrangements committee. A. P. Archer is president of the organization.

K. C. Revives Move to Raise Theatre Rates

(Continued from page 1)

spend more on premiums than on film. Inasmuch as premiums are worth at least five cents and as much as 10 and 11 cents, the effect on admission so far as the exhibitor's net is concerned can readily be seen.

Potter has gone a long way to solve the problem by charging an extra five cents at the Baltis and Murray to those women who want the premiums. Gross receipts have not declined on giveaway nights, Tuesdays and Wednesdays, but his actual outlay on premiums (at eight to eight and a half cents apiece) is about 35 per cent less. Only women who want premiums now are getting them; they are helping to pay for them, and Potter saves the difference. That difference has put the two houses in the black on those nights; they were in the red. Competitive theatres near each of the houses still are giving premiums at regular admissions.

Men Placated

Men formerly complained about paying a higher admission than women since the latter were getting dishes in addition to the show. Potter's idea has eliminated these complaints.

Homer Pautz, who operates the Sun, another independent suburban house, also is charging an extra five cents admission for silverware premiums, and has had good results from the practice.

The outgo for theatres is increasing. Distributors are making bigger pictures for which they are asking more money. Nearly every theatre in Kansas City, Mo., plays doubles. Although a contract has not yet been negotiated with the Theatre Employees local, I. A. T. S. E. affiliate, increased operating costs are almost inevitable.

The key to the situation lies with the first runs. Subsequent run exhibitors are not expected to move until the 25 cents night, Sunday and holiday balcony-prices are increased. All five first runs now are on that basis.

Admissions Low

Kansas City admissions are well below those of the national average. On the basis of seating capacity, the average for Kansas City, Mo., is slightly over 18 cents. The average for subsequent runs is 16 cents. This does not take into consideration giveaways of all kinds.

Almost one-half of the approximately 57,000 seats in Kansas City, Mo., sell for 15 cents or less.

In Kansas City, Kan., 11,443 seats sell for an average of 15½ cents apiece. The average for subsequent runs in Kansas City, Kan., is between 13½ and 14 cents, although in general they play ahead of theatres in Kansas City, Mo., in the same admission spot.

This is lower than a year ago, because in the intervening period Kansas City, Mo., first runs all have gone to 25-cent balcony scales.

Anne Shirley Married

SANTA BARBARA, CAL., Aug. 23.—Anne Shirley, actress, and John Howard Payne were married here yesterday.

Your Customers!

ARE YOU GIVING THEM THE LIGHT THEY MERIT?

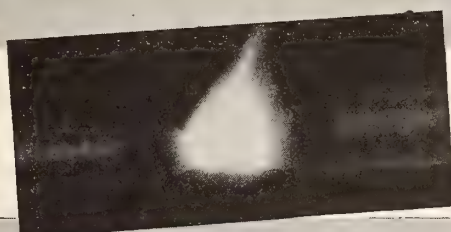
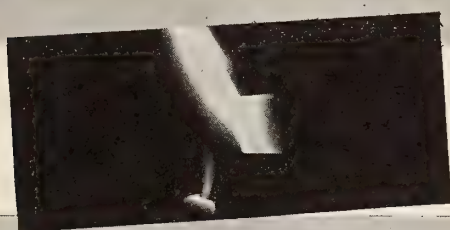


The response of theatre patrons is ample justification for securing the best feature pictures obtainable. It proves that the theatre-going public seeks out the best. But the theatre patron is critical and is not satisfied with a good picture, poorly screened. Expensive features merit the best light.

The best projection is provided by a steady, snow-white light of sufficient intensity on the screen for clear definition in the presence of a comfortable level of supplementary illumination. This means *High Intensity Projection*.

Give your expensive feature the advantage of the best possible lighting,

HIGH INTENSITY LIGHT



*It costs little but adds
much to the satisfaction
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Single Bills Score In Des Moines Test

DES MOINES, Aug. 23.—Tri-State Theatres' test, started in April in two of their better class theatres here to determine the preference of the public for single or double features, as shown by the box-office, has ended, with single bills scoring the victory.

The Roosevelt, a suburban theatre in a high class neighborhood, continued to use the single feature and the Des Moines, a downtown theatre, has been presenting the same high class feature as shown at the Roosevelt with an additional selected feature.

It was found that families taking their children went to the Roosevelt, showing the single feature and that persons downtown, who wanted to see that feature, went to the double picture at the Des Moines. A. G. Stolte, district manager for Des Moines, said they found the public will not refuse to go to a double feature house for a picture they want to see but will complain about the extra feature. Starting Aug. 19, both the Des Moines and Roosevelt went back to the policy of showing the same single feature accompanied by shorts, and will keep it so, as they felt the test decided that the Des Moines public prefers outstanding shows as single features accompanied by shorts.

Jane Weir Passes

HOLLYWOOD, Aug. 23.—Jane Weir, 21, formerly in the student stock company of Paramount, died Saturday at the Good Samaritan Hospital from complications following an appendectomy.

Mrs. Rudolph Mate Dies

HOLLYWOOD, Aug. 23.—Mrs. Rudolph Mate, 26, wife of the cameraman, died at St. Vincent's Hospital from streptococcus pneumonia.

Imperial in Atlanta

J. U. McCormick at Atlanta has been signed to a five-year Imperial franchise to cover Georgia, Alabama and Florida territories.

Wall Street

"U." Eastman Only Board Gains

	High	Low	Close	Net Change
Columbia	28 3/4	28	28	- 3/4
Consolidated	3	3	3	- 1/8
Consolidated, pfd. 12 1/4	12 1/4	12 1/4	12 1/4	- 1/4
Eastman	186	186	186	-3
Eastman, pfd.	160	160	160	+2
Gen. T. Equip.	25 1/2	24 1/2	24 1/2	
Loew's, Inc.	84 1/4	81 1/2	83 3/4	- 3/4
Paramount	23 1/4	22 3/4	22 3/4	- 1/2
Paramount 2 pfd.	20 1/2	20 1/2	20 1/2	- 5/8
Pathe	9 5/8	9 1/2	9 1/2	- 1/4
RKO	8 1/2	8 1/4	8 1/4	- 1/8
20th Century-Fox. 37 1/4	36 3/4	36 3/4	36 1/2	- 3/8
Universal, pfd.	63	63	63	+1
Warner Bros.	14 3/4	14 3/4	14 1/2	- 1/4

Curb Drops Lightly

	High	Low	Close	Net Change
Grand National ...	3	2 7/8	2 7/8	- 1/8
Sonotone	2 1/2	2	2	
Technicolor	29 3/4	28 3/4	28 3/4	- 1/8
Trans-Lux	4 1/2	4 1/2	4 1/2	- 1/8

Little Bond Activity

	High	Low	Close	Net Change
Loew's	100	99 1/2	100	
Paramount B'way 3s '55	67 1/2	67 1/2	67 1/2	
Paramount Pict. 6s '55	100 1/2	100	100	
Paramount '47 ..	92 1/2	92 1/2	92 1/2	
Warner Bros. 6s '39 wd	95	95	95	- 1/4

(Quotations at close of Aug. 23)

Out Hollywood Way

HOLLYWOOD, Aug. 23.—PERC WESTMORE will appear in a series of inserts to be used in News of the Day, Hearst-M-G-M newsreel. The inserts will show WESTMORE, head of Warner's makeup department, in "The Right and Wrong of Makeup." ... A girl, to be named CAROL EVE, has been born to the ROBERT ROSSENS. He's a MERVYN LEROY unit writer. ... EDWARD JAMES FLANAGAN, renamed LARRY DOYLE after a role in "Saratoga," gets the romantic lead in "Bad Man of Brimstone" for which JAMES STEWART had been considered at M-G-M. ... RKO has retitled "A Love Like That" to "Here Comes the Groom." ... The studio has purchased an ADELE BUFFINGTON original, "They Didn't Want Love," and assigned PHILIP G. EPSTEIN to adapt it. ... FRANK GAY, Condor associate producer, will reopen shooting on "King of the Sierras" after a six-week shutdown while the picture was being cut. ... "Stars Over Arizona," second JACK RANDALL musical western, started shooting today at Monogram.

IDA VOLLMAR, one of the models imported from New York by WALTER WANGER for "Vogues of 1938," has been given a term contract by RKO. ... GENE RAYMOND will play opposite Lily Pons in RKO's "It Never Happened Before." ... M-G-M's "Conquest," formerly "Madame Walewska," will have several weeks of added scenes and retakes done before its press preview. ... The name of M-G-M's Hungarian import, ILONA HAJMASSEY, was first changed to LONA MANDERS and now it's ILONA MASSEY. ... The main leader and the credits for M-G-M's "Double Wedding" will be done in animated cartoon style. ... JACK WERTHEIMER of M-G-M's production department has been made assistant to BILLY GRADY, talent scout. ... MANNING SHERWIN and FRANK LOESSER, song-

writers, have been signed by B. P. Schulberg to prepare a musical finale for "Blossoms on Broadway."

REBECCA WASSEM, previously unfeatured extra player, has received another unexpected break. Cast for the role of LOLA MONTEZ in "Wells Fargo," she did so well that FRANK LLOYD is having her role built up.

Writers—Producer GEORGE OWENS has taken an option on "The Comet," BETTY LAIDLAW-ROBERT LIVELY original. ... CHARLES LOGUE has been signed to script "Renfrew Rides Again," Grand National. ... SCOTT DARLING on the screenplay of "Telephone Operator," which LON YOUNG will produce for Monogram. ... EDITH FITZGERALD has been signed to a personal contract by MERVYN LEROY and starts on the script of "Food for Scandal." ... ERIC TAYLOR, mystery story writer, joins the NAT LEVINE unit at M-G-M. ... FRANKLIN COEN is writing an untitled original in the LEE MARCUS unit at RKO. ... R. C. SHERRIFF is at M-G-M on "Spurs of Pride," PERCIVAL WREN novel which LOUIS D. LIGHTON will produce. ... HARRY MYERS is writing "With Pleasure, Madame," ANNA STEN film for Grand National.

Directors—20th Century-Fox gave four directors assignments—FRANK STRAYER to the untitled Jones Family feature, ALFRED WERKER to "Big Town Girl," BRUCE HUMBERSTONE to "Island in the Sky," and EUGENE FORDE to "Charlie Chan at Monte Carlo."

Casting—DORIS LLOYD to "Tonight's Our Night," Warners. ... JOSEPH CALLEIA to "Bad Man of Brimstone," M-G-M.

Contracts—M-G-M has extended the contract of CEDRIC GIBBONS, art department head.

Pettengill Quitting As Congress Member

(Continued from page 1)

studies of the film and oil industries, in which he has been deeply interested. He is the author of a book on the oil industry. He also took a part in the handling of the Communications Act, the Securities and Exchange Act and Federal Trade Commission legislation.

Release N. O. Tax Total

NEW ORLEANS, Aug. 23.—City officials had steadfastly refused to make public receipts from the tax on film theatres on the ground that "it might hurt the theatres" until last week when Richard R. Foster, director of public welfare, was forced to give figures to the public to offset charges that the cost of administration (salaries of workers, etc.) was 80 per cent of collections.

Foster stated that the tax of two per cent netted the city \$42,252.39 for the first six months of 1936. The cost of maintaining the welfare body, not relief, for the same period was \$126,672.49.

Canadian Managers Convene at Toronto

(Continued from page 1)

erating problems, including booking policies and advertising.

Those leading the discussions included R. W. Bolstad, R. Darby, J. A. Troyer, C. A. Dentelbeck, B. Geldsaler, James Nairn, Ben Cronk, B. Whitham, R. Dale and others.

The convention will continue through Tuesday and will close with a picnic at Charlie Mavety's Circle B. ranch at Kleinburg.

It was announced at the convention that Leonard Bishop had been appointed manager of the Capitol, Halifax, instead of Loew's, Montreal, and that Howard Knevels, formerly at the Regent, Ottawa, would go to Loew's Montreal.

Monogram Seeks Singer

HOLLYWOOD, Aug. 23.—Monogram plans to conduct a nationwide search for a young baritone to play the role opposite Movita in "Land of the Sky Blue Water," in which will be featured the melodies of Charles Wakefield Cadman. It will be Monogram's first musical.

Five New Spots Open Soon Near St. Louis

ST. LOUIS, Aug. 23.—Five new theatres will shortly open in the nearby territory. Construction work and alterations are being rushed in anticipation of the approaching season.

The Webster Groves Theatre Corp. is erecting a new house in Webster Groves, Mo. The other four theatres are being built in adjoining Illinois. At Charleston, Ill., a 1,200-seater is under construction. It is due to open Dec. 1. The State in Princeton, Ill., will be reopened next month by the Alger Circuit. It has been closed for five years. Dominic Frisina is opening his second house at Greenville, Ill. The Joe Goldberg Co. of Chicago, has been engaged for the construction of a 650-seater in Morton, Ill., and the Frisina interests will build another new house on the site of the old Capitol in Springfield, Ill.

New Firm Acquires Orpheum in Memphis

MEMPHIS, Aug. 23.—A new local company known as the Tri-State Amusement Co., will take over the Orpheum, closed since late May, and reopen it Sept. 19 with a combination stage and film policy.

Chalmers Cullins, stage manager at the Orpheum as well as a producer and booking agent, will have charge of the operation. He is one of the incorporators along with K. G. Kinkle, L. G. Bender and Hugh Stanton. The latter, a prominent attorney, will serve as president of the company.

The Orpheum, a local white elephant since it was given back to Memphis bondholders following the RKO Orpheum circuit receivership, has gone through many operations in the past several years, all successful in early stages, but failing to hold up over a long period.

Pathe Renews Lease On House in Denver

DENVER, Aug. 22.—Pathe has renewed its lease on the Pathe Theatre here for 12 years. The contract was recently negotiated by Robert Benjamin of the Phillips & Nizer office in New York. Benjamin stopped over on his way to the coast on the deal.

M. Briggs is manager of the house. He is no relation to O. Henry Briggs, president of Pathe.

Fox Midwest Building

KANSAS CITY, Aug. 23.—November 1 has been set tentatively by Fox Midwest for opening of its new 1200-seat Granada at Mt. Vernon, Ill. Construction has just been started. This house will give the circuit three in the town. It already operates the Royal and the Plaza.

Fox Midwest expects to open the Grand at Centralia, Ill., about the same time. This theatre has been dark for some time, and now is being remodeled, with new seats and equipment.

Pathe Seeks New Lens

Pathe is understood negotiating for the purchase of a special type lens and patents which can be used for photographing objects in miniature size and reproducing them in normal size. The lens and patents are owned by Courtland Smith, former president of Pathe News.

*announcing the fourth
issue of*

F A M E

(the Boxoffice Check-up)

*the annual of the art and
industry of personality*



*now in preparation by the
world-wide staff of Quigley
Publications—edited by
Terry Ramsaye*

NEW YORK • CHICAGO • LONDON • HOLLYWOOD

Radio Personals

ANDRE KOSTELANETZ arrives today from Hollywood via TWA . . . Peggy Stone, of CBS station relations, had a narrow escape from injury when her car was smashed while motoring to New York from Hershey, Pa. . . Don Higgins, CBS publicity director, returned to this desk yesterday after spending the last two weeks on vacation. Other CBS press department vacationers who returned to work yesterday include Jack Skinner and Rose Callaghan . . . Kay Thompson, Jay Flippen, Donald Dickson and Adele Gerard will be on the "Summer Stars" program over CBS Aug. 29 . . . Lester O'Keefe, of NBC's production staff, has written an adaptation of a Strauss operetta which will be produced Aug. 29 . . . CBS station managers in town include Cecil Mastin and Harry Tremmer of WMBF, C. W. Myers, KOIN; Howard Barron, WRVA; Ray Bingham, WHAS; Dick Borel, WBNS; Roy Blossom, WFBN, and Ed Bill, WMBD.

Herb Marsh has been added to the publicity staff of the local Earle Ferris office . . . Leo Reisman returns with Mrs. Reisman aboard the *Ile de France* today from Paris . . . A. J. Welch has resigned from Lord & Thomas to join M. H. Hackett, Inc.

WMCA Has New Program

WMCA inaugurates a new program next Saturday from 9 to 9:30 P. M., presenting people with interesting and unusual occupations for whose jobs there are no competitors. The series will be under the direction of Don Carle Gillette, New York newspaperman, with Andrew Stanton as master of ceremonies. The series is titled "The Only Ones."

Line Up Talent for Coca-Cola

Complete talent lineup for the new Coca-Cola series which begins over 93 CBS stations Sept. 10 will include Kitty Carlisle, Frank Crumit, Reed Kennedy, Alice Cornett, the Songs-Smith quartet, Gus Haenschen's orchestra, and a glee club of 22 voices under the direction of Ken Christie.

Frigerio to Be Soloist

Claudio Frigerio will be the guest soloist when CBS pays tribute to Venezuela in its weekly international broadcast "Our American Neighbors" Aug. 29. These programs are short-waved to South and Central America over W2XE, Columbia's short-wave unit.

Youngman on Smith Program

Henny Youngman has been signed for the chief comedy role on the forthcoming Kate Smith program for General Foods, which begins over CBS Sept. 30.

Hollywood Town Pump

HOLLYWOOD, Aug. 23.—Shakeups have taken place in the Hollywood radio field. Ted Bliss, KHJ producer and writer, has become director of program operations, succeeding Charles Bulotti, Jr., resigned. Karl Kellogg has been named to the newly created merchandising and sales promotion manager position at KFI-KECA by Harrison Holiway. Bernard Smith, former Los Angeles and San Diego newspaper man, has become publicity director of KFI-KECA, replacing Hal Bock, NBC publicity director who took over the post when Jose Rodriguez decided to stick to producing and writing radio programs. Bock retains the job as NBC's director of publicity in the Hollywood area.

Bert Hall, soldier of fortune, will appear as guest of the "Thrills" program of the NBC west Coast Red network Tuesday . . . Decision is to be made soon regarding the originating point for Hal Kemp's Friday night programs this fall. Kemp's program has moved to Hollywood from New York . . . Clarence Muse will leave Hollywood in October and December to appear in eight special broadcasts in New York with Don

Voorhees' orchestral organization.

Tiny Ruffner has gone to New York with his wife to arrange to bring their furniture out here for a permanent stay . . . Myron Kirk, vice-president of the Ruthrauff & Ryan agency, has gone to New York . . . Sidney Skolsky has been signed by the J. Walter Thompson agency for a series of weekly broadcasts of film chatter starting Oct. 6 under the sponsorship of Bromo-Seltzer. It will be heard Wednesdays on NBC Red from 5:30 to 5:45 P.M., P. S. T. "Suicide Club," by Robert Louis Stevenson, will be presented Tuesday by the new drama program of KFI. "Preview Tonight."

Edgar Bergen has formed the Charlie McCarthy Corp. in which Bergen is president and the principal stockholder, obtaining exclusive rights to Charlie's working time . . . Betty Blythe, one time film star and now appearing in the Pilgrimage Play here, will be interviewed on KFI Wednesday by Bill Bryan of the station's announcing staff . . . Lou Small, Orange Network business commentator, Wednesday will describe the growth of correspondence schools on his "Business on Parade."

CBS Increases Base Rate for Louisville

The major change on the new CBS rate card now in the mails, which will be effective Sept. 1, is an increase in the rate for Louisville on the basic network. The new one-hour rate for night spots is \$450, compared with \$400. Day rates are \$225, compared with \$200. Split periods have been increased in proportion.

Other changes in the basic supplementary network consist of the addition of Evansville, Ill., and Scranton, to the basic supplementary group, making a total of 16. The southeastern division has been enlarged by the addition of five cities. The south central division now has 12 stations compared with 10 in the previous listing. New additions are Knoxville, Tenn., and Meridian, Miss. The southwestern group declined from 10 to eight cities due to Little Rock being listed in the south central group and the combination of Austin and San Antonio.

The Florida, Canadian, northwestern, mountain, Hawaiian and Pacific coast groups remain as they were.

Sign George Marion, Jr.

George Marion, Jr., screen author who has been responsible for the Jack Oakie film stories, has been signed by R. J. Reynolds to write the scripts for the "Camel Caravan" program, which stars Oakie. The William Esty agency handles the account, and was responsible for the pact.

Renew Campana Program

The Campana Sales Corp.'s "First Nighter," presented in the interest of Italian Balm hand lotion, has been renewed for an additional 52 weeks, beginning Sept. 3. "First Nighter" is presented over the NBC-Red network Fridays at 10 P. M. Aubrey, Moore & Wallace, Chicago, is the agency.

Both NBC Networks Now in Birmingham

BIRMINGHAM, Aug. 23.—Full time coverage by both of its nationwide networks will be established in Birmingham by NBC Jan. 1, 1938, when WBRC becomes the Birmingham outlet of the NBC-Red network. WBRC will replace WAPI, which operates part time.

The addition of WBRC will provide radio listeners in the Birmingham area with a choice of two full-time services over separate NBC-Red network and NBC-Blue network stations. WSGN became the Birmingham outlet of the NBC-Blue network Aug. 1.

This arrangement for WBRC and WSGN on the NBC networks leaves WAPI in a position to switch over to CBS Jan. 1.

New Hecker Series Will Start Aug. 31

The new Hecker Products Corp. Mutual series, which will feature the King Features newspaper attraction, Beatrice Fairfax, in a program titled "Advice to the Lovelorn," will be heard Tuesdays, Wednesdays, Thursdays and Fridays from 2:45 to 3 P. M., starting Aug. 31.

The stations which will carry the series comprise WOR, New York; WGR, Buffalo; WGAR, Cleveland; WHKC, Columbus; WIRE, Indianapolis; CKLW, Detroit; WGN, Chicago; KWK, St. Louis; WCAE, Pittsburgh; WBAL, Baltimore; WFIL, Philadelphia.

The program also will be offered at time as not yet determined on over stations WTIC, Bridgeport; WTAG, Worcester; WNAC, Boston, and WEAN, Providence.

The scripts will follow closely the column syndicated by King Features, and will consist of advice and dramatized problems. Batten, Barton, Durstine & Osborn is the agency.

Independents Study Air Music Problems

(Continued from page 1)

adopted to bring about a re-employment of union musicians in the industry.

Newspapermen present at the meeting were advised to leave the chamber due to the independent broadcasters' desire for privacy, with the promise made that a definite statement of policy would be given after the session of this afternoon.

It was learned, however, that Mark Etheridge, of the *Louisville Courier*, which operates WHAS, was elected chairman of the meeting. Major development of the meeting, it is understood, was the election of a committee which will represent the independent broadcasters in conferences with Joseph Weber, president of the A. F. of M.

Radio Artists Fail To Name Secretary

Officers of the American Federation of Radio Artists were unable to agree on the selection of a national executive secretary for the organization at their first meeting, held at Actors' Equity Ass'n headquarters yesterday. Although no official statement was issued following the meeting, it was learned from some of those who attended that several candidates were proposed for the post. The appointment is being deferred until a later meeting of the organization.

National organizing plans were discussed at the meeting as well as several proposals for inclusion in a program to be submitted to networks and advertising agencies for negotiation later.

Texas Station Joins Merchant Promotion

LONGVIEW, Tex., Aug. 23.—In an effort to bring more business to Longview, KFRO is presenting a program "We're In the Money," promoting a "buck" sale sponsored by local merchants. The merchants give out "bucks," an equal amount in "bucks" to the amount each customer purchases. These "bucks" will be of value in bidding on merchandise to be contributed by the participating firms which will be sold at auction late in October. Only "buck" may be used at this auction.

The program will be carried over KFRO for the next 10 weeks.

Stuhler Talent Head At Young & Rubicam

William R. Stuhler, in addition to his duties as director of the Young & Rubicam radio department, will take over complete responsibility for all talent buying for the agency, with Therese Lewis buying for the agency in New York and Joseph Stauffer handling the same assignment in Hollywood. Stuhler will maintain offices both in New York and California.

Clarence Olmstead has been made manager of the radio department with offices in New York. He will be assisted by Fred Wile, Jr. Wile, however, will not relinquish his post as director of radio publicity.

Tom Harrington will continue to be manager of the Young & Rubicam offices in Hollywood.

LEO SAYS:
This week's best bet:
WHN Movie Club
Friday night from
8 to 9 P.M.

WHN DIAL 1010
AFFILIATED WITH
M-G-M-LOEW'S



Radio

WMCA Is Sold Solid For Evening Hours

With the inclusion of several contracts for fall business, WMCA's schedule begins during the latter part of September and will be sold solid from 6 to 11 P. M.

The new business includes a contract from Finlay Straus Jewelry Co.—providing for increased time as follows: 52 weeks ending Sept. 4, 1938, a new show Mondays through Saturdays from 9:45 to 10 A. M., and a musical program on Sundays through Fridays from 8:30 to 8:45 P. M.

Barney's Clothes, which has been on WMCA for some time, will increase its business on the station 50 per cent beginning in September. The new periods to be sponsored by Barney's include: 52 weeks ending Sept. 25, 1938, Mondays through Saturdays from 11:45 to 12 noon; Sundays from 12:15 to 12:30 P. M.; Mondays to Fridays from 9 to 9:30 P. M., and Saturdays from 9:30 to 10 P. M. The type of program used has not been announced as yet.

Zeke Manners Scheduled

Zeke Manners, currently featured on WMCA, will be presented under the sponsorship of Consolidated Drug Trade Products for a period of 52 weeks ending September, 1938, Mondays through Saturdays from 10 to 10:30 A. M., Mondays from 10:30 to 11 P. M., and Tuesdays through Saturdays from 10:15 to 10:45 P. M.

Other new business includes: Stag Laundry, Inc., in a 26-week contract providing for one half-hour a week; Zion National Kosher Products, 26 weeks for one half-hour a week; the Dentists Supply Co. of New York for 15 minutes a week, 26 weeks, and Community Opticians, Inc., for a 52-week contract, five 15-minute periods a week.

On Business Committee

OKLAHOMA CITY, Aug. 23.—Gayle Grubb, manager of WKY and Neal Barrett, manager of KOMA, local station, have been named to a public relations committee in an intensified drive of the Oklahoma City Better Business Bureau against unscrupulous trade practices.

Herbert Lateau to KARK

LITTLE ROCK, Ark., Aug. 23.—KARK has added Herbert Lateau, newscaster of Oklahoma City, to its announcing staff. Lateau will join KARK Sept. 1 with full charge of news and dramatic broadcasts.

Lubs Joins Luckey Bowman

John H. Lubs has joined Lucky Bowman as account executive. Lubs operated his own agency for several years, and recently resigned from the U. S. Advertising Corp., New York office.

Charter Bay Broadcasting

DOVER, Aug. 23.—Bay Broadcasting Co. has been formed here to do an advertising business with a capital stock of 5,000 shares. Incorporators are Arthur M. Kriedmann, D. E. Newman and J. A. Hayes of New York.

Philco to Start New Contests on Sept. 6

A \$50,000 cash radio mystery contest to be conducted through 200 stations will be launched the week of Sept. 6 by Philco Radio & Television Corp. on behalf of its radio tube division. The contest, called "Phyl Coe Radio Mysteries," will run 16 weeks, with one complete mystery presented weekly in a 15-minute broadcast.

A total of 2,016 cash prizes will be awarded weekly winners, with 51 grand prizes, also cash, at the conclusion of the series. The first grand prize will be \$5,000.

Philco estimates the total cost of the radio campaign for the contest will be more than \$500,000. Arthur P. L'Hommedieu, eastern sales manager of Philco's tube division, has been appointed contest manager. Material and advertising for the contest has been prepared by the Geare-Marston advertising agency, Philadelphia. The broadcasting will be done by transcriptions.

Philco to Test Program

PHILADELPHIA, Aug. 23.—Philco Radio & Television Corp. has planned a test spot series on WIP starting Sept. 7. It will be a transcribed mystery story script once weekly for 15 minutes. The account is handled by the local Julian Pollock Agency and placed for 16 weeks.

KMED Will Become 137th NBC Station

KMED, Medford, Ore., will become the 137th station in the NBC link, joining Sept. 15 as an optional member of either the Pacific Red or Pacific Blue networks.

KMED has a power of 250 watts, full time, and is owned by Mrs. Blanche Virgin. It is the only station in the Rogue River Valley area, and the nearest network stations to it are at Portland, Ore., and at San Francisco. The station was established in 1922.

To Broadcast at Iowa Fair

DES MOINES, Aug. 23.—WHO is decorating the Crystal studios in the varied industries building at the Iowa State fair grounds and will broadcast all of the daytime studio productions from there during the fair, including Sunday afternoon, Aug. 29. All of the announcers will be on duty at the Crystal studio from time to time. A daily review of special attractions will be broadcast each morning and a review of the day's happenings and prize winners each afternoon.

Coffey Goes to WELI

NEW HAVEN, Aug. 23.—Jay Coffey, WELI announcer and continuity writer, will join the continuity staff of WBRY, Waterbury, Sept. 1, replacing Maybelle Hinton, resigned. Succeeding Coffey at WELI will be Bill Farley, who has been on relief duty up to this time. Sid Goluboff, roving reporter of WELI, has been put in charge of press relations.

Breakdown of Hoyts—Union Deal Foreseen

(Continued from page 1)

within the Hoyts ranks, but nevertheless each company is making preparations to be ready for the break in December.

The most vital issue at the moment lies in the outcome of each company's negotiations for film supplies. It is common gossip that during the recent visit to New York, Charles E. Munro, Hoyts' chief, received assurances from the major producing companies that they would sell to Hoyts, but whether these assurances went as far as the dotted line has not been stated. Hoyts, however, would definitely have 20th Century-Fox and United Artists. It is believed also that Hoyts will sign with RKO and Universal. Columbia is doubtful, but Union executives expect to close with Warners. Metro and Paramount have key situations of their own in the cities and would not be in a position to sell their top flight films either to Hoyts or Union. The latter company would likely take all the British product available with the exception of Gaumont British and anything turned out by its affiliated producing unit, Cinesound.

Thus it seems that with 20th Century-Fox, United Artists, RKO and Universal, Hoyts would only have to obtain either Warners of Columbia to be in a most advantageous position.

Wait Jack Warner to Approve London Plan

LONDON, Aug. 13.—Jack Warner will arrive here on Oct. 1 to give final approval to plans for the extension of the Warner-First National studio, Teddington, by two stages and the inauguration of big picture production by Warners in England.

A probability is that Warners, who made 15 pictures last year and have 20 scheduled for this, will make from 12 to 15 on a much more ambitious scale in 1938, releasing the majority in the United States.

British Lion's Loss For Year Is £14,016

By BRUCE ALLAN

LONDON, Aug. 23.—British Lion Film Corp., Ltd., has reported a loss for the year of £14,016, which compares with a profit last year of £12,093. Cash on hand for the year amounted to £236, comparing with £29,977 last year.

Films are valued at £77,017, against £117,813. Cash has been deposited in New York to cover the company's Republic contract to the amount of £50,457.

Attack Sunday Film Plan

MEMPHIS, Aug. 23.—The movement for Sunday films under the state local option law in Jackson, largest west Tennessee city next to Memphis, has met with vigorous opposition from ministers and church organizations of the municipality.

Hitchcock Predicts Quality Quota Films

(Continued from page 1)

next May and he will make two pictures, both starring Nova Pilbeam, in the meantime. The company will have a minimum of 12 features for the new season for release in America by G. B., he said. Of these, 10 will be Gaumont productions and two will be from Gainsborough.

Hitchcock is here on a vacation trip and plans to remain in New York about 10 days before returning to England. He is accompanied by his wife, Alma Reville, who is a scenarist; their daughter, and Joan Harrison, his production assistant. Hitchcock said he would devote most of his time while here to seeing plays and looking for a new type of story for Miss Pilbeam's next pictures.

Maxwell Sees Value In New Legislation

LONDON, Aug. 13.—John Maxwell, at the annual meeting of Associated British Pictures, referred to the Government's proposals for new film legislation, saying: "I have no doubt that the legislation which will finally be passed will be such as will both strengthen the competitive power of the film production side of the business and enhance the quality of the entertainment provided."

Referring to recent film failures Maxwell said: "The last few years in film production have been disturbing arising from the fact . . . that the practically unlimited flow of easy money into the hands of inexperienced producers would lead to considerable difficulties . . . the belief which I indicated last year that these feverish and unhealthy conditions were passing away has been strengthened by recent experience."

Contract Is Signed For N. Y. Exchanges

(Continued from page 1)

exchanges except the management are said to be included.

The agreement, effective immediately, calls for a minimum wage of \$24 for day workers and \$26 for night workers. It was indicated yesterday that a drive will be started shortly to reach an agreement with the independent New York exchanges.

Expect New Boston Union

BOSTON, Aug. 23.—A union for theatre management staffs looms as the fourth new A. F. of L. local in the Boston industry. Exchange worker and theatre worker locals have already been formed, while organization of exchange office workers is soon to be started. Managers are known to be strong for organization in many instances, in the hope it will increase wages and shorten hours.

Stress Para. Strike

COLUMBUS, Aug. 23.—The I. T. O. of Ohio has mailed to all members postcards urging them to cancel existing playdates on Paramount product and to sign no Paramount contracts for 1937-'38. The members are reminded of "Paramount Week," Sept. 5-11, and urged to make cancellations during that period.

STREAMLINED THRILLS IN THE FASTEST PICTURE OF THE YEAR

AMERICA'S SKY HERO IN A FRONT PAGE RACE AGAINST TIME



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"ATLANTIC FLIGHT"

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PAULA STONE
WELDON HEYBURN**

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Associate Producer WILLIAM BERKE

Story and screen play by

SCOTT DARLING and ERNA LAZARUS



Alert.
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and
Indispensable
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Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 47

NEW YORK, WEDNESDAY, AUGUST 25, 1937

TEN CENTS

A. F. M. Asks \$5,500,000 More Salary

**Suggests 1/4-Hour Station
Rate as Basis**

Joseph Weber, president of the American Federation of Musicians, meeting yesterday with a committee of six representatives of network-affiliated but independently owned stations, asked for a \$5,500,000 a year added musician payroll for the radio industry.

The committee comprised William Hedges of WLW, Cincinnati, chair-

*Additional developments in
radio on page 13*

man; Samuel R. Rosenbaum, president of WFIL, Philadelphia; Emile Gough, vice-president of Hearst Radio, Inc.; Edward W. Craig, vice-president of the National Life and Accident Insurance Co., owners of WSM, Nashville, and John J. Gillin, Jr., manager of WOW, the Woodmen of the World station in Omaha. Mark Ethridge, WSAM, St. Louis, as chairman of the group, served as ex-officio member of

(Continued on page 13)

Ascap Lists 25,000 Songs for Air Users

An index of 25,000 song titles in use currently in broadcasting programs has been compiled by Ascap for distribution to all stations licensed by the organization. E. C. Mills, chairman of the Ascap administrative committee, said yesterday.

The initial 25,000 titles will be supplemented from time to time by others, both old and new, it was said. The titles are arranged in alphabetical order, together with the names of the composer, author and publisher and the year of copyright, if the listed composition has been copyrighted. The list also states whether or not

(Continued on page 13)

See "Devil" and Pay

Endicott, N. Y., Aug. 24.—The penalty meted out to James Delsander caught driving recklessly by Police Justice Burr G. Cameron was a court order to see "The Devil Is Driving." A \$10 fine was tacked on as good measure.

Guild Studio Scales Start Upon Notice

**Expected to Begin Here
After September 1**

Present indications are that the guild shop will be declared in effect in the east on 24 to 36 hours notice shortly after Sept. 1, it was stated at local headquarters of the Screen Actors' Guild yesterday.

Commercial producers here informed the guild office yesterday that they would sign contracts with the organization at once, and with major producers already signed up the guild is prepared to declare a "closed shop" in local studios on short notice. No agreements have been reached yet, however, with Educational or The March of Time. Sept. 1 has already been set as the deadline for signing of smaller independent producers here.

The guild office yesterday received checks from Republic to cover wage deficiencies for approximately 150 persons used in "Manhattan Merry-Go-Round" sequences filmed at the Biograph studio several weeks ago. Due to a misunderstanding amicably settled with the guild later, Republic paid off the players on the old instead of the new eastern studio wage scale.

National Booking Legitimate Shows

National Theatres has inaugurated a new policy of booking legitimate shows and concerts with Aubrey Schenck, assistant to William T. Powers, film buyer, in charge of the department. The move was decided upon following a successful trial by Al Finkelstein in the Portland group of theatres last year.

Billy Rose's "Show of Shows," current at the Fort Worth Centennial.

(Continued on page 9)

Celebrities Attend "Dead End" Opening

Many celebrities of the theatrical and literary world last night attended the invitation opening performance of "Dead End" at the Rivoli. The first screenings for the public began after the private showing.

Among the long list invited were Sylvia Sidney, Joan Bennett, Luise Rainer, Clifford Odets, Nigel Bruce, Lewis Vale, Norman Bel Geddes, Henry Fonda, Langdon W. Post, Sidney Kingsley, Harriet Hilliard, Sena-

(Continued on page 10)

A. W. Smith to Be Queried in Probe

A. W. Smith, Jr., general sales manager for United Artists, is reported as scheduled to be the next sales executive to be called for informal questioning by Leo Hickey, U. S. District Attorney for the eastern district, in the reported complaint by Century Circuit on clearances in Brooklyn and Long Island.

Both Hickey and Smith have been out of town, the former on vacation and due back today, and the latter touring southern exchanges on business. According to U. A. attorneys, no notification has been received for Smith's appearance at Hickey's office.

Although Smith has been with United Artists for more than a year, Hickey, it was reported, is anxious to query him in regard to a deal Warners made with Century Circuit when the distributor sold away from RKO in a number of first run spots in Greater New York.

At the time the deal between Warners and Century was made, Smith was eastern and Canadian sales head for the distributing company, a post now held by Roy H. Haines. Haines then was metropolitan district manager. He has already been questioned by Hickey and may be called again

Para. Theatre Law Suit Due This Week

Indications are that Paramount's application for an injunction to restrain the state of North Dakota from enforcing its affiliated theatre divorce law will be filed some time this week, it was stated at Paramount yesterday. The completed legal papers were forwarded to North Dakota from here yesterday and will be made public as soon as they have been received and filed in the Federal court there.

The action includes a test of the constitutionality of the state law in that the application for the injunction will be based upon the contention that the North Dakota law violates the due process clause and other provisions of the Constitution.

Wilby-Kincey Pact Talks Are Resumed

Negotiations for an extension of the operating agreement for the Wilby-Kincey circuit will be resumed with Paramount during the current visit here of R. B. Wilby and H. F. Kincey, it was stated at Paramount yesterday.

Discussions were begun in June by Wilby and Y. Frank Freeman, Paramount theatre head, but were not concluded at that time. They were to have been resumed early in July, but other

(Continued on page 10)

Operators Ask 35-45% Raises From Circuits

**De Luxe Projectionists
Want \$2.55 an Hour**

Increases ranging from 35 to 45 per cent are being sought by Local 306 at conferences now under way among major circuit heads and operators on a new wage scale for the next two years. Projectionists in de luxe theatres are now getting \$1.86 an hour and under the new proposal seek to increase this to \$2.55.

Joseph D. Basson, president of Local 306, and a committee of eight met with circuit heads Monday at C. C. Moskowitz's office, at Loew's, at which time they presented their demands. The union men based their demands on the fact that on two previous occasions operators were cut 10 per cent and then at a later date 25 per cent.

Union representatives contend that their demands not only will make up for the cuts but also will increase salaries slightly above the original scale.

Another meeting is scheduled this week, but no scale is expected to be worked out for several weeks. Unless a compromise is reached shortly, the matter will go before an arbitration committee as provided under the 10-year master agreement.

F. P. Canadian May Form Sound Service

TORONTO, Aug. 24.—Intimation that Famous Players Canadian will establish its own sound service department was noted today at the second day of the company convention being held here. Indications are that the company will open servicing offices in key centers equipped for inspection and maintenance and completely stocked with a supply of parts.

Delegates to the convention here include managers from Halifax to Winnipeg who are delving continually into

(Continued on page 10)

Quitting Shanghai

Sid Schwartz, foreign traveling auditor, whose duties took him into the midst of the Sino-Japanese conflict, cabled Arthur Loew yesterday as follows:

"Women and children evacuating Shanghai. So am I."

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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MEXICO CITY: Apartado 269; James Lockhart,

Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Rep-

resentative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Rep-

resentative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Rep-

resentative.

PRAGUE: Uhelny trh 2, Prague I; Harry Knopf,

Representative.

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Marinho, Representative.

ROME: Via Lomiano 1; Vittorio Malpassuti, Rep-

resentative.

SANTIAGO DE CHILE: Calle Estado 269, Ofi-

cina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Build-

ing, 142 Museum Road; J. P. Koehler, Rep-

resentative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg,

Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken;

H. Tominaga, Representative.

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Lorant, Representative.

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Universal to Show
Shanghai Bombings

Universal has decided to use the newsreel scenes taken of the Sino-Nipponese hostilities at Shanghai. Howard Winner, who was sent from the New York office to China, and George Krainukov, Far Eastern cameraman from Universal Newsreel, photographed many of the bombings and have escaped death several times. The film is now en route to Manila, where it will be placed on the China Clipper, bound for San Francisco.

Because of the brutality pictured in portions of the reel, Universal executives have decided to use a foreword in presenting the scenes. The foreword will read: "You are going to be shocked, but this is war."



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MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Make A Wish"

(Lesser-RKO)

HOLLYWOOD, Aug. 24.—The latest starring vehicle for Bobby Breen is thoroughly enjoyable entertainment, which serves to make the singing youngster a real boy, and which should be eminently satisfactory film fare for the entire family. It has been done in unpretentious fashion, but has much of production value, and the name of young Breen and a supporting cast of popular names to sell.

The boy has an ingratiating personality, and one which draws the sympathy of the audience throughout. Basil Rathbone, as the composer of operettas who forms a warm friendship for the youngster and through whom he overcomes a growing staleness, plays a sympathetic role in his usual finished style. Marion Claire, as the boy's mother, is a recruit from the Chicago Civic Opera, and although her performance could stand a bit of polishing, she has a beautiful voice and an attractive personality.

For incidental comedy, supplied in dialogue by the late Al Boasberg, are Henry Armetta, Donald Meek and Leon Errol, while Ralph Forbes, as the stodgy fiancé of Miss Claire, presents what menace there is. The music is attractive and tuneful, with Oscar Straus as composer and Louis Alter and Paul Webster responsible for the lyrics.

The story, from an original by Gertrude Berg, who collaborated with Bernard Schubert and Earle Snell on the screenplay, finds young Breen at a boys' camp in Maine, there meeting Rathbone, composer trying to do a new operetta. Miss Claire, former singer, comes to see her son, and with her is Forbes. Rathbone meets and falls in love with Miss Claire, but she refuses his offer to be his prima donna, knowing it will mean the loss of Forbes. There is real entertainment in the scenes of the boys at camp, with Bobby doing considerable singing.

Rathbone goes off by himself, Meek, with Errol and Armetta, attempt to replace a lost third act, and everything seems hopeless until Bobby invades the producer's office, and with his mother supplies the music for the third act from memory, and Miss Claire triumphs, Forbes is out of the way, and Bobby is happy as his mother and Rathbone are together again.

Running time, 76 minutes. "G."

Looking 'Em Over

"Black Aces"

(Jones-Universal)

With this film Buck Jones delivers another western that should prove highly satisfactory to its proper audience. It rates among the best of this type with an exciting and well-handled story, plenty of stirring riding scenes, gun and fist fights, the whole set against beautifully filmed scenic backgrounds. The story is well paced and is plausible.

The community where Jones has his ranch is threatened by the delivery to various residents, of the ace of spades along with a demand for \$10,000. Jones is something of a dumb hill-billy at the outset but after he loses his ranch in a card game and a man is murdered on his property right under his nose he decides to act. Aided by a neighboring rancher, he sets about hunting clues and eventually locates the crooks. A noisy bit of action ensues and the culprits are deposited in the sheriff's arms. Jones decides to give up his lackadaisical air, marry Miss Linaker and devote himself to the business of raising beef.

Miss Linaker does exceptionally well in a part that demands more of the heroine than the run-of-the-mill western. The support includes Fred Mackaye, W. E. Laurence, Robert Frazer, Raymond Brown, Charles Le Moyne and Charles King, the last named playing on the right side of the law for a change. The original story is by Steven Payne.

Running time, 60 minutes. "G."

(Additional Reviews on Page 9)

"U" Club to Jones Beach

Approximately 125 members of the Universal Club will go to Jones Beach tomorrow for the organization's annual summer outing. The company's offices will remain open for the day although any employee who wishes may attend the affair.

Close Canadian Houses

TORONTO, Aug. 24.—Because of the spread of infantile paralysis, medical authorities here issued orders prohibiting admission of juveniles to theatres in London and Barrie, Ontario, and also have decided not to open schools Sept. 1 throughout the province.

Rocky Mountain Men
Convene Aug. 30-31

DENVER, Aug. 24.—The second annual convention of the Theater Owners and Managers of the Rocky Mountain Region will be held Aug. 30 and 31. Business sessions will occupy the opening day with the second day given over to the Screen Club picnic to be held at the Cherry Hills Country Club.

A. P. Archer, president, will preside. The subjects to be discussed and the speakers are: "The Future of the Theatre Industry," Rick Ricketson; "National Sales Policy," Louis Finske; "Purposes of National and Regional Theatre Organizations," B. P. McCormick; "Theatre Exploitation," Howard Federer; "Non-Theatrical Competition," Charles R. Gilmour; "Legislation," Harry Huffman; "Percentage Pictures and Preferred Time," Dave Cockrill, and "New Trends in Theatre Decoration," Cy Pennie.

More than 100 are expected at the regional Fox Intermountain convention to be held at the Park Lane Hotel, Aug. 31-Sept. 2. The sessions will be adjourned early on the opening day to give the men a chance to attend the Screen Club picnic. The following two days will be given over to business sessions under the direction of Rick Ricketson, division manager.

Gibraltar Enterprise, Inc., will hold its annual convention here at the Park Lane Hotel this week. Sessions are presided over by Charles R. Gilmour, president.

Jersey Allied Meet
Called Off by Rain

Allied of New Jersey yesterday called off its regular meeting at the Lincoln Hotel because of rain. The annual convention at Atlantic City, Sept. 22-4, was scheduled to be discussed, but this will come up next week.

Nathan Yamins, president of the national Allied organization, and Arthur K. Howard, business manager for Independent Exhibitors, Inc., of New England, are expected to arrive tomorrow to discuss the Paramount strike situation.

I.A.T.S.E. to Set Next Meet

The time and place for next year's annual convention of the I.A.T.S.E. will be decided in January, when directors of the international meet for this purpose. The organization recently held a 10-day meeting at Seattle during which Lou Krouse, assistant to George E. Browne, president, was named secretary and treasurer, succeeding the late Fred J. Dempsey. Krouse's new duties are in addition to his former post.

Set Para. Dividends

The Paramount board of directors, meeting yesterday, declared regular quarterly dividends of \$1.50 per share on the first preferred stock and 15 cents per share on the second preferred. Dividends are payable Oct. 1 to holders of record Sept. 15.

Title Is "Bad Guy"

The M-G-M film previewed in yesterday's issue of MOTION PICTURE DAILY from Hollywood under the title of "Bad Boy," should have read "Bad Guy," the correct title of the film.



**"THE
FIREFLY"
OPENS
AT THE
ASTOR
SEPT. 1st**



**"Are you
listening
Mr. Academy
Award?"**



**"It's music
to my
ears, Leo!"**

Metro-Goldwyn-Mayer proudly presents
JEANETTE MacDONALD
in **"THE FIREFLY"** with **ALLAN JONES**
WARREN WILLIAM · Billy Gilbert · Douglas Dumbrille
A ROBERT Z. LEONARD Production. Screen play by
Frances Goodrich and Albert Hackett. Based upon the
book and lyrics by Otto A. Harbach. Adaptation by
Ogden Nash. Music by Rudolf Friml. Directed by
Robert Z. Leonard. Produced by Hunt Stromberg.

Russian Industry Is Scored for Failures

MOSCOW, Aug. 24.—The Russian film industry was attacked yesterday in *Izvestia*, Government newspaper, for the inadequacies in quantity and quality of the work turned out by the Russian studios. Chief object of the attack was Boris Shumiatsky, head of the industry, blamed for extravagance, misleading reports and mediocre films.

The paper noted the industry's changing production policy, from a plan based on fewer and better pictures, to a schedule of 800 features a year after Shumiatsky's return from a visit to the United States in 1936. Now, it is said, the industry plans only 156 films in 1942 under the third five-year plan. The newspaper leveled criticism, as well, on the industry's plan for a Russian Hollywood, declaring it would be a waste, since facilities are not available to make it a success.

Deny Talk Cinesound Will End Operations

SYDNEY, Aug. 4. (By Air Mail via London).—Refuting rumors that with Stuart F. Doyle's resignation, Cinesound, Australia's almost lone producing organization, would cease operations, Norman B. Rydge, chairman of directors of Greater Union Theatres and its affiliated companies, states that on the contrary the company will continue a regular production schedule and carry out its program.

"Tall Timbers," the company's latest enterprise, was well received at its preview, 200 exhibitors giving it rousing cheers at its conclusion.

RKO List to L. & J.

The 40 Georgia houses of Lucas & Jenkins have contracted for RKO's 1937-'38 product, Jules Levy, RKO general sales manager, stated yesterday. The deal, said Levy, was consummated by J. H. MacIntyre, southern district manager, and H. M. Lyons, Atlanta branch head.

F. & M. Renews Lease

ST. LOUIS, Aug. 24.—F. & M. has renewed the lease on the Shubert-Rialto for another three years. The house, which has been dark for some time, will be reopened soon. Harry C. Arthur is due Thursday from New York.

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TO LOS ANGELES

MERCURY SKYSLEEPER
OVERNIGHT—3 STOPS ONLY
THRU SERVICE—NO CHANGE OF PLANES
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Rockefeller Center, 18 W. 49th St.

**AMERICAN
AIRLINES INC.**

◀ Purely Personal ▶

JOHN P. O'LOUGHLIN, **WILLIAM CLARK** and **WILLIAM KUPPER** will leave today for the coast in connection with the fifth S. R. KENT sales drive. KUPPER will return to New York after visiting his exchanges, while W. C. GEHRING will meet O'LOUGHLIN and CLARK in the west and cover the Central district together.

LADISLAUS FODOR's play, "Madame Doctor, I Love You," is reported to have been purchased by M-G-M. The same company recently acquired the film rights to "The Silent Knight," which Gilbert Miller will produce in England shortly.

HARRY GOLDBERG, Warner theatres' advertising head, will visit Philadelphia, Washington and Lancaster this week on advance campaigns for "The Life of Emile Zola."

JACK A. PICKENS of the Pickens circuit in San Antonio is in town conferring with **CARL LESERMAN** and **HERBERT OCHS**, Warner sales executives, on next season's product.

A-MIKE VOGEL, chairman of the Managers' Round Table Club of *Motion Picture Herald*, will be one of the speakers today at the Toronto convention of Famous Players Canadian managers.

W. J. HEINEMAN, western district manager for Universal, is in town from his Los Angeles headquarters on several film deals with western circuits.

MORT BLUMENSTOCK will leave in a few days for St. Louis and Kansas City to supervise the opening campaigns on "The Life of Emile Zola."

ARTHUR A. LEE left last night for Toronto to attend the Famous Players Canadian picnic at **CHARLIE MAVETY's** ranch at Kleinburg.

HARRY JOE and **MRS. BROWN** are at the Ritz Tower following their return from Europe, and prior to their return to Hollywood.

ROBERT HICKS, former publicity head for Warner theatres in Milwaukee, leaves today for St. Louis.

IRVING BARRY, short subject film buyer for National Theatres, is home ill.

AL LICHTMAN, who arrived from the coast yesterday, will return west the end of the week.

LOUIS CHARNINSKY, manager of the Rialto and Capitol, Charlotte, is in town to see the Louis-Farr fight.

SAMUEL SEDRAN, **CHARLES KIRBY** and **AL HIRSCH** of Universal returned this week from annual vacations.

KENNETH THOMSON, executive secretary of the Screen Actors' Guild, is expected in New York late this week.

GEORGE W. WEEKS has booked "Gangway" into the Fox, Brooklyn, Sept. 3.

J. R. GRAINGER is due back in New York tomorrow from Toronto.

WALTER J. HUTCHINSON, foreign head of 20th Century-Fox, is on the *Mariposa* bound for Sydney, Australia, where he will remain several days and then go to India and South America where he will look over the company's exchange.

DEL GOODMAN, Far East manager for 20th Century-Fox, is aboard the *President Coolidge*, en route to Manila where he will temporarily make his headquarters. He has been in New York and on the coast several months combining business and pleasure.

R. J. O'DONNELL of Dallas and **J. J. ERIEDEL** of Minneapolis are in town for conferences with **Y. FRANK FREEMAN**, Paramount theatre head, and plan to attend the Louis-Farr fight tomorrow night.

ARTHUR HAMMERSTEIN, who 25 years ago produced the original stage production of "The Firefly," will attend the premiere of the current film version of the operetta at the Astor next Wednesday.

ROBERT HORN, assistant to **BERT SANFORD**, Erpi eastern district manager, is seriously ill in Bay Ridge Hospital where he underwent an operation last Sunday.

ADOLPH and **MRS. ZUKOR**, **LESLIE HOWARD** and his family, **MAUREEN O'SULLIVAN** and **RAYMOND MASSEY** are sailing today on the *Queen Mary*.

RALPH CRAMBLET, Minneapolis branch manager for U. A., has arrived to discuss a number of product deals with home office executives.

JOHN J. FREIDL and **JOHN BRANTON** of Minnesota Amusement Co., are here discussing new product deals.

LOUIS HYMAN, sales manager for **SOL LESSER**, is in town from Hollywood.

SAM SAX returned yesterday from a European vacation on the *Ile de France*.

I. LEVINSON of the Warner home office legal staff will return Monday from a vacation.

ANDRE KOSTELANETZ arrived in New York from Hollywood yesterday by TWA plane.

CESARE VICO LODOVICI's Italian stage play, "The Wheel," has been purchased by M-G-M.

SPYROS SKOURAS is planning to sail for Europe Sept. 15. Vacation stuff.

HUNTER PERRY, Paramount theatre partner in West Virginia, is in town.

HARRY BLAIR, Grand National exploitation manager, is in Hollywood combining business and pleasure.

Columbia Changes Title

HOLLYWOOD, Aug. 24.—Columbia has announced a change in the title of "College Hero" to "Freshmen Follies" and an increased budget for the picture. **Charles Starrett** has been given the male lead, for which **Buddy Rogers** originally was scheduled, and **Joan Perry** will play opposite.

St. Louis House Test Favors Double Bills

ST. LOUIS, Aug. 24.—Audiences here favor double feature film programs, it is indicated by the reaction at the 5,000-seat Fox here in a test just completed. Theatre executives undertook to give the patrons both single and double bills on the same day and checked on the results.

The experiment was undertaken on Sunday, with two features shown at the first and last shows and only one during the day. Newsreels, cartoons and shorts also were used. The first showing, with the dual bill, went well, but on the single, there were strenuous objections on the part of many of the patrons.

Philadelphia Houses Studying "Quiz" Idea

PHILADELPHIA, Aug. 24.—Having run its cycle on the radio lanes, local exhibitors are debating the use of the "quiz" to supplant the controversial Bank Night and Bingo games. Lucky number holders would be called to the stage to answer questions submitted by patrons, with appropriate prizes for the chosen questions and right answers.

Projector Party Success

Approximately 300 employees of International Projector Corp. are still talking about the success of the company's picnic held Saturday at Midland Park, Staten Island. **R. C. Kneuer** was chairman of the outing committee. Short talks were delivered by **Earle G. Hines**, president; **L. S. Frappier** and **H. Griffin**, vice-presidents, and **K. Carson**, representing the factory employees.

Boston Outing Monday

BOSTON, Aug. 24.—The film district field day will be held at Pemberton Inn next Monday. Exchanges will close early for those employees who are to attend. Over four dozen prizes have been obtained for the various events. **Herman Konnis** and **James Kennedy** are running the program for the M. P. Salesmen's Club.

Buy Belmont Theatre

Joan of Arc Pictures, Inc., has purchased the Belmont from the Bank for Savings. Improvements will be made.



UNITED'S NEW SLEEPERS ARE REALLY DIFFERENT!

★ Exclusive features: (1) De Luxe Skylounges during waking hours, latest type sleepers made up and ready at bedtime. (2) Sky Room (not sold) courtesy lounge for all passengers. (3) Famous "Continental"—leaves New York and California at dinner hour for overnight coast to coast flights.

TICKETS: United Offices, Travel Bureaus, Telegraph Offices

UNITED AIR LINES



THE STAR OF STARS
THE CAST OF CASTS
THE STORY OF STORIES
THE DIRECTOR OF DIRECTORS

for THE PICTURE OF PICTURES!



HERE SHE IS!

THE MAGIC OF HER CHARM AND



This time she comes to you in an even more outstanding story than "THREE SMART GIRLS" and surrounded by a wealth of the screen's greatest personalities.

THE NEW UNIVERSAL PRESENTS

DEANNA DURBIN

100 MEN *and a* **GIRL**

AND **LEOPOLD STOKOWSKI**

WITH **ADOLPHE MENJOU**

ALICE BRADY • EUGENE PALLETTE • MISCHA AUER

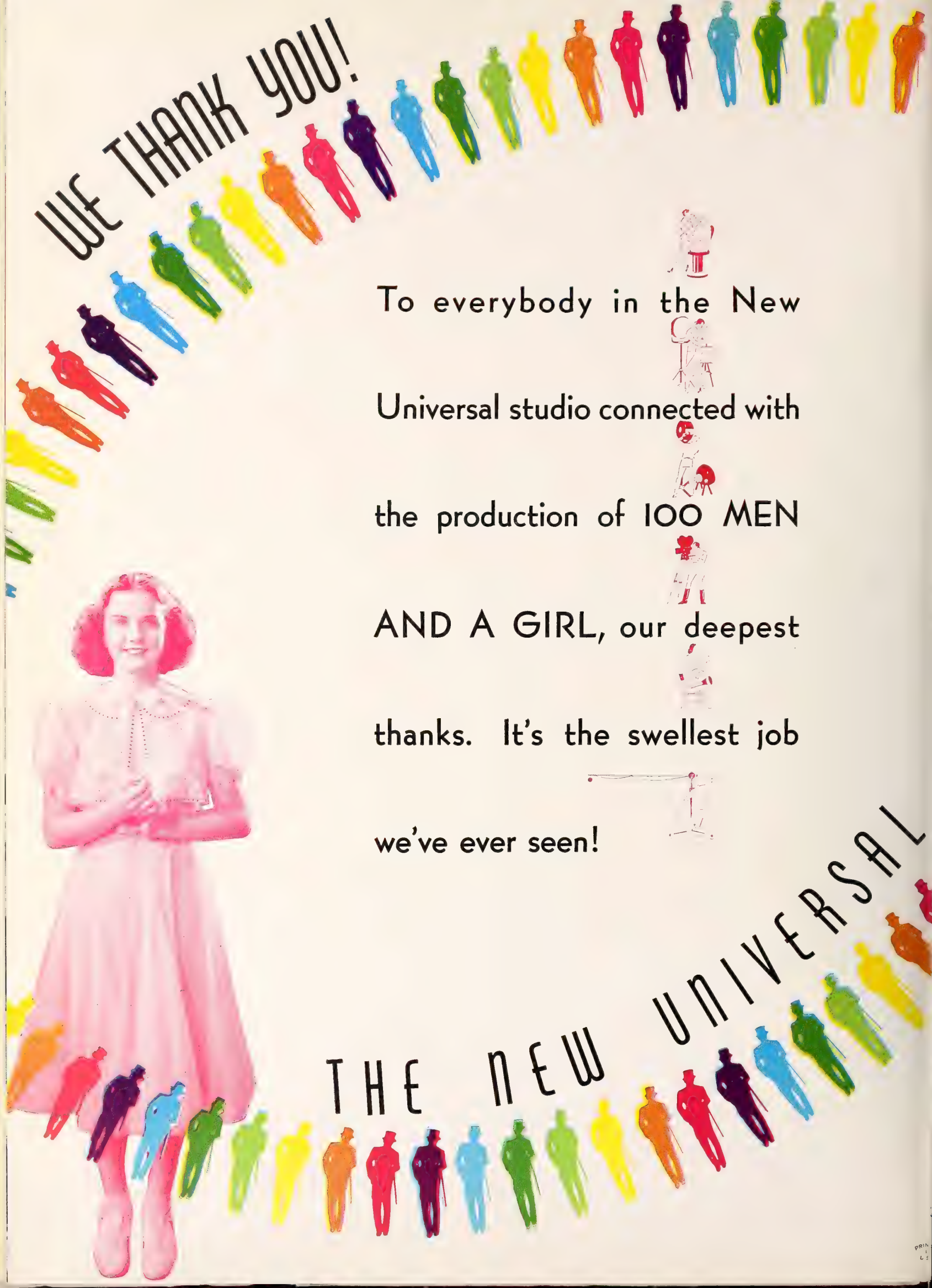
**BILLY GILBERT • ALMA KRUGER • CHRISTIAN RUB
JACK SMART • JED PROUTY • GERALD O. SMITH**

Original story by Hans Kraly Screen play by Charles Kenyon, Bruce Manning and James Mulhauser
Directed by **HENRY KOSTER** • Assoc. Prod. **JOSEPH PASTERNAK**
CHARLES R. ROGERS Executive Producer

WE THANK YOU!

To everybody in the New
Universal studio connected with
the production of 100 MEN
AND A GIRL, our deepest
thanks. It's the swellest job
we've ever seen!

THE NEW UNIVERSAL



"Artists" Is Kansas City's Top, \$12,400

KANSAS CITY, Aug. 24.—"Artists and Models" made the best comparative showing in a fair week for first runs, taking \$12,400, \$4,400 over the line, with "The Big Shot" at the Mainstreet. The second feature was dropped in the move to the Newman for a second week. Hot weather ended the last evening of the week.

Big money went to "Stella Dallas" and "The Devil Is Driving" at the Midland, where they took \$13,800, \$2,300 better than par. The Tower inched \$200 over \$7,000 average with "One Mile from Heaven" and a stage show, but \$4,800 average for nine days, was considered good for a long second week of "You Can't Have Everything" at the Uptown. "Exclusive" and "Hoosier Schoolboy" took a disappointing \$4,300 at the Newman where \$7,000 is average.

Total first run business (exclusive of the Empress) was \$42,200. Average is \$38,300.

Estimated takings:

Week Ending Aug. 19:
"DAMAGED GOODS" (G. N.)
"KILLERS OF THE SEA" (G. N.)
EMPRESS—(1,500), 25c, 6 days. Gross: \$4,500. (No average)
"ARTISTS AND MODELS" (Para.)
"THE BIG SHOT" (RKO)
MAINSTREET—(3,100), 25c-40c, 7 days. Gross: \$12,400. (Average, \$8,000)
"STELLA DALLAS" (U. A.)
"THE DEVIL IS DRIVING" (Col.)
MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$13,800. (Average, \$11,500)
"EXCLUSIVE" (Para.)
"HOOSIER SCHOOLBOY" (Monogram)
NEWMAN—(1,900), 25c-40c, 7 days. Gross: \$4,300. (Average, \$7,000)
"ONE MILE FROM HEAVEN" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Gil Lamb with Tommy Sanford; Doris Rhodes, Ben Beri, Fain & Foster, John Colvin, and Harlan Christie. Gross: \$7,200. (Average, \$7,000)

Week Ending Aug. 20:
"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 9 days, 2nd week. Gross: \$4,800. (Average, 9 days, \$4,800)

"Topper" Beats Out Buffalo Heat Wave

BUFFALO, Aug. 24.—In spite of a heat wave that affected business generally, "Topper" pulled \$15,000 at the Buffalo. This was \$3,200 over normal.

The only other first run to make the grade was the Lafayette with "Trouble in Morocco" and "It Can't Last Forever" which took a par \$5,000.

Total first run business was \$38,000. Average is \$37,200.

Estimated takings for the week ending Aug. 21:

"TOPPER" (M-G-M)
BUFFALO—(3,600), 30c-50c, 7 days. Gross: \$15,000. (Average, \$11,800)
"SAN QUENTIN" (W. B.)
"MARRY THE GIRL" (W. B.)
CENTURY—(3,400), 25c-35c, 7 days. Gross: \$8,000. (Average, \$5,600)
"EXCLUSIVE" (Para.)
GREAT LAKES—(3,400), 30c-50c, 7 days. Gross: \$5,000. (Average, \$7,000)
"NEW FACES OF 1937" (RKO)
"YOU CAN'T BEAT LOVE" (RKO)
HIPPODROME—(2,400), 25c-40c, 7 days. Gross: \$5,000. (Average, \$7,000)
"TROUBLE IN MOROCCO" (Col.)
"IT CAN'T LAST FOREVER" (Col.)
LAFAYETTE—(3,400), 25c-35c, 7 days. Gross: \$5,000. (Average, \$5,800)

Looking 'Em Over

"A Fight to the Finish"

(Columbia)

An active, melodramatic type of yarn, this picture should prove satisfactory to the action fans as the lesser half of a double bill.

Containing little that is outstanding either in cast names or production, the picture relies on action and a somewhat familiar theme for its draw. It tells of a war between two rival groups in the taxi business in a large city and interlaces as much active material as possible, and a measure of romance.

The film is from an original by Harold Shumate, Columbia's specialist in this type of production, and the direction was in the hands of C. C. Coleman, who has maintained the pace creditably. Don Terry, in the lead, is supported by Rosalind Keith. Terry, taxi fleet superintendent, accidentally kills a man in a fight. Through the deliberate testimony of Ward Bond, his assistant, Terry is jailed for manslaughter, then paroled, while Bond gets his job.

Then, as Terry organizes the independents into a second company, the war starts, and he meets Miss Keith, a nurse, at the scene of an "accident" to one of his drivers. Against her advice, he permits Bond to trap him into a fight, with parole officers present, and becomes a fugitive when he escapes from them. But with the help of Miss Keith a trap is rigged for Bond, he is forced to confess to the murder for which Terry fought him, and the romance completes the film.

Running time, 60 minutes. "G."

"Backstage"

(Wilcox-G. B.)

An interesting and entertaining though not unusual treatment of the well known backstage romance idea is offered in this English production. Its chief selling features are Anna Neagle and Arthur Tracy, the "Street Singer." Jack Buchanan and Tilly Losch are also seen briefly. It is a well turned out musical that should find favor with most audiences.

Miss Neagle is a hoover in a musical show. On the opening night the featured tenor loses his voice. Miss Neagle hears Tracy doing his stuff outside the stage door and calls him in. In 20 minutes he learns a few songs and goes on to "wow" them. There follows the usual misunderstandings that arise from his spectacular success. He is taken around by a titled patroness and introduced to high society, to the envy and neglect of Miss Neagle, who has fallen in love with him. After a period with the show in London he goes on a continental tour. On his return there are further misunderstandings. Miss Neagle, meanwhile, has been given her chance with a featured part and the night she goes on her nervous aggravation tends to spoil things. But Tracy saves the show and explains away his actions.

The atmosphere connected with the title is present in generous and realistic quantities. Miss Neagle, in a rather hackneyed role, is altogether pleasing. Tracy's singing is familiar to all who have a radio. His acting could be greatly improved. Herbert Wilcox directed.

Running time, 65 minutes. "G."

Randforce Men Shifted

In a shift of Randforce managers, Paul Binstock, formerly of the Republic, Brooklyn, is now at the Marlboro with Louis Shapiro assisting him. Herman Semel of the Marlboro is now at the Benson. Joseph Reisner, former assistant at the Marlboro, has been transferred to the Benson. Murray Alper also has been switched from the Marlboro to the Benson. Don Williams, who was at the Colonial, is now at the Carlton and Harry Margolesky has moved from the Carlton to the Leader.

McManus on Committee

KANSAS CITY, Aug. 24.—John McManus, manager of Loew's Midland, has been named a member of the publicity and promotion committee for the National Safety Congress, Oct. 11-15, which will bring 7,000 delegates here. McManus also is chairman of the subcommittee on theatres for the convention.

Ford to Make Short

Charles Ford will leave for the coast in two weeks to begin work on a short subject dealing with a tourist's viewpoint of Hollywood. The subject will be one of the "Going Places" series.

William Miller next week will begin shooting background material in New York for the next Deanna Durbin feature. He will take from two to three weeks to make the necessary shots.

Brandt in Knoble Chain

After several weeks of negotiations Harry Brandt yesterday signed contracts for the acquisition of a 50 per cent interest in the Ben Knoble circuit of eight theatres. Brandt continues to handle the booking and buying for the group, which includes the Embassy and Plaza, Mt. Vernon; Decatur and Bedford, Bronx; Schulyer and Greenwich, Manhattan; Liberty and Playhouse, Poughkeepsie.

National Booking Legitimate Shows

(Continued from page 1)

has been booked in the Fox Inter-mountain group of theatres starting in November. Towns selected include Billings, Butte and Great Falls, Mont., which are under the supervision of Bill Steege.

The Grand, Topeka, will put on "Anthony and Cleopatra," starring Tallulah Bankhead, Nov. 26. It is a one-day booking. "Room Service" will be dated at Portland shortly and "Ziegfeld Follies" will start an engagement at Spokane Jan. 4.

All negotiations are being conducted with United Booking Offices here. In commenting on the plan Schenck said yesterday: "We are trying to give the public what it wants in the form of entertainment."

Report Saengers to Buy C. & C. Circuit

NEW ORLEANS, Aug. 24.—Persistent rumors here are to the effect that the Saenger interests will buy the C. & C. Enterprises operating 15 houses with headquarters in Shreveport. Executives of the two circuits could not be reached today for statements.

The report stated that C. & C. will be given the choice of selling or fighting.

Buys Mooresville House

MOORESVILLE, N. C., Aug. 24.—The Moor, which has been operated for the past few years by Walter Griffith, has been purchased by T. A. Little of Charlotte.

Reg Craver, who has served as manager under Griffith, has been retained under the new ownership.

Stallings, Ferris Held

HOLLYWOOD, Aug. 24.—M-G-M has given new contracts to Laurence Stallings and Walter Ferris. The former prepared the screen treatment for "A Yank at Oxford," M-G-M's British-made production.

Wall Street

Small Gains on Board

	High	Low	Close	Net Change
Consolidated	3	3	3	— 3/4
Consolidated, pfd..	12	11 1/2	11 1/2	— 3/4
Eastman	186 1/2	186 1/2	186 1/2	+ 3/4
Eastman, pfd..	161	160 3/4	160 3/4	+ 5/8
Loew's, Inc.	83 3/4	82 3/4	83 3/4	— 5/8
Paramount	23 1/2	22 3/4	23	+ 3/8
Paramount 1 pfd..	157 1/2	157 1/2	157 1/2	+ 2 1/2
Paramount 2 pfd..	20 1/2	20 1/2	20 1/2	+ 3/8
Pathe	9 1/2	9 1/4	9 1/4	+ 1/8
RKO	8 1/2	8 1/2	8 1/2	+ 1/4
20th Century-Fox..	36 3/4	36 1/2	36 1/2	
20th Century, pfd.	46	46	46	
Warner Bros.	14 1/2	14 1/4	14 1/4	+ 3/8

Technicolor Up on Curb

	High	Low	Close	Net Change
Grand National ..	2 3/4	2 3/4	2 3/4	— 1/8
Sonotone	2 1/2	2 1/2	2 1/2	
Technicolor	29 1/4	28 3/4	29 1/4	+ 1/2
Trans-Lux	4 1/2	4 1/2	4 1/2	

Little Bond Movement

	High	Low	Close	Net Change
Keith B. F. 6s '46	98 1/2	98 1/2	98 1/2	— 1/2
Loew's	100 1/2	100	100	
Paramount B'way	67 1/2	67 1/2	67 1/2	
Paramount Pict.	100 1/4	100	100 1/4	+ 1/4
6s '55	91 3/4	91 1/2	91 3/4	
Warner Bros. 6s	95	95	95	— 1/4
'39 wd	95	95	95	

(Quotations at close of Aug. 24)

Dullzell to Direct Equity's Activities

Paul Dullzell, executive secretary of Actors' Equity Ass'n for many years, yesterday was designated to become the active administrative head of Equity upon the withdrawal of Frank Gillmore, Equity president, to head the reorganized Associated Actors & Artists of America.

Gillmore, who has held the dual posts of president of Equity and of the Four A's, which is the parent A. F. of L. organization for the theatrical field, will relinquish virtually all of his administrative duties at Equity about Nov. 1. The Equity counsel stated, following its meeting yesterday, that Dullzell was designated at this time "to eliminate confusion because of published reports as to the status of the administrative affairs of Equity."

Dullzell will retain his present title after assuming Gillmore's duties, the council said.

Would Halt Foreclosure

A suit to enjoin Producers Laboratories, Inc., from bringing foreclosure proceedings on the assets of the Academy Pictures Corp. was filed yesterday in the N. Y. Supreme Court. Today counsel for Victor Halperin, president of Academy, will ask Justice Ferdinand Pecora for an order temporarily restraining the proceedings pending trial of the action for a permanent injunction. Producers allege that they hold a lien on several of the Academy pictures and that steps already had been taken to auction them off in behalf of Producers. Academy argued that the liens in question have been repaid in full.

Vitaphone Fights Suit

Vitaphone Corp. will ask permission of Justice Ferdinand Pecora in the N. Y. Supreme Court today to examine before trial Sanford Green, composer, suing for \$5,250. The plaintiff asserts that on Oct. 21 last Vitaphone gave him a contract insuring him a minimum of 44 weeks' work at \$150 a week for the year beginning Nov. 14, 1936. On that date, Green alleges, he began his employment and on Jan. 15 after only nine weeks' work he was discharged in violation of the contract. In its answer Vitaphone sets forth that Green breached the contract.

Quashes Columbia Subpoena

Federal Judge Vincent L. Leibell quashed service of a subpoena on the Columbia Pictures Corp. of California, Ltd., in the infringement suit brought by Plain Talk Magazine, Inc., against it, Columbia Pictures Corp. and Screen Classics, Inc., in the U. S. District Court here yesterday. Justice Leibell ruled that service upon Jack Cohn, vice-president of Columbia, in New York, was improper because it was shown that the California corporation had no offices in New York. The plaintiff alleges that the short, "Norton, I, Emperor of America," was an infringement of its copyright. A permanent injunction, damages and an accounting of the profits were asked.

Miss Barrie a Citizen

HOLLYWOOD, Aug. 24.—Wendy Barrie has completed the first step toward complete American citizenship. She has been granted her first papers.

Out Hollywood Way

HOLLYWOOD, Aug. 24.—M-G-M is distributing 400 prints of a new 900-foot short subject, "Romance in Celluloid," in which film making, from the raw material stage in laboratories, to the finished product shown in theatres, is depicted. Made by FRANK WHITEBECK and OLIVER GARVER, the short publicizes forthcoming pictures from the lot, such as "Big City," "Double Wedding," "The Bride Wore Red," and "Conquest," as well as some of the younger contract players. Shots of NORMA SHEARER are shown, and the announcement is made that she will return to the screen soon in "Idiot's Delight" and "Marie Antoinette."

MACK GORDON and HARRY REVEL flew, with their 200-pound piano, to Lake Arrowhead over the weekend to prepare the songs for "Love and Hisses" . . . Because of his work on "Wee Willie Winkie," GENE MARKEY has been assigned by DARRYL ZANUCK to handle production of 20th Century-Fox's remakes of "Sally, Irene and Mary," in which ALICE FAYE, LOUISE HOVICK, FRED ALLEN and his wife, PORTLAND HOFFA, have been cast.

VIVIAN FAYE, ballet dancer in "A Day at the Races," has been given a term contract by M-G-M . . . GEORGE BASSMAN, M-G-M musical director, has had his contract extended . . . BARRY NORTON has withdrawn from the cast of Cantabria's "La Vida Bohemia," and has been replaced by JUAN TORENA.

Twentieth Century-Fox is rushing "Shanghai Deadline" into production to take advantage of the news stories . . . GREGORY RATOFF, who wrote the story, will direct, and the cast includes CESAR ROMERO, VIRGINIA FIELD, JUNE LANG, PETER LORRE, JEAN HERSHOLT, GEORGE SANDERS, SLIM SUMMERVILLE, J. EDWARD BROMBERG, JOHN CARRADINE, KEYE LUKE and BORRAH MINNEVITCH.

"Mannequin," the JOAN CRAWFORD

vehicle at M-G-M, has been re-titled "Three Rooms in Heaven," and has been placed on the production schedule to start Aug. 30. SPENCER TRACY and MICKEY ROONEY share top billing . . . DAN CATHCART is technical director on the studio's "The Last Gangster" . . . ARTHUR LUBIN has been borrowed from Universal by Warners to direct "Too Much of Everything" starring BONITA GRANVILLE . . . The next TORCHY BLANE picture will be "Blondes at Work."

JOE PASTERNAK has decided the next DEANNA DURBIN picture for Universal will be "Mad About Music." JIMMY McHUGH and HAROLD ADAMSON will write the seven songs for it. . . "100 Men and a Girl," her latest film, will open Sept. 9 at the Pantages. . . KATHLEEN ELIOT, 20-year-old Chicago singer, has been signed to play the feminine lead in the JACK RANDALL film, "Stars Over Arizona," Monogram . . . Paramount changed the title of "Arizona Ames" to "Buckaroo" then to "Riders of the Panamints" and now it's "Gun Smoke" . . . JAMES HOGAN and his wife left on a Mexico vacation following completion of "Ebb Tide" . . . ROBERT J. WOLF has been made head of Paramount's budget department, succeeding his superior, the late Dwight Culver.

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Casting—CHARLES WINNINGER and ANDY DEVINE in "Young Man's Fancy," Universal . . . NAT PENDLETON in "Swing Your Lady," Warners . . . TOM KENNEDY to "Larger Than Life," Warners . . . WARREN HYMER, ARTHUR HOHL, ROBERT GLECKLER, JOHN T. MURRAY and OLIN HOWLAND in M-G-M's "Bad Man of Brimstone."

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Title change—RKO's "A Love Like That," recently named "Here Comes the Groom," is now "Breakfast for Two."

F. P. Canadian May Form Sound Service

(Continued from page 1)

problems of mutual interest in group discussions.

N. L. Nathanson, president, and exchange executives will address the final session tomorrow morning which will be only general in character and which will be followed in the afternoon by a picnic.

Among the visitors to the convention are James R. Grainger of Universal, Gradwell L. Sears of Warners and Martin Gottlieb. Sears will leave for Detroit following the close of the meeting.

Comerford to Build

HARRISBURG, Aug. 24.—A 1,600-seat theatre is to be erected at Carlisle by the M. E. Comerford Amusement Co. Three buildings from 34 to 44 West High St., will be razed to provide a site 90 x 241 feet. Construction will begin in a month.

The theatre will be fireproof, with stores on either side of a 60-foot lobby, and apartments above. Comerford circuit is now operating two Carlisle theatres. It is considering remodeling the Strand and will ultimately discontinue the Orpheum.

Wilby-Kincey Pact Talks Are Resumed

(Continued from page 1)

developments prevented this and the old operating agreement was continued in force after its expiration on July 1.

The extension of the deal is expected to be negotiated for one year on substantially the same terms as heretofore. No stock ownership by the operators is involved in the agreement with Paramount, which is solely a management contract.

Australian Wages Up

SYDNEY, Aug. 4. (By Air Mail via London).—It is estimated that substantial increases in the basic wage throughout Australia will put another £13,000,000 per annum into circulation. With outstanding product promised from Hollywood during the next 12 months, amusement companies look forward to obtaining their share.

McLeod to St. Charles

NEW ORLEANS, Aug. 24.—Harry S. McLeod once again has been named manager of the St. Charles here. N. D. Smith, formerly manager of the Liberty, is his assistant.

"Zola" Take \$41,000 For 1st Eleven Days

"The Life of Emile Zola" grossed approximately \$41,000 in the first 11 days on a two-a-day policy at the Hollywood. For the first four days the take was \$15,137, and for the following seven days \$25,620. The picture continues to do capacity business at all showings.

"You Can't Have Everything" finished a third week at the Rivoli yesterday with \$18,000. "Dead End" opened last night for an indefinite run.

The Music Hall is aiming for a \$100,000 gross on the first week of "Walter Wanger's Vogues of 1938." The figure for five days was \$77,528 and indications last night were that the sixth day would add \$13,000 to the total.

"Confession" ended its first week at the Strand last night with \$16,000. The film is being held a second stanza, following which "Varsity Show" will start a three-week engagement.

"The Road Back" concluded a seven-day run at the Roxy with \$41,000. "Gangway" will probably end tomorrow night with \$26,000. The Astor, with "High, Wide and Handsome," took in approximately \$5,000 last week. "Souls at Sea" in its second week at the Globe tallied \$11,000.

Celebrities Attend "Dead End" Opening

(Continued from page 1)

tor Robert F. Wagner, Fannie Hurst, Bert Lytell, Walter O'Keefe, Bennett Cerf, Jack Dempsey, Leslie Howard, Moss Hart, George S. Kaufman, Sam Harris, Carl Van Vechten, Anna May Wong, Kitty Carlisle, Harpo Marx, Clifton Webb, George Jean Nathan, Alfred Hitchcock, Samuel Liebowitz, Sanford Bates, Adam and Bernard Gimbel, Conde Nast, Rosamond Pinchot, Alice Duer Miller, Babe Ruth, Herbert Bayard Swope, Gabriel Dell, Huntz Hall, Bernard Punsley and Billy Hallop, four youngsters who appear in the film, and Theodora Newton and Sheila Trent, who appeared in the stage version.

Kirchner President Of Michigan Allied

DETROIT, Aug. 24.—Edgar E. Kirchner of the Family Theatre here was elected acting president of Allied of Michigan at a meeting of the board of directors this afternoon. Kirchner succeeds Frank A. Wetsman of Wisper & Wetsman Theatres, who resigned from the organization following the circuit's re-entry into the Co-operative Theatres of Michigan, local booking and buying organization.

Alex Schreiber of Associated Theatres was elected to the board to take Wetsman's place. Other members of the board, who with Kirchner will serve until the regular election in October, are: William Schulte, Detroit; W. A. Cassidy, Midland, and Ray Branch, Hastings.

G. N. Signs Ray Taylor

HOLLYWOOD, Aug. 24.—Ray Taylor has been signed by Grand National to direct the next three Tex Ritter musical westerns—"Tex Rides with the Boy Scouts," "Frontier Town" and "Rollin' Plains."



Make a wish
for the kind of busi-
ness you wish you'd
have every week in
the year... and you'll get it, with...



THE BOY WHO OVERNIGHT BECAME A TOP-FLIGHT
BOX-OFFICE NAME... with a real all-box-office cast
... in a new idea in musical dramas! ... A heart-
tugging story of the North Woods... seasoned with
adult romance and powerful emotional appeal...
Presenting new melodies by a world-renowned com-
poser... Gifted with the touch of showmanship that
spells tremendous mass-and-class entertainment!

BOBBY BREEN
and
BASIL RATHBONE
in
"MAKE A WISH"

with
MARION CLAIRE
HENRY ARMETTA
RALPH FORBES
LEON ERROL
DONALD MEEK
HERBERT RAWLINSON
LEONID KINSKEY

New living
melodies by the
world-renowned
composer

**OSCAR
STRAUS**

Directed by Kurt Neumann. Produced by
SOL LESSER PRINCIPAL PRODUCTIONS.
Associate Producer, Edward Gross.

Screen play by Gertrude Berg, Bernard Schubert, Earle Snell



Wednesday, August 25, 1937

A. F. M. Asks \$5,500,000 More Salary

(Continued from page 1)

the committee by unanimous vote of those present.

Nearly five hours were devoted to the discussion of the questions involved. Weber is understood to have asked that the individual stations appropriate each for musicians' salaries three and one-half times the station's basic quarter hour rate. For instance, if the basic quarter-hour rate for a station is published as being \$100, then the station would appropriate three and one-half times that amount, or \$350 per week for musicians' salaries. This plan as outlined by Weber would bring about the reemployment of approximately 3,000 union musicians throughout America.

The committee returned to the main body of broadcasters who have been meeting at the Waldorf-Astoria since Monday morning and reported Weber's motion. What reaction this news caused from the 150 station owners is unknown, the members refusing to discuss the matter with the trade press at the close of the meeting late last night. Last night's session ended the broadcasters' convention. The committee however will remain in New York and will meet intermittently with Weber and the executive committee of the A.F.M. until the question is brought up for final settlement in mid-September. The broadcasters' committee has been voted the power to act officially in the matter.

WKBW, Buffalo, Ask For Power Increase

WASHINGTON, Aug. 24.—Authority to increase power from 5,000 to 10,000 watts was asked today of the F.C.C. by WKBW, Buffalo.

The commission also received an amended application from the Great Western Broadcasting Co., seeking a new station at Omaha to operate on 1,500 kilocycles with 100 watts power.

Other applications filed with the commission included requests from KID, Idaho Falls, Ida., for increase of day power from 1,000 to 5,000 watts, and from KALB, Alexandria, La., for increase of day power from 100 to 250 watts.

Lanny Ross in Chicago

CHICAGO, Aug. 24.—Lanny Ross stopped here today en route to the coast for the Packard show which will have, aside from the stars already signed, a number of guests, the first of whom will be Amos 'n' Andy who will be followed by the Marx Brothers the second week.

Ross also will make a concert tour on the coast and will do a film or two if present deals are consummated.

A.F.R.A. Plans for Chicago

CHICAGO, Aug. 24.—Moves to organize a local chapter of the American Federation of Radio Artists in local studios are understood to be pending here next week by George Heller, chairman of the organizing committee of the A.F.R.A., and Henry Jaffee, counsel.

Radio Personals

ABE SCHECHTER, NBC special events manager, returned from Europe yesterday . . . Louis K. Sidney, managing director of WHN, returned yesterday from Cape Vincent, N. Y. . . . Eric Snowden, assistant to CBS Producer Bruce Morgan, rescued a woman from a fire next door to the network's Music Box Theatre studio in Hollywood, it was learned here yesterday . . . Bob Byron's theme song, heard on his CBS programs, has been accepted for publication by Joe Davis . . . Josephine Novotny, CBS artist bureau secretary, was married to Eddie Dooling yesterday. Not the Eddie Dooling of the stage, however . . . Ruth Carhart and Patti Chapin have been engaged again for recording work on the transcribed Chevrolet series, through a booking by Henry Cox of the CBS artist bureau . . . Mack Davis has set Ethel Merman for a guest spot on the "Hit Parade" over CBS Sept. 18 . . . Roy Lemay of "Junior G-Men," was stricken ill after his last broadcast . . . He is recovering in the Lenox Hill hospital . . .

+

Charles J. Corell, "Amos" of the black-face team, has announced that his marriage to Alyce McLaughlin will take place Sept. 11 in Glendale, Cal. . . . Francia White and Tommy Dorsey will headline the cast of "Magic Key" Sunday . . . Johnny Green will conclude his current series for Packard next Tuesday. His summer show will be replaced by the new Lanny Ross-Charlie Butterworth series the following Tuesday . . . Wayne King's "Lady Esther" programs, Sept. 7 and 8, will originate in the studios of WWJ in Detroit, in which city King will be playing a special engagement at the Michigan State Fair . . . Jim Crowley, Fordham football coach, is now at Lake Placid for a conference with Ted Collins, to whom he is under contract for all radio activities . . . Milton Herth, regarded as the world's foremost exponent of the electric organ has just been appointed honorary professor of the newly organized organ department of the New York City schools of music. Herth has been heard on the Noxema and Ford programs . . . Serious doubt department: Dave Alber, who is merely Hollace Shaw's press agent, would have us believe that CBS has turned down several commercials for the soprano, because they weren't big enough . . . Eddie Garr has been engaged by Benny Davis for a guest appearance on the latter's "Star Dust" revue over WOR next Sunday . . . Gene Austin is making his first visit to New York in five years. He's at the Edison . . .

Scheidker Goes to KMOX

ST. LOUIS, Aug. 24.—Richard L. Scheidker, formerly of KXBY, Kansas City, has joined the continuity department of KMOX. Scheidker replaces Harrison Bailey who resigned to become program director for WICA, Ashtabula, O.

KGGF to Join Mutual

COFFEYVILLE, Kan., Aug. 24.—The Coffeyville Journal station, KGGF, will join the Mutual system Sept. 1.

CBS Artists Bureau Occupies New Office

CBS artists bureau yesterday moved from its temporary quarters on the 17th floor of the network's building to the new and elaborately decorated and equipped quarters on the 9th floor.

Another transfer in quarters finds the public events department moved to the 17th floor, taking over the offices vacated by the artists bureau, while the legal department has moved down from the 20th floor to the 17th.

Availability Chart Is Issued by KFEL

A new service to advertisers and agencies in the form of a complete availability chart was issued for the first time by KFEL, Denver, yesterday, and will be issued each week hereafter. It is a weekly program schedule in a new, concise form designed to simplify the time-buyer's problem of finding desirable available time and learning the relative positions which available periods occupy in the KFEL program structure.

The presentation was developed by John Blair & Co., station representatives, for use by Blair stations.

School Band to Go on Air

ENID, Okla., Aug. 24.—KCRC listeners will soon hear a series of programs planned to increase interest in the American Legion state convention to be held here the first week in September. Ray Bonham, music director of Enid High School, will handle the shows with the school band featured. The programs will be broadcast from the lawn next to the KCRC studios.

Gets Kopper Coke Account

Batten, Barton, Durstine & Osborn has been appointed advertising agency for the following divisions of the Koppers' Coke Co., Connecticut, Brooklyn, Seaboard, Kearney, N. J., and Minnesota. Fall advertising plans now in preparation include a radio campaign.

"Marriage Clinic" on WOR

"The Marriage Clinic," a new program consisting of discussions and advice on marital problems, will be heard weekly over WOR beginning today from 10:30 to 10:45 P.M. The program originates from WAAB, Mutual's Boston affiliate.

KMOX Gets Purina Again

ST. LOUIS, Aug. 24.—Beginning Aug. 30, every Monday, Wednesday and Friday from 7:00 to 7:15 A.M., KMOX will again carry Purina Mills all-star farm program, "Sing, Neighbor, Sing," featuring Chic Martin.

Gardner Nursery on WHN

Gardner Nursery Co. of Osage, Ia., is on WHN this week with five-minute transcriptions. The account was placed through the Northwest Radio Advertising Co., of Seattle.

Two Thesaurus Deals Set

NBC Thesaurus contracts from two stations were placed yesterday. The stations are KOB, Albuquerque, New Mexico, and WROL, Knoxville, Tenn.

Ascap Lists 25,000 Songs for Air Use

(Continued from page 1)

the publisher of the composition is a member of Ascap. The titles are printed on gummed sheets ready to be affixed to file cards.

The index is the first comprehensive one ever to be compiled, according to Ascap, and has been sought by many broadcasters for the past several years as an aid in checking copyright ownerships. It is offered by Ascap without charge and is regarded as one of several new services which the society will eventually inaugurate in an effort to improve its relations with broadcasters.

Jessica Dragonette Is Signed

Jessica Dragonette has been engaged to sing at the Allegheny County Fair with the Pittsburgh Symphony Orchestra Sept. 5. Miss Dragonette was selected as the vocalist upon the request of Pittsburghers. She will sing an all-request group of compositions, including Brahms "Lullaby," "Stars in My Eyes," several Stephen Foster songs, "Madame Butterfly" and "Estradita."

To Air Clergy League Series

A new series of semi-religious programs, sponsored by the Clergy League for America, Inc., will be presented over WNEW each morning from 7:30 to 7:45 A. M. beginning Sept. 7. The program will be under the supervision of Rev. Irvin C. Wise, executive secretary of the organization.

Sign News Series for WABC

Radio Sales, Inc., of CBS, has placed a contract for a new five-minute news series over WABC only, beginning Oct. 4. The series is for Thomas Leeming & Co., Inc., makers of Baume Bengue, and will be offered Monday through Friday from 7:55 to 8 A. M. The William Esty agency set the deal.

Renew "Prof. Quiz" Series

A renewal for the "Prof. Quiz" series on CBS was received yesterday from the agency handling the account, Geyer, Cornell & Newell. The renewal is for 13 weeks, beginning Sept. 4. Bob Trout has been signed to replace Arthur Godfrey as announcer on the program, beginning Sept. 4. Godfrey announced his resignation from the series last week.

Holiner Going to Coast

Mann Holiner, director of radio for Lennen & Mitchell, will leave for Hollywood next week, where he will open a branch office for the agency in preparation for the Tyrone Power series for Jergens-Woodbury, which will begin on the networks shortly.

Audition New Program

Earl Thomas, of Consolidated Radio, yesterday auditioned a new program at NBC for an automobile sponsor. Heard in the audition were Harry Savoy, Mike Riley's orchestra and Kelvin Keech.

"Ballroom" Program on WNEW

The Carol Pharmaceutical Co. has purchased three morning and two evening periods a week of the "Make Believe Ballroom" on WNEW. The contract is for 13 weeks.

In the FAN MAGAZINES



for OCTOBER*

Republic helps sell for you the picture it has sold to you with these full-page ads on Ramon Novarro in "The Sheik Steps Out", in Photo-play, Modern Screen, Movie Mirror, Motion Picture, Screenland, Picture Play and Screen Guide. Actual combined circulation of two-and-a-half million picture-goers—and every last one of them a potential patron of your theatre. Another giant stride in the constant forward march of Republic.

***On the stands Sept. 1st**



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Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 48

NEW YORK, THURSDAY, AUGUST 26, 1937

TEN CENTS

Directors Hit Producer Plan On Agreements

Separate Bargaining Is Called Guild Threat

HOLLYWOOD, Aug. 25.—In a blunt letter to the producers' negotiating committee, Howard Hawks, Edward Sutherland and John Ford, representing the Screen Directors' Guild, yesterday charged that the producer offer to negotiate separately for bargaining agreements for directors and assistants, but not with one organization for both groups, was an attempt to force the dissolution of the guild.

Furthermore, the letter said, the board of directors of the guild is of the firm opinion that the guild should coordinate its activities, in the manner laid out in the bylaws, and that a meeting of the membership will be held Monday night to "consider the

(Continued on page 10)

Iowa Grosses Off; Remodeling Gains

DES MOINES, Aug. 25.—The hot dry weather in Iowa last summer made theatres, especially the air conditioned ones, a mecca for all trying to escape the heat and grosses were unusually good all over the state. The cooler weather this summer has made outdoor attractions more popular and exhibitors say the shrinkage in business is from 25 to 30 per cent. This was reported at a recent meeting of the Allied Theatre Owners of Iowa.

A contributing factor is the fact that farmers are much busier in the fields

(Continued on page 6)

"Dead End" Cracks Records at Rivoli

"Dead End" yesterday established a new record opening day for the Rivoli, according to United Artists. By 3 P. M., approximately 6,120 persons attended the showings. This compares with 5,900 persons for the same time during the first day of "Modern Times." The gross by 3 P. M., yesterday was said to be \$2,267.

Walter Wanger's "Vogues of 1938" continues to do capacity business at the Music Hall. The take for Tuesday was reported as \$14,641. "Stella

(Continued on page 10)

Educational May Distribute Hays-Approved School Film

Educational Pictures may undertake to acquire from other companies all of the film properties selected by the May-M.P.P.D.A. educational films committee as suitable for school use and set up a national distribution system through which the films would be handled as a separate activity of the company, E. W. Hammons, Educational president, revealed yesterday.

Hammons has been engaged in a comprehensive study of the educational film field and its possibilities during the past few months, the results of which, he said, appear to justify the special activity "providing we could enter upon it on a large enough scale."

Hammons, who is also a member of the M.P.P.D.A. educational films committee of which Harry M. Warner is chairman and Stanton Griffis of Paramount is the third member, estimated that there will be 600 or 700 individual films approved by the May committee as suitable for school use. The committee is nearing the

(Continued on page 10)

All Film Exchanges Closed in Shanghai

The branch offices of every American distributing company in Shanghai are completely closed, business there is at an absolute standstill, and no film shipments are entering the city, as a result of the Chinese-Japanese conflict raging in and about the Chinese city, a checkup of major company home offices revealed yesterday.

As far as can be learned up to this time, there have been no casualties among American film employees. Typical of the moves by major companies when the fighting grew serious about Shanghai were those of Warners. Cables were immediately sent

(Continued on page 10)

Capitol Is Darkened For an Overhauling

With the final performances of "Topper" last night the Capitol theatre on Broadway closed, for the first time in almost two decades, to undergo a general refurbishing and freshening up. The house will be closed for a week during which new seats will be installed, a clock will be erected in competition with one "down the line," and which promises to be accurate, and a new marquee and spectacle sign will be built. The reopening on Sept. 2 will

(Continued on page 6)

\$108,000 Maybe

"Walter Wanger's *Vogues of 1938*," at a late hour yesterday, was in sight of a \$106,000 to \$108,000 week at the Music Hall. Business spurted steadily during the first seven-day stanza which closed last night. The attraction will be held over, of course.

Producers in France Attack Stars' Exodus

By PIERRE AUTRE

PARIS, Aug. 19.—The French production branch of the General Confederation of the French Cinema has adopted a resolution which states that "cooperative measures will be taken against French stars and technicians working abroad," which obviously is aimed at Hollywood.

Declaring that the situation created by the "systematic departure for foreign countries of French players and technicians" is harmful to the French industry, that the interests of distributors and exhibitors are also at stake, that it is through the efforts of the three industry branches that the players attain distinction, and that the public, which makes player success possible, is justified in "considering itself as the holder of a trust," the producers have decided that steps will be taken with regard to players and technicians who do not conform to two basic principles.

The first is that such talent accept

(Continued on page 18)

Broadway Tax Total Down \$80,000 in July

By CLARENCE LINZ

WASHINGTON, Aug. 25.—A drop of more than \$80,000 in admission tax collections from the third (Broadway) New York district in July as compared with June was reported today by the Bureau of Internal Revenue.

Total receipts for the month were \$472,497, against \$552,841 in the preceding period. As compared with July, 1936, collections were off almost exactly \$50,000.

In only two categories were tax col-

(Continued on page 10)

Para. Budget 30 Millions, States Zukor

Production in Britain Undecided, He Says

Paramount will spend approximately \$30,000,000 on the 50 to 52 features scheduled for the 1937-38 season, Adolph Zukor, chairman of the board, stated yesterday just before sailing on the *Queen Mary* for a six-week pleasure and business trip to Paris, London and the Riviera.

Among the big pictures to be included are "The Buccaneer" and "Wells Fargo," which are now in production, he said.

Asked about Paramount's production plans in England, Zukor asserted that he will look into the situation and develop the company's plan while in London. He added that he will talk to Herbert Wilcox, but nothing is definite in the way of producer or the number of pictures to be made in that country.

While in England, he will attend the premieres of "High, Wide and Handsome," "Souls at Sea" and "Artists and Models."

"I am spending all of my time in Hollywood now," he said, "planning productions which will meet with public approval. There will be several color pictures on Paramount's new

(Continued on page 3)

Projector Company And Erpi Near Deal

A deal by which International Projector will be licensed by Erpi to manufacture a projector complete with sound head may be closed within the next few days, it was stated yesterday by Herbert Griffin, vice-president of International Projector.

The license would grant the manufacturer the right to use Erpi's sound head patents for its new equipment. Indications are, however, that a new

(Continued on page 7)

Big Gain in Warner Earnings Predicted

A decided improvement in the earnings for Warners for the fiscal year ending Aug. 28, in comparison to last year, is expected to be shown when the annual report is issued about Nov. 15.

The annual stockholders meeting will be held Dec. 13 at Wilmington and directors will convene the following day in New York to elect officers.

Radio — Pp. 17 - 18

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LONDON: 4 Golden Square, W. 1; Bruce Allan, Representative. Cable address, Quigpubco, London.

MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

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ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Calle Estado 260, Oficina 306; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 38; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Purely Personal

FLOYD ST. JOHN, Republic western division manager, with headquarters at San Francisco, and FRANCIS BATEMAN, Los Angeles branch manager for the company, arrived yesterday to discuss the Fox West Coast deal.

JAMES P. CUNNINGHAM, news editor of *Motion Picture Herald*, was reported "coming along nicely" yesterday at the Westchester Square Hospital where he underwent an appendectomy.

CHARLES E. KESSNICK, southern division manager for M-G-M, is still visiting. He's been here for several weeks and will probably return to his Atlanta headquarters in a few days.

WILLIAM F. RODGERS says that "Broadway Melody," which has opened in 20 situations, is running ahead of "The Good Earth" and doing as well as "Saratoga" in many spots.

MAUREEN O'SULLIVAN and her husband, JOHN FARROW, arrived from the coast today and tomorrow leave for Quebec to sail on the *Empress of Britain* for England.

J. H. MACINTYRE, southern district manager for RKO, is in town for a week of conferences with General Sales Manager Jules Levy and other home office officials.

JAMES P. CLARK and LOUIS MOLITCH of Horlacher's are in town from Philadelphia, combining business with pleasure. BILL CLARK is due today.

HERBERT J. YATES, EDWARD SCHNITZER and WILLIAM SAAL will return today from Toronto after attending the Famous Players Canadian sessions.

CONRAD NAGEL has gone to Saybrook, Conn., until after Labor Day, when he will return to New York before going back to the coast.

JACK ALICOATE, publisher of *The Film Daily*, will return from a vacation abroad on the *Normandie* Monday.

WALTER WANGER is in the Quaker City for the opening of "Vogues" there and returns to New York today.

FRED BELLIN of Spectrum Pictures returned yesterday from a business and pleasure trip to Detroit.

HERMAN RIFKIN, New England franchise holder for Republic, will return to Boston today.

JOSEPH SCHILDKRAUT is due on the *De Grasse* next Wednesday from a European vacation.

GEORGE E. BROWNE, president of the I.A.T.S.E., yesterday became the father of twins.

OSCAR HANSON, president of the Hanson Theatres Corp., Ltd., of

Pickets Win

Chicago, Aug. 25.—Forty male members of the Holy Name Society of St. Mel Roman Catholic Church picketed the Hamlin when "Ecstasy" was the attraction. Manager Morris Salkin changed films after Mgr. F. A. Purcell protested and the pickets were removed.

This is the first time any objection has been shown by demonstration against "Ecstasy" here.

Toronto, and well known here, is now answering his correspondence, thereby indicating that recent siege of illness is considerably behind him.

LAURENCE BOLOGNINO of Consolidated Amusements is planning a vacation in Europe.

FRANK DAVIS of M-G-M left yesterday for the studios via American Airlines.

ARTHUR GOTTLIEB of Du Art Laboratories, is due back today from Toronto.

HENRI ELMAN is in town from Chicago for the Louis-Farr fight tonight.

BARNEY PITKIN, New Haven branch manager for RKO, is due today.

RUTGERS and MRS. NEILSON are back from a short Bermuda vacation.

GEORGE OPPENHEIMER of M-G-M flew to the coast the other day.

HARRY C. ARTHUR has again put off his departure for St. Louis.

DAVID LOEW is now planning to leave for the coast Monday.

NATE MANHEIM is now sending postcards from the coast.

AL LICHTMAN plans to leave for the coast tomorrow.

JULES LEVY finally has gotten rid of those tonsils.

HENRY FONDA is on from the coast, at the Warwick.

Gordon, Goetz on Coast

HOLLYWOOD, Aug. 25.—Max Gordon and Harry Goetz arrived here today from New York to discuss production and distribution plans for "The Women."

Deny Loew Redemption

Reports current yesterday that Loew's was planning to redeem 136,722 shares of preferred stock at \$105 a share were denied yesterday by Leopold Friedman, secretary and legal head of the company.

Pathe Declares Dividend

Pathe's board of directors yesterday declared a quarterly dividend of \$1.75 a share on the \$7 convertible preferred stock, payable Oct. 1 to stockholders as of Sept. 23.

"Winkie" Is Herald Champion for July

"Wee Willie Winkie," 20th Century-Fox film, scored first in the Box-Office Champions for July, as published in *Motion Picture Herald*, out today.

The other five features which rated places in the month's compilation of high grossing films were, in the order of their rating: "Saratoga," M-G-M; "Captains Courageous," M-G-M; "Slave Ship," 20th Century-Fox; "The Singing Marine," Warners; "Mountain Music," Paramount.

File Suit Over "Races"

LOS ANGELES, Aug. 25. — Henry Barsha and Dave Weissman, writers, have filed suit against M-G-M, the Marx Brothers, Loew's Inc., and others connected with the production of "A Day at the Races," seeking \$150,000 damages for alleged plagiarism of their script.

The plaintiffs allege that "High Fever" was submitted to the studio in 1935 and rejected five months later, and that "A Day at the Races" contains portions of the material.

Also named as defendants in the Federal court action are Al Lewin, producer, and Robert Pirosh, George Seaton and George Oppenheimer, writers.

Reserves Plea Decision

Justice Ferdinand Pecora in N. Y. Supreme Court yesterday reserved decision on the action brought by Academy Pictures for an order restraining Producers' Laboratories, Inc., from bringing foreclosure proceedings on the assets of Academy, pending trial of the action for a permanent injunction.

Vitaphone Decision Reserved

Decision was reserved in N. Y. Supreme Court yesterday by Justice Ferdinand Pecora on the plea of the Vitaphone Corp. to examine before trial Sanford Green, composer, who is suing the company for \$5,250 for an alleged failure to live up to a contract.

Finish Jewish Film

Collective Film Producers, Inc., has completed shooting on "Green Fields," a Jewish talking feature. The cast includes several well-known players of the Jewish stage, including Hershel Bernadi, 13-year-old prodigy; Isadore Cashier, Anna Appel, M. Vodni, Helen Beverly and three players of the Artef Group. Edgar G. Ulmer and Jacob Ben Ami co-directed with Bill Miller and J. Burgi Contner at the camera. Production will be released September 17.

Trailers Boost "Zola"

CHICAGO, Aug. 25.—Warners are running trailers in all their local theatres advertising for the road-showing of "The Life of Emile Zola" at the Erlanger starting Aug. 29 and the current showing of "Brother Rat" on the stage at the Harris.

Ritz, Sr., Very Ill

HOLLYWOOD, Aug. 25.—Max Ritz, father of the Ritz Brothers, today was taken to the Cedars of Lebanon Hospital for a blood transfusion because of kidney ailment. His condition is said to be critical.

U. A. to Start Drive

Starting Aug. 29, 12 United Artists western exchanges will inaugurate a five-week sales drive in honor of L. Jack Schlaifer's 25th anniversary in the business. The sales forces will concentrate on a campaign to double the business of last year at the same time. The drive will end Oct. 2. No prizes will be awarded, the drive being in the form of a testimonial in appreciation for the western division sales head. Schlaifer is now in Chicago and is due back in two weeks.

Halts Game Insurance

CLEVELAND, Aug. 25.—Assistant Police Prosecutor David C. Meck has ordered abandonment of the Dependable Pay Plan, recently introduced in Cleveland as Bank Night insurance. Prosecutor Meck labelled the scheme a lottery. Promoters, he warned, must either cease all operations or face warrants charging them with promoting a scheme of chance.

Lease Meighan Estate

The late Tom Meighan's estate at Great Neck has been leased to William Norons.

Para. Budget 30 Millions, States Zukor

(Continued from page 1)

program. One will be "Man on Wings," which he described as the first air picture in color. William Wellman will direct.

Discussing musicals, Zukor stated that these are more difficult to make than dramatic productions. "Paramount pioneered in musical production about six years ago when Maurice Chevalier starred in "The Smiling Lieutenant." He plans to return the first week in October.

Sol A. Rosenblatt, former NRA administrator for the amusement industries, also was a passenger on the boat. He said he didn't see a prospect of a revival of the NRA at this time, but "I think it was a marvelous thing for the industry. All interests connected with the industry will admit that." He plans to be away three weeks on film, television and broadcasting matters. He said that while abroad he will discuss business for Transamerica Broadcasting Co., a Warner subsidiary. He would not discuss the nature of any of the deals. He will visit England and France.

Howard for Lawrence Role

Leslie Howard is en route to England to do a play and appear in "Lawrence of Arabia" for Alexander Korda on a loan from Warners. He said he didn't know when he would start working in the picture and that he hoped the play he will do in England will be brought to Broadway. He will be gone six months.

Raymond Massey made the boat just in time. He arrived yesterday morning by plane from the coast after finishing a scene Tuesday in "Hurricane" for Samuel Goldwyn. He said he will appear in two Korda films, one of which will be "Lawrence of Arabia."

Commenting on English production, Massey declared that British pictures will always have an individuality of their own. Producers in England turn out pictures with a tempo that is slower than American films, but they are of a type that needs "getting used to."

Stock Registration Filed by Ambassador

WASHINGTON, Aug. 25.—Ambassador Pictures, Inc., yesterday filed with the S.E.C. here a registration statement covering 1,176,000 shares of \$1 par capital stock.

Of the total, 600,000 shares will be publicly offered by C. B. Ewart & Co., Inc., as principal underwriters. Net proceeds from the sale of the stock, together with proceeds from the distribution agreements to be made and income expected from the pictures already released, will be used in the financing of the 1937-'38 product, the schedule of which calls for 36 features. Authorized capitalization of the company consists of 2,000,000 shares of \$1 par value capital stock, of which 751,000 shares will be outstanding upon completion of the proposed sale of stock.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Big City"

(M-G-M)

HOLLYWOOD, Aug. 25.—In "Big City," in addition to such personalities as Spencer Tracy, Luise Rainer, Charley Grapewin, Eddie Quillan, Guinn Williams and Regis Toomey, are Jack Dempsey, Jim Jeffries, Jimmy McLarnin, Jim Thorpe, Man Mountain Dean, Gus Sonnenberg, Jackie Fields, Joe Rivers and many more veterans of the squared circle who not only appear but act and fight in the picture. With all these it would appear that Norman Krasna's first offering as an M-G-M producer is pretty well qualified to take care of itself at the gate. Krasna also wrote the original from which Dore Schary and Hugo Butler extracted a distinctly unusual screenplay directed with deep understanding and extraordinary change of pace by Frank Borzage.

The city of the title is New York. Tracy is cast as an independent taxi driver whose immigrant wife, Miss Rainer, is framed by racketeers engaged in mulcting a major company by means of sluggers and sabotage. City authorities seek to outwit the racketeers by deporting the expectant mother, but Tracy discovers exonerating evidence as the boat is about to sail and, appealing to the mayor at a ring veteran's banquet in Dempsey's restaurant, brings all hands pell mell to the dock where the professionals beat up the thugs as the couple's baby is born in an ambulance.

That portion of the picture leading up to the somewhat Keystoney foray of the pugilists is a well-done cross-sectioning of lower middle class metropolitan existence. The remainder is broad gauge hokum without apology. The leads get in quite a bit of excellent acting before the break comes.

Running time, 80 minutes. "A."

Looking 'Em Over

"Motor Madness"

(Columbia)

There is the usual attempt to install as much action as possible in "Motor Madness," but it emerges at best as a weak second in a double bill program. Performances by relatively unknown players which never climb above the mediocre in quality, a story with the usual complications and little substance and a prosaic production in general serve to keep the film in the second rank.

Grace Neville and Fred Niblo, Jr., are credited with the story, and D. Ross Lederman, who handles many of Columbia's action films, did his best with the story and material at his disposal.

Allan Brook, Rosalind Keith and J. M. Kerrigan are the principal players in the film, which centers about the efforts of a small company head, Kerrigan, to gain a reputation for his outboard motors. Brook, his mechanic, and in love with Miss Keith, Kerrigan's daughter, provides the love interest. Mixed into the plot are the expected difficulties encountered by Brook, as a gambler attempts to bribe him so that his own boat may win the race, and when that fails, tries to put him out of the way by other means. Brook gets in and out of jams until, of course, he comes through to win the race, and eventually, as is to be expected, the girl.

Running time, 61 minutes. "G."

Press Men May Organize

HOLLYWOOD, Aug. 25.—There is talk here of forming a free lance publicity agents' association, in order to draw up a code of ethics to prevent stealing of one another's clients. The conversations were started, because one press agent was accused of taking three clients from another.

Seltzer Joins Hal Roach

HOLLYWOOD, Aug. 25.—Frank Seltzer, formerly associated with Pathe, has been named publicity director at the Hal Roach studios.

Reliance Will Make One Film with Donat

Edward Small, who arrived on the Ile de France Tuesday, said Reliance will make one picture with Robert Donat. No decision has been made as to where the film will be produced or through what company it will be released. Small hopes to complete these plans in a week. He will remain here several weeks, he said, before returning to the coast. He recently concluded an arrangement as producer for RKO.

W. B. Trade Showings Seen by Over 20,000

Trade showings of Warners' new season product in 31 key cities were viewed and judged by more than 20,000 exhibitors and representatives of civic, church and educational organizations on Monday and Tuesday. The response was highly gratifying to Gradwell L. Sears, general sales manager for Warners who said that "a cross-section of the public should be given an opportunity not only to have an advance showing of the industry's forthcoming films but also to make suggestions for future productions as well."

The features shown were: "The Life of Emile Zola," "That Certain Woman," "Confession," "Varsity Show" and "It's Love I'm After." The exhibitions were held in Albany, Boston, Buffalo, New Haven, New York, Cincinnati, Cleveland, Detroit, Philadelphia, Pittsburgh, Washington, D. C., Chicago, Des Moines, Indianapolis, Milwaukee, Minneapolis, Omaha and St. Louis.

Mullins & Pinanski Signed

Warner Bros. have signed with the Mullins & Pinanski Circuit in New England for the showing of all Warner-First National features as well as Vitaphone shorts and trailers for the season of 1937-'38.

Harkins for W. B. Publicity

John Harkins, formerly dramatic editor of the *Herald-Tribune*, has joined the Warner home office publicity department, S. Charles Einfeld, director of advertising and publicity, stated yesterday.

Pax Acquires One

I. E. Lopert, president of Pax Film, has purchased the American rights to "Princess Tarakonova," starring Francoise Rosay, who was last seen in "Carnival in Flanders." The picture was produced by Nero Films, producers of "Mayerling," which Pax Film will release in the United States on Sept. 14, and which will play the Film Art Theatre here. "Princess Tarakonova" will be released early in January.

Wall Street

Paramount Best Board Gain

	High	Low	Close	Net Change
Consolidated	27½	27½	27½	— ½
Eastman	188	187	188	+1¼
Eastman, pfd.	161	161	161	+ ¾
Gen. T. Equip. ...	25	25	25	+ ½
Loew's, Inc.	83	82½	82½	+ ¾
Paramount	23½	22½	22½	— ¾
Paramount 1 pfd.	161	161	161	+3½
Paramount 2 pfd.	20¾	20¾	20¾	+ ½
Pathe	9½	9½	9½	— ½
RKO	8¾	8¾	8¾	— ½
20th Century-Fox.	36¾	36¾	36¾	+ ½
Universal, pfd.	60	60	60	— 3
Warner Bros.	14¾	14½	14½	— ¾

Technicolor Up a Point

	High	Low	Close	Net Change
Sentry Safety ...	½	½	½	
Sonotone	2	2	2	
Technicolor	30½	29¾	30¾	+1
Trans-Lux	4¾	4¾	4¾	
Universal	7	7	7	

Fractional Bond Movement

	High	Low	Close	Net Change
Loew's	100	100	100	
Paramount Pict.	100¾	100¾	100¾	+ ½
6s '55	95½	95¼	95¼	+ ½
Warner Bros. 6s	95½	95¼	95¼	+ ½
'39 wd	95½	95¼	95¼	+ ½

(Quotations at close of Aug. 25)

Revue

DICK POWELL
and
FRED WARING

and HIS PENNSYLVANIANS in
VARSITY SHOW

TED HEALY • PRISCILLA
LANE • ROSEMARY LANE
WALTER CATLETT • JOHNNY
DAVIS • BUCK & BUBBLES

WARNER BROS. made it!

WARNER BROS. made it!

BETTE DAVIS
and
HENRY FONDA
in
**THAT CERTAIN
WOMAN**

IAN HUNTER • ANITA
LOUISE • DONALD CRISP

Sept

Warners Are

ember!

**KAY
FRANCIS**

in
CONFESSION

IAN HUNTER
BASIL RATHBONE • JANE
BRYAN • MARY MAGUIRE

WARNER BROS. made it!

WARNER BROS. made it!

**BACK
IN
CIRCULATION**

PAT O'BRIEN
JOAN BLONDELL
MARGARET LINDSAY

ember

on the March and *Nothing* Can Stop Them!

ONLY SIX MILLION MORE TO GO!

Half a million people
saw **PARAMOUNT'S**
"ARTISTS AND MODELS"
in four weeks at the
Paramount Theatre,
New York. Some business!

That's
PARAMOUNT
PERFORMANCE



Iowa Grosses Off; Remodeling Gains

(Continued from page 1)

as the drought last year left them little work to do, and they are also not receiving so many Federal benefits.

Theatre owners agree that air-cooled houses are a big help and the majority of houses are being remodeled in some way.

The Wellman at Wellman, Ia., owned by Marvin Fosse has just been modernized, with a cooling system; the Princess at Mount Ayr has reopened following a remodeling; the Palace at Waverly is being remodeled and the name will be changed to the Waverly, when the work is completed.

A new theatre to be called the Bremer after the county is also being built at Waverly. This theatre has a perfect circle lobby, said to be the only one of the kind in the state; the Town, a \$50,000 structure, is being erected in Waukon to be opened about Sept. 15; Clifford Anderson, operators of the LoMar in Lohrville, has started a new theatre; E. W. Hageman, operator of the Grand in Independence, is modernizing; the Wampus at Keosauqua is closed for enlargement and remodeling, and L. F. Wollcott's remodeled New Grand at Eldora has a black glass and chromium front newly installed.

Managing N. O. House

NEW ORLEANS, Aug. 25.—Robert J. Haley, formerly connected with Mort H. Singer theatres in Minneapolis and Marshallton, Ia., has been named manager of the Liberty here, following the resignation of Noel D. Smith. Other changes in the personnel of the Liberty and Orpheum include the appointment of Asa Booksh, former treasurer of the Orpheum, as treasurer of the Liberty, and the naming of R. L. McIlvaine, formerly of the Brandeis, Omaha, to Booksh's post at the Orpheum. There will be no change in the operating policy of the two theatres.

Flannery Goes Host

CHICAGO, Aug. 25.—Tom Flannery of the Whiteway Sign Co. plays host Tuesday to Aaron Saperstein and his Allied organization members with a day's free outing at Nippersink Golf and Country Club. The affair is expected to draw more than 300 independent exhibitors.

Change G. N. Titles

HOLLYWOOD, Aug. 25.—Grand National has been informed that A. B. F. D. heads, who distribute Grand National product in England, have changed the title of "Great Guy" to "Pluck of the Irish" and "Songs of the Gringo" to "Old Corral."

Retitle Mae West Film

HOLLYWOOD, Aug. 25.—Mae West's next, "Sapphire Sal," has been retitled "Every Day's a Holiday." Edmund Lowe has been signed for the top masculine role.

Rowland Talent Scout

HOLLYWOOD, Aug. 25.—Richard A. Rowland has succeeded Sam Arnoff as talent scout for Republic.

National Screen to Make M-G-M Display

National Screen Accessories will make special lobby displays for M-G-M pictures during the new season, it was revealed at a meeting of eastern managers and salesmen of National Screen Service at the Park Central yesterday. Details of the deal and plans for the displays were outlined to the meeting by William F. Rodgers, M-G-M general sales manager. Indications are that similar deals may be closed with other distribution companies in the near future.

In addition to Rodgers, speakers at the meeting included William B. Brenner, general executive of National Screen Service; George Dembow and Charles Casanave. About 50 men from the company's eastern offices attended the two-day session, which ended yesterday. A meeting for the central and western branch men will open tomorrow at the Drake Hotel in Chicago and continue through Saturday.

Capitol Is Darkened For an Overhauling

(Continued from page 1)

usher in the local premiere of "Broadway Melody of 1938." Later, in the evening, celebrities of the screen, stage and radio will be on hand to felicitate Major Edward Bowes and take part in a broadcast on the occasion of the reopening.

Reopens at Belmar

Lee Newbury, president of Allied of New Jersey, has reopened the Rivoli, Belmar, which burned some time ago.

Matty Kutinsky and Harold Freedman have taken over the Warburton, Yonkers.

Negotiations by Rapf & Rudin for the Hawthorne, Hawthorne, N. J., have been called off. William Herman will continue to operate.

Harry Brandt has acquired the Garden, Brooklyn.

Geller Takes Filmarte

Louis Geller and associates have taken over the Filmarte in Baltimore and are negotiating for three other theatres in the east for the showing of unusual pictures. The Baltimore house will be reopened after Labor Day. Alterations are being made. Pat O'Brien will be the manager.

Goldwyn Signs Aviator

HOLLYWOOD, Aug. 25.—William Van Deusen, long connected with the Pan-American Airlines, has been signed by Samuel Goldwyn to collaborate with Sidney Howard on the screenplay of "Transatlantic Flight" to star Gary Cooper and Joel McCrea.

The picture is expected to be completed in time to have its release coincide with the first official passenger flights across the Atlantic to be undertaken on regular schedule next year. Van Deusen has been given a leave of absence by the airline.

Gallagher Is Signed

LONDON, Aug. 25. — Skeets Gallagher, on holiday in London, has been signed by Irving Asher for a part in "Dr. Satan" at the Warner-First National studio at Teddington.

"Under Fire," Bowes Troupe Denver Smash

DENVER, Aug. 25.—"Love Under Fire," with a Major Bowes unit on the stage, broke a record of several years standing at the Denver with a take of \$17,000. Normal is \$7,500. The film was moved to the Aladdin.

"The Good Earth" stood them up for a second week at the Orpheum and the gross was exactly double normal at \$12,000. "You Can't Have Everything" also was in the money with a take of \$4,000 at the Aladdin.

Total first run business was \$44,500. Average is \$27,000.

Estimated takings for the week ending Aug. 18:

"YOU CAN'T HAVE EVERYTHING" (20-Fox)
ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. Gross: \$4,000. (Average, \$3,000)

"MEN ARE NOT GODS" (U. A.)
"DREAMING LIPS" (U. A.)
BROADWAY—(1,500), 25c-40c, 7 days. Gross: \$2,000. (Average, \$2,000)

"ARTISTS AND MODELS" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days, 2nd week. Gross: \$5,500. (Average, \$5,000)

"LOVE UNDER FIRE" (20th-Fox)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage: Major Bowes' Anniversary Revue. Gross: \$17,000. (Average, \$7,500)

"THE GOOD EARTH" (M-G-M)
"ON AGAIN—OFF AGAIN" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$12,000. (Average, \$6,000)

"SLIM" (W. B.)
"CASE OF THE STUTTERING BISHOP" (F. N.)
PARAMOUNT—(2,000), 25c-40c, 7 days. Gross: \$4,000. (Average, \$3,500)

"Toast" Milwaukee Leader at \$8,000

MILWAUKEE, Aug. 25.—"The Toast of New York" and "Wings Over Honolulu" copped the cake this week with an \$8,000 take at the Warner, just \$3,000 to the good.

Second money went to "The Good Earth" and "Blonde Trouble," which grossed \$10,000 at Fox's Wisconsin, \$2,000 above average. "Artists and Models" and "Under the Red Robe" were good for \$6,500 in a second week at the Palace, doing \$1,500 above par. The combination has been shifted to the Strand for a third week.

The circus, attracting some 50,000 people over the weekend, slowed business, and receipts at other houses were just average.

Total first run business was \$33,000. Average is \$26,500.

Estimated takings:

Week Ending Aug. 19:

"ARTISTS AND MODELS" (Para.)
"UNDER THE RED ROBE" (20th-Fox)
PALACE—(2,400), 35c-40c-50c, 7 days, 2nd week. Gross: \$6,500. (Average, \$5,000)

"THE WOMAN ALONE" (G. B.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Betty Burgess, Sonny Lamont, Robbins Family, Serge Flash, Rogers & Gordon, Evers & Dolores. Gross: \$5,000. (Average, \$5,000)

"WEE WILLIE WINKIE" (20th-Fox)
"BORN RECKLESS" (20th-Fox)
STRAND—(1,400), 35c-40c-50c, 7 days. Gross: \$3,500. (Average, \$3,500)

"THE TOAST OF NEW YORK" (RKO)
"WINGS OVER HONOLULU" (Univ.)
WARNER—(2,400), 35c-50c, 7 days. Gross: \$8,000. (Average, \$5,000)

"THE GOOD EARTH" (M-G-M)
"BLONDE TROUBLE" (Para.)
WISCONSIN—(3,200), 35c-40c-50c, 7 days. Gross: \$10,000. (Average, \$8,000)

Addresses Conclude F. P. Canada Meet

TORONTO, Aug. 25.—The managers' convention of Famous Players Canadian Corp. today concluded its three-day session at the King Edward Hotel with an outburst of enthusiasm following calls to arms by President N. L. Nathanson, Vice-President J. J. Fitzgibbons, Supervisor Clarence Robson, District Manager R. S. Roddick and Morris Stein. The managers were asked to bend every effort to make "Nathanson year a big year" by securing increased attendance to offset rising costs in every department.

The managers were further urged to take the utmost care in presenting screen shows so that the proverbial million-dollar production would be offered as the studio intended and to keep in mind that such a thing exists as showmanship in sound.

Following the final rally at which managers received bonus cheques and heard a pep talk by A-Mike Vogel, all Famous Players people, managers and employees of film exchanges and visitors proceeded to Charles Mavety's dude ranch at Kleinberg for an afternoon of outdoor fun and refreshments, after which the theatre managers left for home.

Roster of Visitors Large

Among the prominent visitors from New York for the final rally were J. R. Grainger of Universal, Arthur Lee of G. B., H. M. Masters of United Artists, Carl Leserman, Norman Moray and Roy Haynes of Warner Bros., Ralph Poucher of Republic and Martin Gottlieb of Film Laboratories. Canadian executives present included President George Ganetals of United Amusements, Ltd., Montreal, and President Arthur Hirsch of Confederation Theatres, Ltd., Montreal. One who turned up at the picnic for his first public appearance in months was Oscar R. Hanson, president of Empire Films, Ltd., looking the picture of health after an illness of 11 months.

During the convention many special attractions were privately screened, notably "The Life of Emile Zola," "Souls at Sea," "That Certain Woman," "The Road Back" and "Varsity Show."

Projector Company And Erpi Near Deal

(Continued from page 1)

sound head will be assembled which will differ somewhat from the Western Electric unit. The Erpi horn and amplification units are not involved in the deal, it is understood.

Aside from confirming the reports that the negotiations were nearing their conclusion, Griffin declined to disclose details of the new licensing arrangement. He said that a statement covering the deal would be issued if and when one was closed. Erpi officials declined to comment on the reports.

International Projector has been manufacturing a projector complete with sound head for RCA Photophone for some time past under a license from that company.

Open Comerford Sept. 18

The Comerford circuit will open the new Comerford, Scranton, Sept. 18. The new theatre is on the site of the former Ritz.

THEY WERE RIGHT WHEN THEY CALLED IT A WHALE OF A PICTURE!

Paramount's
"SOULS AT SEA" cracks
all records for the year at
State Theatre, Portland.

That's
**PARAMOUNT
PERFORMANCE**



PREDICT 100 MEN BREAK EVERY OFFICE RECORD"

NT 24 76 DL=WUX SANFRANCISCO CALIF
J R GRAINGER, GENERAL MANAGER
UNIVERSAL FILM EXCHANGES
JUST HAD THE PRIVILEGE OF SEEING
A DOUBT THIS IS POSITIVELY THE
UNIVERSAL STOP MERE WORDS FAIL TO
PRODUCTION IT HAS EVERYTHING TO BE
TYPE OF MOTION PICTURE PATRON STOP
GIRL WILL BREAK EVERY EXISTING
NEW LONG RUNS CONGRATULATIONS AND
HAL NEIDES, MANAGING DIRECTOR

AND A GIRL WILL EXISTING BOX

but read the whole wire—

AUG 23 1937

OF DISTRIBUTION=

INC ROCKEFELLERCENTER NYC=

ONE HUNDRED MEN AND A GIRL WITHOUT

GREATEST PICTURE EVER MADE BY

DESCRIBE THE EXCELLENCE OF THIS

DESIRED AND WILL APPEAL TO EVERY

I PREDICT ONE HUNDRED MEN AND A

BOX OFFICE RECORD AND ESTABLISH

REGARDS=

ORPHEUM THEATRE SANFRANCISCO..

Directors Hit Producer Plan On Agreements

(Continued from page 1)

position taken by the studios you represent and enable the guild to take such action as may seem necessary and desirable under the circumstances."

Quoting the National Labor Relations Act, the directors said: "The board of directors believe your position untenable. There are no conditions on our right to self-organization. We may bargain collectively or otherwise engage in concerted activities through representatives of our own choosing, and neither directors nor assistants and unit managers may be prevented from joining a particular organization or be penalized in any way if they do. It may be helpful in this regard if attention is called to the broad language of the Labor Act."

Defends Collective Action

Pointing out the producer contention that directors are not employees under the Wagner Act, the guild spokesmen said that with or without that act they are fully able, in an organization of this sort, to protect their interests by mutual and collective action.

The letter pointed out that two programs, one for directors and one for assistants and unit managers, were submitted to the producers on working conditions, and that the guild is not opposed to discussing them separately. The letter also said that the majority of the guild board of directors are former assistant directors, as proof that the directors' and assistants' interests are in the same field.

Local 306 Talks to Be Resumed Monday

Another meeting, the second, between major circuit heads and Local 306 to discuss terms for a new two-year contract will be held at C. C. Moskowitz's office Monday. A 10-year deal signed two years ago provides for new negotiations every two years and in the event of a deadlock the disputed points are to be settled by arbitration.

Local 306 is understood demanding increases ranging from 35 to 45 per cent in all theatres. Several years ago the operators took two cuts. The new demands will bring the wage scale up to its original schedule, it was said.

Meanwhile, independent exhibitors in the local area are meeting with sit down strikes. Of the three local houses, one, the Heights, has signed up with the union. Two others, the Kameo and Granada, still hold out.

Discussions with representatives of Local 1 of the stagehands' union on a new contract for circuit houses are expected to get under way shortly. No meetings have been set, but one is scheduled to be called as soon as conferences on the new operators' scale are concluded.

Screen Company Buys

The Raven Screen Co., manufacturers of film screens, has purchased a three-story building at 314 E. 35th St.

"Dead End" Cracks Records at Rivoli

(Continued from page 1)

Dallas," in its second week at this theatre, garnered \$85,000.

The Capitol closed last night for a week during which time the theatre will undergo extensive alterations. "Topper" finished a seven-day run with \$26,000. Paramount will close "High, Wide and Handsome" at the Astor next Monday.

"Artists and Models" and a stage show at the Paramount took in \$33,000 for the third week. "She's No Lady" at the Criterion tallied about \$5,000. The Rialto garnered \$6,400 on "London By Night."

"Make a Wish" Set for Rivoli

"Make a Wish," latest Bobby Breen picture, will go into the Rivoli following the run of "Dead End," according to Louis Hyman, general sales manager for Sol Lesser. Hyman plans to spend about three weeks here conferring with RKO and 20th Century-Fox.

"Dead March" Run Set

Imperial will show "The Dead March" on Broadway coincidentally with the American Legion convention here, beginning Sept. 20. It is a Bud Pollard production.

Loew-Fay Pact Starts

Loew's partnership arrangement with Ed Fay in Providence is now in effect. "Stella Dallas," the first picture to be shown under the deal, is at the Carlton, having been moved over from Loew's State. There is no change in prices for the moveover run. Fay's Majestic is the third house included in the pact.

Col. Long Tendered Luncheon

CLEVELAND, Aug. 25.—The staffs of the Loew theatres in Cleveland and Toledo yesterday tendered a luncheon at the Mayfair Casino in honor of Col. Harry E. Long, Loew division manager, to celebrate his 47th birthday.

Out Hollywood Way

HOLLYWOOD, Aug. 25.—Paramount had a real mutiny on "The Buccaneer" location trip to Catalina Island. About 50 extras hired as pirates protested against being housed in tents and demanded of CECIL B. DEMILLE and his business manager, GENE HORNBOSTEL, that they be provided better living quarters in Avalan. They left the tent city and couldn't find any available hotel room. Coming back to the camp, they found themselves locked out. After spending all night on the beach, they apologized to DEMILLE and HORNBOSTEL and returned to their tents.

ACHMED ABDULLAH has been signed by M-G-M to write the story for the East Indian picture which MERIAN C. COOPER and ERNEST SCHOEDSACK will produce and direct, respectively. . . . Director FRANK LLOYD is using the largest set ever made by Paramount for "Wells Fargo" at the Paramount ranch in San Fernando Valley. It is a replica of San Francisco's Portsmouth Square as it appeared in

"U" Finds Dudoff

Universal during the past few days has spent about \$150 on radiograms trying to locate Harold Dudoff, manager of the Tientsin, China, office. No one in the home office has heard from the sales executive for some time and efforts to secure information regarding his presence from the State Dept. and in China have proved unavailable.

Finally, Charles Ford, head of the company's newsreel, radioed his cameraman for information and then it was discovered that Dudoff had been working in his office all along. It developed that no one but the cameraman had tried to get in touch with him there.

All Film Exchanges Closed in Shanghai

(Continued from page 1)

from New York, intended to safeguard first the lives of all employees in the war zone. Harold Dunn, manager for Warners in China and Japan, whose offices are in Shanghai, left for Manila several days ago, while S. Caplan moved to Hong Kong, which is further south and under English protection. Columbia ordered Prouse Knox from Shanghai to Hong Kong to attempt to consolidate Chinese activities of the company.

Business is being continued in Hong Kong, and presumably in much of south China, it was indicated, although advices to the home offices, beyond the assurance of the safety of employees, are sporadic. Shipments of film were stopped into Shanghai a week ago. There are understood to be few, if any, theatres open in the city, since with the exchanges closed, they could not obtain a supply of product, even if people were to venture to attend them.

Hammons Aim To Take Over School Films

(Continued from page 1)

end of its work of viewing and selecting from several thousand films from the vaults of all companies and will make its report to the M.P.P.D.A. late next month on the amount of material it has approved as being of educational significance.

Pointing out that it would hardly be worth while for individual companies to set up separate departments to market 50 to 100 subjects from their own vaults which may be approved by the committee, Hammons said that the logical move would involve the acquisition of the approved films by a single company which would undertake their distribution to educational institutions. His company, he said, was interested in such a project both because of its present name and also because the production and distribution of educational subjects was an original objective of the company.

"To return to it at this time," he said, "would be merely a resumption of one of Educational's first aims."

Sees Two-Year Supply on Hand

Hammons said that if acceptable arrangements could be made for the acquisition of the educational film matter of all of the companies the 600 to 700 subjects involved would be sufficient to supply educational institutions with film for the next two years, on the basis of a maximum use of 10 films per week for the 36-week school year. During this two-year period, he pointed out, the actual school market for films and the required amount of production to supply it could be gauged with dependable accuracy. The two-year film supply, he feels, would also encourage many educational institutions to install projection equipment which have not done so because of an insufficient film supply in the past.

Distribution of the films could be established on an economical plane, Hammons believes, as the non-inflammable 16mm. subjects would not require storage or office space in high rent "film row" localities and could be sent by mail for long distances.

Actual overtures for the acquisition of the film from other companies are still some weeks away, Hammons indicated.

Broadway Tax Total Down \$80,000 in July

(Continued from page 1)

lections last month above those of June, \$2,696 being received on tickets sold by proprietors at more than the established price, against \$1,624, and \$204 from permanent use or lease of boxes and seats, against nothing.

The heaviest loss was in collections from box-office admissions, which dropped from \$498,813 in June to \$431,455 in July, but revenue from free or reduced rate admissions dropped from \$2,886 to \$1,418; from tickets sold by brokers, from \$11,101 to \$8,398, and from admissions to roof gardens and cabarets, from \$42,416 to \$28,324.



HERE'S HOW THE
CRITERION THEATRE
OF OKLAHOMA CITY
**DOUBLED ITS
USUAL GROSS!**

on M-G-M's

Topper

BELOW:

M. P. Daily says it!

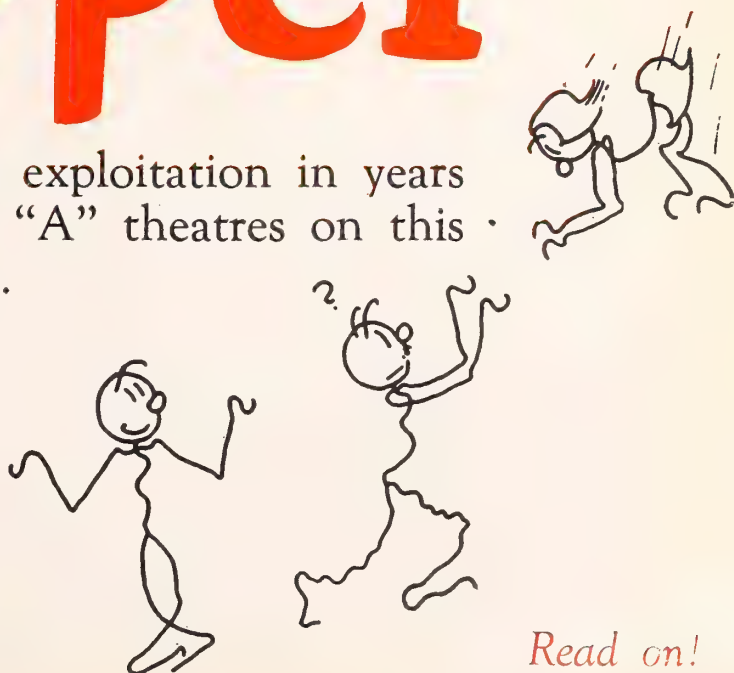
**"Topper" Sole Draw
In Oklahoma Slump**

OKLAHOMA CITY, Aug. 18.—"Topper" was the only first run attraction to make a dent in the general slump here last week.

N.M.E.L.

NOTE: The best exploitation in years is being done by "A" theatres on this unique attraction.

THANKS TO LIFE MAGAZINE
for the illustrations on this page.
It is permissible to reproduce
them in advertising everywhere.



Read on!

BOX-OFFICE RESULTS!

A telegram to M-G-M

WE WERE SOLD ENOUGH ON TOPPER AFTER SCREENING TO GIVE IT A TRICK CAMPAIGN BUT WE NEVER EXPECTED TO OPEN TO DOUBLE OUR USUAL GROSS WHICH IS THE RESULT. AUDIENCES ARE DELIGHTED WITH THE PICTURE AND SO ARE WE.

PAT MCGEE

CRITERION, OKLAHOMA CITY

NOW READ
HOW HE DID
IT!



TAKE THESE TIPS ON "TOPPER"!

(By Pat McGee, George Henger, Bert Stern of Standard Theatres Corp.)

Full advertising resources and manpower of the Standard Theatres Corporation were placed behind "TOPPER". After its original screening, several meetings were held. It was decided to sell the picture as "Funnier than My Man Godfrey". It was decided to use trick stuff, new ideas and any old gags or stunts apropos to this comedy.

**STARTED
ADS 10 DAYS
AHEAD!** (Right)

THEY USED
THIS ANGLE! (Below)

Shame on you...

if you give away the secret! It's the most unusual and different story idea the movies have had in years, so don't spoil it for your friends

Picture Starts at.

10:35	12:44	3:01
5:18	7:35	9:52

About once a year I
unreservedly recommend
a picture.

BY ALL MEANS SEE "TOPPER"
COMING TO THE CRITERION
SOON. IT'S THE FUNNIEST THING
SINCE "MY MAN GODFREY".

Pat McGee

(Above)

**TESTIMONIAL ON
ALL SCREENS TWO
WEEKS AHEAD!**

*The comedy
of the missing
blonde in
the scantie*

Affidavit
State of Oklahoma / ss.
County of Oklahoma
Pat McGee being duly sworn, says that
**TOPPER IS THE FUNNIEST
PICTURE IN HIS MOVIE EXPERIENCE.**
Subscribed and sworn to before me this 28th day of July, 1937
at Oklahoma City
Mary Manning, Clerk

**Starts
THURSDAY!
CRITERION**

This picture is a sure-fire cure for the blues! It's a worry-destroyer! You'll go out of the cool Criterion feeling like painting the town (if you've got enough strength left after your laughing spree). And while you're chuckling, you'll wonder how it was possible for the camera to do those tricks! We don't know (the producers won't tell!). But we do know that this is one of the finest all 'round entertainments we have ever put on our screen—and we're positive you'll thank us for telling you!



TEASER 24-SHEET!

(Below) The first sheets posted

WHAT
THE
GOES ON
HERE

(Below) Completed board with additions

What happens when a gay couple with the help of a timid soul - Shows the whole town what goes on in 1937's Happiest Hit - It's "TOPPER" - and Here is comedy.

USED LIFE MAGAZINE BLOW-UPS!

Lobby flash consisted of 40 x 60 display, enlarging spread from July 26th issue of Life, with caption "THE PICTURE OF THE WEEK."

STRIKING ADS ATTRACTED FANS!

(Below is another ad from extra-space newspaper campaign)

GEE, BILL WE MUST HAND OVER OUR LAURELS TO TOPPER

YES, CAROLE, I AGREE IT IS FUNNIER THAN GODFREY

THANKS, PALS THAT'S A BIG COMPLIMENT!

Funnier than "My Man Godfrey!"

Absolutely the year's tops in fun! The hilarious story of a pair of silk scanties in a staid banker's home life. Filmed with a trick camera that makes your rub your eyes It's as novel as television.

TOPPER

M-G-M Comedy with
CONSTANCE BENNETT
GARY GRANT - ROLAND
YOUNG - BILLIE BURKE

ALL SEATS at 40¢

STARTS TODAY!

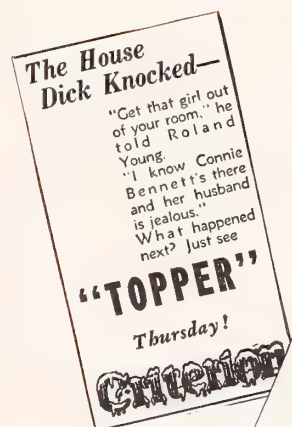
PLEASE see it from the start

EXTRA SPECIAL!!!
"Hollywood Screen Test"
See exactly how the studios start a girl to fame.

TRICK ADS

TEASED "TOPPER"!

Every day the folks read about it!



OTHER IDEAS!



3-SHEET SNIPE! Copy reads, "AFFIDAVIT! 'TOPPER' is the funniest picture in our entire history—CRITERION." RADIO TWO-WEEK PLUG! Tied in with local commercials, Inquiring Reporter, etc. PUBLICITY EVERYWHERE! Started far in advance to deluge every type of magazine and newspaper. SPECIAL PREVIEWS! Held an invitation preview for critics and merchants to get special store tie-ups. Also held a paid preview. STORE WINDOWS! Constance Bennett fashions excellent for windows!

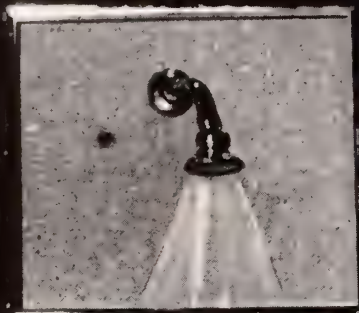
**MORE ON
NEXT PAGE!**

MR. TOPPER'S ROMANTIC SURREALIST GALLERY

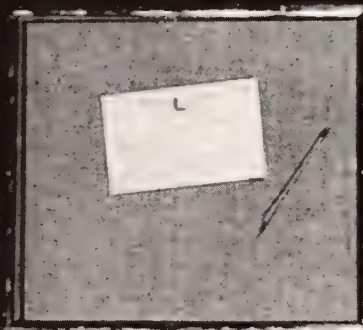
HI-LITES FROM M-G-M'S TOPPER
SOON TO SET BROADWAY
ON A LAUGHING JAG!



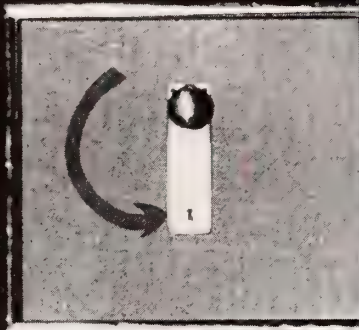
THESE ARE THE PANTIES WHICH
MADE HENPECKED AIR TOPPER
THE LIFE OF THE PARTY AND HOW



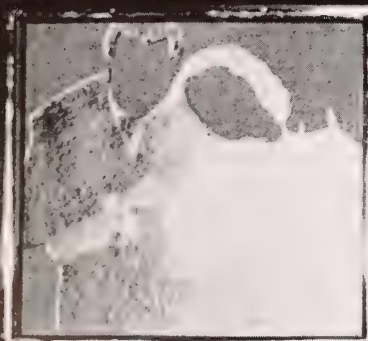
THIS IS THE SHOWER UNDER
WHICH CONNIE BENNET TAKES A BATH
IN TOPPER! IS CARY GRANT'S FACE RED?



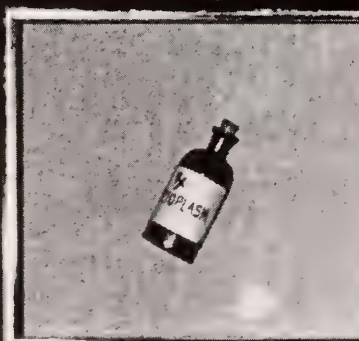
THIS IS THE PEN AND THE HOTEL RE-
GISTER WHICH CAUSED ALL THE TROU-
BLE! WHO REGISTERED WITH TOPPER?



THIS IS THE KEYHOLE DID
THE HOUSE DETECTIVE SEE A
WOMAN IN TOPPER'S ROOM?



THIS IS A PICTURE OF CONNIE
AND CARY WHEN THEY PUT
THEIR ECTOPLASM TO WORK!



GIVE YOUR SWEETHEART
A DOSE OF THIS- AND YOU'LL BE
ABLE TO SEE THROUGH HER

**BROADWAY
CROWDS
LOVE
THIS
LOBBY
DISPLAY
AT THE
CAPITOL!**

It's a cinch to con-
struct and a great
ticket-seller!

It is proving to be
one of the most
successful stunts of
the year, in many
theatres!

Used throughout
the Loew's and Poli
Circuits, it gets com-
ments from press,
public and results
at the box-office!

Have you heard about **TOPPER**?

Hasn't anyone said, "How's your Ectoplasm, today?" The news has leaked in from Hollywood that M-G-M has another 'surprise' hit on its hands. It's gay, and novel, and giddy! Three of the screen's biggest fun-writers, including Eric (My Man Godfrey) Hatch wrote the dialogue based upon Thorne Smith's best-selling novel!

"A sure smash hit! Screamingly funny!" said Louella Parsons, after the Hollywood preview!



Constance
BENNETT
Cary **GRANT**
in



Topper!

How's Your
ectoplasm, Dearie?

WITH
ROLAND YOUNG
BILLIE BURKE

from Thorne Smith's Novel!

Starts
TOMORROW at the
CAPITOL



B'WAY & 51st ST.
Major Edward
Bowes, Mng. Dir.
DOORS OPEN 9:45 A. M.
Except Sunday

Last Times
Today!
Freddie
BARTHOLOMEW
Spencer
TRACY in
"CAPTAINS
COURAGEOUS"

THESE IDEAS SOLD TICKETS!

TEASER TACK CARDS using catch-lines from "Topper" national campaign ads placed throughout city. (At right!)

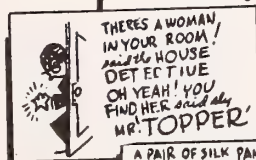
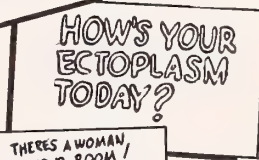
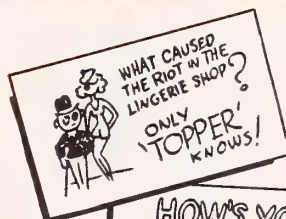
HIDDEN LOUD SPEAKER repeating "Watch your step! I'm 'Topper' but don't look now for 'Topper' will be here soon."

"HOW'S YOUR ECTOPLASM?" is a catchline used in ads, lobbies, etc. that has proved intriguing to the fans.

MINIATURE PANTIES mailed to business men with catchline. Easily printed on paper cutouts.

CANDID CAMERA PREVIEW. Prominent people, critics, etc. caught laughing by candid camera and papers used full page of photos.

—And Many More Ideas Than We Have Space For!



ONE OF THE ADS FROM THE CAPITOL'S BIG SIZE CAMPAIGN!

It's doing BIG BUSINESS at Broadway's famed de luxe theatre!

N. Y. REVIEWERS LAVISH PRAISES!

N. Y. JOURNAL-AMERICAN—"The year's most novel entertainment..."

N. Y. DAILY NEWS—"Chalk up capital entertainment for the Capitol. Real fun...at high pitch throughout..."

N. Y. HERALD-TRIBUNE—"May all pictures be as enchanting as this. Seldom does the screen achieve such humor, imagination and gayety...So engaging, merry and fanciful, you may be tempted to sit through it a second time... Not only a novelty, but genuine entertainment..."

N. Y. SUN—"Wildly funny. It should start a wave of laughter all along Broadway."

N. Y. WORLD-TELEGRAM—"As funny as anything seen hereabouts in a blue moon..."

N. Y. EVE. POST—"Most unusual picture of the year... The picture is a first-rate job."

OVER PLEASE!

SHOWMANSHIP GETS A BIG OPENING!

*and the crowds keep
coming through!*



M-G-M's

TOPPER

it's fun to exploit!

it's more fun when you count up!

"TOPPER" IS DOING SWELL

thanks to the showmen of America!

Radio

Transradio's Recorded News To Start Soon

Its plan to move into the transcription field with a new service of on-the-spot news platters now nearing completion, Transradio has leased new space in the RCA Bldg. for occupancy next month, it was learned yesterday. A subsidiary corporation is now being formed, or will be formed in the immediate future.

While Transradio officials decline to discuss the matter, it has been ascertained that the organization has abandoned the idea of associating itself with one of the established transcription companies, and instead has placed an order to purchase its own recording equipment. It is not known how much money will be expended for the equipment, but there is no question that it will run to a considerable sum, the prices for recording and transcribing machinery being what they are.

Transradio, in preparation for its move into the new field, has also amassed a considerable voice and music library, it is learned. Voices of many of the leading foreign personages usually found in the news were obtained by W. G. Quisenberry of Transradio during his recent six-month sojourn on the Continent and others, here and across the sea, are being filed daily.

A rate structure for stations wishing to subscribe for the spot news platters is now being evolved.

Cully, Hobart Moved To NBC, Hollywood

SAN FRANCISCO, Aug. 25.—L. D. Cully and S. C. Hobart of the NBC plant department here have been transferred to Hollywood, where they will act as control supervisors.

P. A. Sugg, formerly studio engineer, replaces Hobart as control supervisor here, and T. B. Palmer will act as control relief supervisor. Recently added to the San Francisco technical staff by Western Division Engineer A. H. Sexton are: J. E. Burrell, H. N. Jacobs and F. L. Fullaway, studio engineers; R. T. Parker and M. D. Case, who have been stationed at the KGO transmitter in Oakland, and R. B. Barnes and M. S. Brewer, assigned to the KPO transmitter at Belmont.

Rodney Benson on WNEW

Rodney Benson, Inc., has signed for a spot announcement schedule on WNEW for 52 weeks, 35 announcements per week, beginning Aug. 30. The Schillin agency placed the order.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N.Y.

*From script to production—
that extra something that's good radio*

Breen Is Signed to NBC Radio Contract

Bobby Breen has been signed under exclusive NBC artist bureau management for radio and will arrive here Sunday from Hollywood to audition a new script program titled "The Singing Kid," a Gertrude Berg creation.

All the facts contained in the above paragraph were reported exclusively in MOTION PICTURE DAILY several months ago, but after publication NBC, Sol Lesser, who represents the youngster in films, and Eddie Cantor, on whose program Breen first received his opportunity, insisted the story was in error and asked for a retraction, which was granted.

AGRAP Negotiates For WJSV Members

The American Guild of Radio Announcers and Producers, in addition to signing the sound effects crews of WEA, WJZ and NBC, has successfully negotiated with the owners of WJSV in Washington for the announcers and producers of that station, who have joined the Guild, it is reliably learned. The announcing and producing staffs of WBT in Charlotte, and WORC, Worcester, also have been taken in as AGRAP members, and recognition from the station owners is expected momentarily. Gerald Dickler, attorney for the Guild, is now in Worcester concluding negotiations there, and Roy S. Langham, president of the Guild, has been in Charlotte and Worcester on several occasions the past few weeks conferring with the owners of the aforementioned stations.

WOR Takes F. & M's. "Twenty Years Ago"

"Twenty Years Ago—and Today," a new series dramatizing news of two decades back in contrast to news of today, has been sold to the Hearn Department Store through the Fanchon & Marco agency, and will be presented over WOR Mondays from 8 to 8:30 P. M., beginning Aug. 30. The sale marks Fanchon & Marco's entrance into the field of radio production.

The dramatic cast on the show will include John Holbrook, Katherine Renwick, Adele Ronson, Agnes Moorehead, Jean Colbert, Ted di Corsia, Ted Jewett, Ed Jerome and Ken Delmar, most of whom are heard regularly on the "March of Time."

Robert Lewis Shayon, brother of Sen Shayon, who heads the Fanchon & Marco radio department, is author and producer of the series.

To Reenact "Mr. Dodd" Scenes

Kenny Baker, Gertrude Michael, Frank McHugh and George Jessel will re-enact scenes from "Mr. Dodd Takes the Air" during the "Hollywood Hotel" program over CBS, Sept. 3.

More Radio—Page 18

...AND IN THE RAIN, TOO!

Paramount's "SOULS
AT SEA" in its opening
day at Fox Theatre,
Philadelphia, breaks all
records for year in the rain.

That's

**PARAMOUNT
PERFORMANCE**



Radio

New Comedy Series To Start Over NBC

"Aunt Jemima on the Air," a new program of comedy and song, will be offered over WJZ and four other NBC stations daily except Sunday and Monday beginning Aug. 31 from 9:45 to 10 A. M. The other stations are WMAQ, Chicago; WBZ-WBZA, Boston; KDKA, Pittsburgh, and WXYZ, Detroit. Quaker Oats will sponsor.

Harriette Widmer will play the title role in the series. Roy Brower will be the male soloist, and the comedy will be supplied by a blackface team, "Buck and Wheat," who are Forrest Lewis and Vance McClune. A mixed chorus and a negro instrumental group will complete the talent. Lord & Thomas is the agency. The series will originate in Chicago.

Craven Sworn in as Member of the FCC

WASHINGTON, Aug. 25.—T. A. M. Craven, former chief engineer of the F.C.C., today took the oath of office as a member of the commission, to fill the vacancy caused by the retirement of Irvin Stewart. He was sworn in by a notary in the secretary's office.

Frank R. McNinch, chairman of the Federal Power Commission, appointed to fill the unexpired term of the late Commissioner Anning S. Prall, will not take over his new position until Sept. 10 to 15.

Gordon Baking Keeps "Ranger" for a Year

Gordon Baking Co. has renewed "Lone Ranger" on Mutual for an additional 52 weeks of broadcasting. The series is broadcast Monday, Wednesday and Friday from 7:30 to 8 P.M. The renewal becomes effective Sept. 27. Brooke, Smith and French is the agency.

"Lone Ranger" has been on the air since 1933, and has been a phenomenally successful program in other respects. It is Mutual's best mail producer, has been sold as a serial picture to Republic, and recently the sponsor sold the title rights to a magazine publisher. The series is written by Fran Striker, and is produced and broadcast from WXYZ, Detroit.

Holmes to Sound Reproductions

Harry S. Holmes, formerly of the Hammond Organ Co., has joined Sound Reproductions Corp., as executive in charge of sales, succeeding Walter W. Voss, resigned.

Vapex Takes WOR Sustainer

"Let's Play Games," WOR sustaining period, has been sold commercially to Vapex. The contract, for 13 weeks, is through the Small & Seiffer agency, and is to become effective Oct. 8. The series is aired Fridays from 8:45 to 9 P. M.

Shafer to Succeed Barrett

Lloyd Shafer, formerly musical director of WLW, Cincinnati, has

Producers in France Attack Stars' Exodus

(Continued from page 1)

no business engagements abroad except for one film per year at most, and secondly, that they collaborate in at least one film made in France during each year.

The action of the producers is a sequel to the numerous recent Hollywood engagements of such stars as Charles Boyer, Simone Simon, Fernand Gravet, Jean Gabin, Annabella and others.

French producers are distinctly disturbed by the situation, since the best of the players go to Hollywood, and native producers cannot hope to equal the compensation offered by Hollywood for the best talent. They are beginning to wonder where they can turn for acceptable players. French stars playing in American films seem to be entirely lost for French audiences, as most of the product reaching this country has to be dubbed for the majority of the French patrons.

There is some speculation, as well, as to whether or not the measures indicated by the confederation can really be applied effectively. It is the general belief that the best way of at least slowing the exodus would be to give annual contracts to players for a few years, instead of leaving them without work for several months of each year.

Mayer, Burstyn Take Eight Foreign Films

Arthur Mayer and Joseph Burstyn have acquired the American release rights to eight foreign films. The films will be offered during the first half of the 1937-'38 season.

The titles of six of the eight films are: "The Lower Depths," "Girls' Club," "Whirlpool," "Shadows of the Past," "War for Button" and "Sacred India."

Clara Bow Likely to Return to the Screen

HOLLYWOOD, Aug. 25.—Clara Bow may return to films. A deal is being discussed between her and Dave Diamond, producing for Grand National, for her comeback in a series of four pictures opposite Wallace Ford.

No tests have been made of the former star yet, however, and the deal hinges, it is reported, entirely on the money angle. It is certain that Diamond and Grand National would like to have her on the contract roster, though.

been signed to succeed Hughie Barrett as orchestra leader on the "Melody Revue," beginning Aug. 30. The program is heard over NBC and is sponsored by Griffin shoe cleaner.

Shift KFEL News Sponsor

DENVER, Aug. 25.—Effective Sept. 1, the 12 o'clock noon newscast by KFEL news service will be sponsored by Rocky Mountain Beverages. The contract is for 52 weeks and was placed by the Ted Levy agency of this city. This contract completes sponsorship of all four daily newscasts by the KFEL news service.

**EVERY DAY
IN EVERY WAY
IT GETS BIGGER
AND BETTER!**

Last day of **THIRD**
WEEK of Paramount's
"ARTISTS AND MODELS"
in Newark tops last day of
2nd week. "ARTISTS
AND MODELS" is the first
picture in the history of the
house to play four weeks.

That's

**PARAMOUNT
PERFORMANCE**



Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 49

NEW YORK, FRIDAY, AUGUST 27, 1937

TEN CENTS

Broadcasters Call Meeting Here Sept. 10

Decision on A. F. of M. Problem Is Aim

Reviewing the results of the broadcasters' meeting recently concluded here and calling upon stations to co-operate with it in solution of the broadcasters-A. F. of M. problem, the advisory committee representing the independent radio networks affiliates yesterday dispatched a letter to all

*Additional developments in
the radio field on pages 26,
27 and 30.*

owners of independent stations not affiliated with networks and extended an invitation to them to attend a meeting in New York City at the Waldorf-Astoria Hotel Sept. 10, at which time final settlement of the problem will have to be achieved if the broadcasters are to meet the A. F. of M.'s deadline, which has been set for Sept. 16.

The committee comprises William S. Hedges, chairman, WLW; Samuel

(Continued on page 26)

FWC Men Are Told Grosses Must Gain

LOS ANGELES, Aug. 26.—Addressing 200 F.W.C. zone, district and house managers at the Ambassador yesterday, Al Hanson, assistant to Charles P. Skouras, emphasized that the mounting costs of picture production make larger box-office returns imperative. He named some of the big pictures in work and the budgets.

Skouras also spoke on various angles of theatre operation.

Denying reports that he intended to resign, Hanson said that so long as he continues in circuit operation he will stay with F.W.C. and that this connection would only be severed if he should ever decide to go into business for himself.

"Artists" Is Held In Fourteen Cities

"Artists and Models" has been held over in the first 14 key city situations and is running ahead of the last Jack Benny picture, Neil F. Agnew, vice-president in charge of Paramount distribution, stated yesterday.

Cities and theatres where the film has been continued include the Paramount, New York, and Paramount,

(Continued on page 24)

Producers Proscribe CIO In Studio Union Contract

HOLLYWOOD, Aug. 26.—Producers, it was disclosed yesterday, have chosen to protect themselves against C. I. O. encroachments of the field now dominated by the American Federation of Labor organizations, in order to avoid any possible conflict in which the industry might be placed in the middle of the two labor groups.

This was revealed when it was learned that the basic agreement governing working conditions given the M. P. Painters' Local of the International Brotherhood of Painters, Decorators and Paperhangers, contains a final clause declaring that the provisions were predicated upon the International's being affiliated with the A. F. of L. and that the producers had the optional right of cancelling the contract should the allegiance change.

It also was apparent in the proposed contract between the Make-up Artists' Local of the Painters' International and the producers (signing

(Continued on page 18)

Warners Report Big Grosses for "Zola"

First tally on "Zola" roadshows has the Warner organization in tremors of delight. The company reported these yesterday:

First week at the St. James, Asbury Park, N. J., \$9,500.

First two days at the Strand, Far Rockaway, L. I., \$4,700, with an advance sale of \$5,500.

First two days at the Laurel, Long Beach, L. I., \$4,623 with an advance sale of \$3,500.

Second week at the Hollywood, New York, \$26,300.

This, declared Warners, compared with \$25,300 for the first week.

Heat Wave Cuts Takes Only Slightly; Total \$1,483,069

Even the heat wave which started in the midwest and worked its way across the country to the Atlantic seaboard failed to put a deep dent in first run grosses for the week ending Aug. 20-21. This is usually one of the worst weeks of the year, coming as it does at the height of the vacation season.

The take for 143 first run houses in 24 cities was \$1,483,069. This was

(Comparative grosses on page 24)

What?

Max A. Cohen, who recently booked "Mr. Cohen Takes a Walk" as one of the final pictures to play the Selwyn before Harry Brandt takes over the house next Wednesday, has dated "You May Be Next" as the companion feature.

On the marquee today, a banner line under the second picture reads: "A hysterical travesty of supposed big shots of today."

Harmon Production Code Head in East

Francis S. Harmon, who joined the M.P.P.D.A. last March, has been named eastern head of the Production Code Administration here, it was learned yesterday. Vincent G. Hart, who established the eastern department several years ago, continues in that office as assistant to Harmon.

The new appointee returned this

(Continued on page 24)

"Vogues" Take Hits \$106,135 1st Week

"Walter Wanger's Vogues of 1938" tallied \$106,135 in the first week at the Music Hall. The film is being held a second week and may continue for a third.

"Dead End" garnered approximately \$8,000 on the opening day at the Rivoli. The gross is second to "Modern Times."

May Fight All Trust Actions To Decisions

Seen as Ending Use of Consent Decrees

By BERTRAM F. LINZ

WASHINGTON, Aug. 26.—Future anti-trust prosecutions against film concerns may be fought to decisions, and consent decrees may no longer be accepted by the Dep't. of Justice, it was indicated here today.

Adoption of the new policy was seen as determined upon by publication by Representative John M. Coffee of Washington of a letter to Attorney General Homer S. Cummings, commending abandonment of the consent-decree practice.

No statements have been forthcoming from department officials on the subject, but Coffee's letter indicated his knowledge that consent decrees are "out" in the case of the oil industry and, presumably, other suits which the Government plans.

At the same time, it was again reported that the department is preparing for an ambitious anti-trust

(Continued on page 18)

Hickey Away; U. S. Probe Is Set Back

With Leo Hickey, U. S. district attorney for the Eastern District out of the city and not due back until Monday, the informal investigation being conducted as a result of the reported complaint by the Century Circuit is at a standstill.

None of the Paramount, Warner and former Warner sales executives scheduled to be called has received notification to appear before Hickey next week. Two weeks have passed without a local branch manager or home office sales executive being

(Continued on page 18)

Again Delay Hearing On Minneapolis Stay

MINNEAPOLIS, Aug. 26.—A hearing scheduled for today on Paramount's application for an injunction restraining exhibitors in this territory from carrying out the proposed "buyers' strike" against the company was postponed until next Wednesday by Federal Judge Gunnar H. Nordbye on the petition of the defendant exhibitors who pleaded the illness of their chief attorney. This was the second postponement of the hearing and was granted by the court on the condition that no further delays will be sought.

"Melody" Big Coast Grosser In Two Houses

LOS ANGELES, Aug. 26.—"Broadway Melody of 1938," on a dual with "Think Fast, Mr. Moto," was a smash hit in two spots. It piled up \$17,977, over normal by \$5,477, at the Chinese and took \$21,542, up by \$7,542, at Loew's State.

"Stella Dallas" and "Talent Scout," dualled at Warners' Hollywood and Downtown, were in the profit column with \$15,000 takes at each. "The Firefly" took a good \$9,300 at the 4-Star. Total first run business was \$114,719. Average is \$112,700.

Estimated takings for the week ending Aug. 25:

"HIGH, WIDE AND HANDSOME" (Para.)

CARTHAY CIRCLE—(1,518), 50c-1.50, 2nd week. Gross: \$5,500. (Average, \$17,000)

"BROADWAY MELODY OF 1938" (M-G-M)

"THINK FAST, MR. MOTO" (20th-Fox) CHINESE—(2,500), 30c-55c, 7 days. Gross: \$17,977. (Average, \$12,500)

"FIREFLY" (M-G-M)

4 STAR—(900), 50c-1.50, 7 days, 3rd week. Gross: \$9,300. (Average, \$8,000)

"PARIS COMMUNE" (Amkino)

GRAND INTERNATIONAL—(750), 35c-40c, 6 days. Gross: \$2,200. (Average, \$1,200)

"RIDING ON AIR" (RKO)

"NIGHT KEY" (Univ.) HILLSTREET—(2,700), 30c-65c, 7 days. Gross: \$6,500. (Average, \$8,000)

"BROADWAY MELODY OF 1938" (M-G-M)

"THINK FAST, MR. MOTO" (20th-Fox) LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$21,542. (Average, \$14,000)

"RIDING ON AIR" (RKO)

"NIGHT KEY" (Univ.) PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$5,900. (Average, \$8,000)

"ARTISTS AND MODELS" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: Sammy Lewis, Patti Moore, Darly and Rudell, F. & M. revue, Rube Wolf and his orchestra. Gross: \$16,000. (Average, \$18,000)

"STELLA DALLAS" (U. A.)

"TALENT SCOUT" (F. N.) WARNER BROS. (Hollywood)—(3,000) 30c-65c, 7 days. Gross: \$15,000. (Average, \$14,000)

"STELLA DALLAS" (U. A.)

"TALENT SCOUT" (F. N.) WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days. Gross: \$15,000. (Average, \$12,000)

Shift Denver Managers

DENVER, Aug. 26.—Jack Kramer, manager of the Alameda, has been transferred to the Santa Fe to replace George Sandstrom, who has gone to the Egyptian. Fred Eisle, manager of the Egyptian and promotion manager, will take charge of the Grand at Littleton, Col., now under the management of Ross and Art Bluck. Si Gertz, present assistant on the Civic News will become editor when C. A. Anderson, who now holds that position and is also manager of the Oriental, takes over the exploitation and screen advertising campaigns.

M-G-M Buys Two Stories

HOLLYWOOD, Aug. 26.—M-G-M has purchased "The Wheel," a drama by Cesare Vico Lodovici, and a novel, "They Seek a Country," story of the Boer War by Francis Brett Young. Merian C. Cooper will produce the latter.

Buys Missouri House

KANSAS CITY, Aug. 26.—Fred Wilcox has purchased the Cozy at Lockwood, Mo., from Mrs. L. D. Metcalf.

"Dallas" Tops Hub's Heat in 2 Situations

BOSTON, Aug. 26.—"Stella Dallas," with "The Devil Is Driving," beat out the heat wave and took top money at Loew's Orpheum with a gross of \$15,500. Average is \$12,000. The same program at Loew's State grossed \$13,000, over the top by \$2,000.

"Artists and Models" and Jane Pickens on the stage at the Metropolitan were just average at \$22,000.

"San Quentin" and "Marry the Girl" grossed \$9,000 at the Paramount, up by \$2,000. The same program drew well at the Fenway with a gross of \$5,500, over par by \$1,000.

Total first run business was \$85,500. Average is \$79,500.

Estimated takings for the week ending Aug. 19:

"SAN QUENTIN" (20th-Fox)

"MARRY THE GIRL" (W. B.) FENWAY—(1,382), 30c-50c, 7 days. Gross: \$5,500. (Average, \$4,500)

"KNIGHT WITHOUT ARMOR" (U. A.)

"SUPER SLEUTH" (RKO) RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. Gross: \$12,000. (Average, \$12,000)

"STELLA DALLAS" (U. A.)

"THE DEVIL IS DRIVING" (Col.) LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. Gross: \$15,500. (Average, \$12,000)

"STELLA DALLAS" (U. A.)

"THE DEVIL IS DRIVING" (Col.) LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. Gross: \$13,000. (Average, \$11,000)

"ARTISTS AND MODELS" (Para.)

METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Jane Pickens. Gross: \$22,000. (Average, \$22,000)

"SAN QUENTIN" (20th-Fox)

"MARRY THE GIRL" (W. B.) PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$9,000. (Average, \$7,000)

"THINK FAST, MR. MOTO" (20th-Fox)

"WIND JAMMER" (RKO) RKO BOSTON—(3,246), 25c-50c-65c, 7 days. Gross: \$8,000. (Average, \$11,000)

"FIREFLY" (M-G-M)

COLONIAL—(1,643), 55c-83c-1.10-1.65, 7 days. Gross: \$8,000.

"Wee Willie" Gets \$9,500, Montreal

MONTREAL, Aug. 26.—"Wee Willie Winkie" marched to leading position among the first runs by collecting \$9,500 at the Capitol, aided by the Coronation color films. This equalled the all-year average for this house even though there was plenty of heat and rain during the week.

"Between Two Women," on the dual bill at the Princess, registered \$6,500, which was close to par. A second week of "Saratoga" as the solo attraction at the Palace brought \$6,000 after taking \$10,500 the first week.

Total first run business was \$26,500. Average is \$35,500.

Estimated takings for the week ending Aug. 21:

"WEE WILLIE WINKIE" (20th-Fox)

CORONATION IN COLOR CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. Gross: \$9,500. (Average, \$9,500)

"WILD MONEY" (Para.)

"THE PAROLE RACKET" (Col.) LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$4,500. (Average, \$8,000)

"SARATOGA" (M-G-M)

PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days, 2nd week. Gross: \$6,000. (Average, \$11,000) First week, \$10,500.

"BETWEEN TWO WOMEN" (M-G-M)

"MARRIED BEFORE BREAKFAST" (M-G-M) PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$6,500. (Average, \$7,000)

No Spaghetti

HOLLYWOOD, Aug. 26.—Italian censors forbid the showing of spaghetti-eating in comedy scenes in films, so Archie Mayo has to make a new scene for "The Adventures of Marco Polo" especially for Italian distribution.

The comedy scene will be just about the English version shots, but the spaghetti will be called noodles.

"Can't Have" \$15,500 Top In Cleveland

CLEVELAND, Aug. 26.—"You Can't Have Everything" was outstanding at Warners' Hippodrome during a week of the hottest weather of the summer, going \$5,500 over par to a take of \$15,500. Average is \$10,000. It was moved to the Allen.

"Stella Dallas" finished in second place with a gross of \$16,000 at Loew's State. This is \$4,000 better than par. It moved to the Stillman for a second week.

"Mr. Dodd Takes the Air" at the RKO Palace, with a stage show headed by Herman Bing, broke even with a \$15,000 take.

"The Toast of New York," playing a second week downtown at Loew's Stillman following a big opening week at Loew's State, grossed \$4,500. This was \$500 shy of average.

Total first run business was \$45,500. Average is \$47,000.

Estimated takings for the week ending Aug. 20:

"THE TOAST OF NEW YORK" (RKO)

ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. Gross: \$4,500. (Average, \$5,000)

"STELLA DALLAS" (U. A.)

LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$16,000. (Average, \$12,000)

"BETWEEN TWO WOMEN" (M-G-M)

LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. Gross: \$4,000. (Average, \$5,000)

"MR. DODD TAKES THE AIR" (F. N.)

RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Vaudeville, headlining Herman Bing. Gross: \$15,000. (Average, \$15,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. Gross: \$15,500. (Average, \$10,000)

To Reopen Warner House

CLEVELAND, Aug. 26.—Warners' Lake, downtown house closed more than two years, will reopen Sept. 4 with a first run straight picture policy. "Borneo," the last Martin Johnson picture, will be the opening attraction.

Change "Raiders" Title

HOLLYWOOD, Aug. 26.—The Kimball Herrick novel, filming of which was completed recently under the title "Midnight Raiders," will be released as "Trouble at Midnight," Universal stated yesterday.

Klein Seeking Product

PARIS, Aug. 18.—Edward L. Klein, managing director of World Wide Pictures, London, has been in Paris looking over new French product. He was accompanied by Mrs. Klein.

"Artists" Is \$25,000 Hit, San Francisco

SAN FRANCISCO, Aug. 26.—"Artists and Models," on a dual with "The Case of the Stuttering Bishop," turned in a smash \$25,000 at the Fox.

"Wee Willie Winkie," with "Wild Money," held up to \$8,000, over the line by \$2,000, in its third downtown week at the St. Francis. "The Good Earth" took a par \$14,000 in its second week at the Warfield.

Total first run business was \$100,000. Average is \$82,500.

Estimated takings:

Week Ending Aug. 17:

"TOAST OF NEW YORK" (RKO) GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days, 2nd week. Gross: \$15,000. (Average, \$16,000)

Week Ending Aug. 18:

"ARTISTS AND MODELS" (Para.)

"CASE OF THE STUTTERING BISHOP" (W. B.) FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$17,900. (Average, \$17,000)

"IT'S ALL YOURS" (Col.)

"REPORTED MISSING" (Univ.) ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days. Gross: \$8,200. (Average, \$8,500)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

"THINK FAST, MR. MOTO" (20th-Fox) PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days, 2nd downtown week. Gross: \$14,200. (Average, \$13,000)

"WEE WILLIE WINKIE" (20th-Fox)

"WILD MONEY" (Para.) ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 3rd downtown week. Gross: \$8,000. (Average, \$6,000)

"KNIGHT WITHOUT ARMOR" (U. A.)

UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c. Gross: \$7,600. (Average, \$7,000)

Week Ending Aug. 19:

"GOOD EARTH" (M-G-M) WAFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days, 2nd downtown week. Gross: \$14,000. (Average, \$14,000)

Week Ending Aug. 20:

"SODER OM LANDSVAGEN" (Scandinavian) CLAY INTERNATIONAL—(400), 15c-35c-40c, 7 days. Gross: \$800. (Average, \$1,000)

"Good Earth" Dual \$11,200 at Omaha

OMAHA, Aug. 26.—"The Good Earth," on a dual with "The Jones Family in Big Business," was the strong attraction in a busy week for than double the \$5,500 average.

"Wee Willie Winkie," with "Bulldog Drummond Escapes," turned in \$9,700, up by \$2,500, at the Orpheum. "It's All Yours" and "Border Cafe" also were in the profit column with \$4,300.

Total first run business was \$25,200. Average is \$16,700.

Estimated takings:

Week Ending Aug. 18:

"IT'S ALL YOURS" (Col.) "BORDER CAFE" (RKO) BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,300. (Average, \$4,000)

Week Ending Aug. 19:

"WEE WILLIE WINKIE" (20th-Fox) "BULLDOG DRUMMOND ESCAPES" (Para.) ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$9,700. (Average, \$7,200)

Week Ending Aug. 20:

"THE GOOD EARTH" (M-G-M) "THE JONES FAMILY IN BIG BUSINESS" (20th-Fox) OMAHA—(2,200), 25c-40c, 7 days. Gross: \$11,200. (Average, \$5,500)

"Mr. Dodd" Is Washington's Only Grosser

WASHINGTON, Aug. 26.—"Mr. Dodd Takes the Air" at the Earle was the one first run bright spot last week, taking \$18,600 to go over par by \$200.

"Marry the Girl" at the Metropolitan took a fair \$4,300. A return engagement of "Saratoga" at Loew's Columbia went to \$4,000, to top the first run average by \$400. A second week, with "March of Time" added, of "The Toast of New York" at RKO-Keith's took \$6,000, or \$4,600 under the first week par.

Total first run business was \$60,300. Average is \$73,700.

Estimated takings, exclusive of tax:

Week Ending Aug. 19:

"MR. DODD TAKES THE AIR" (F.N.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Bill "Bojangles" Robinson, Louise & Stafford; Ben Yost Variety; Three Swifts. Gross: \$18,600. (Average, \$18,400)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Jimmy Dorsey & Orchestra; Freda Sullivan; Bob Ederle; Ward Wilson; Sylvia & Clemence; Frances & Lapell. Gross: \$19,200. (Average, \$20,900)

"SARATOGA" (M-G-M)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$4,000. (Average, first run, \$3,600)

"THE GOOD EARTH" (M-G-M)

LOEW'S PALACE—(2,370), 35c-55c, 7 days (popular prices, second week). Gross: \$8,200. (Average, first week, \$15,900)

"MARRY THE GIRL" (W.B.)

METROPOLITAN—(1,591), 25c-40c, 7 days. Gross: \$4,300. (Average, \$4,600)

Eight Days Ending Aug. 19:

"THE TOAST OF NEW YORK" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 8 days, 2nd week. Gross: \$6,000. (Average, first week, \$10,600)

Week Ending Aug. 21:

"THE MAN WHO COULD WORK MIRACLES" (U.A.)
RIALTO—(1,064), 15c-40c, 7 days. Gross: \$2,600.

"Dallas" \$10,000 Hit, Indianapolis

INDIANAPOLIS, Aug. 26.—"Stella Dallas" on a dual with "The Frameup" turned in a powerful \$10,000 for Loew's, \$3,000 over normal, in a week that brought the summer's most oppressive heat.

"Mr. Dodd Takes the Air" on the screen and Paul Ash and his "New Stars on Parade" on the boards did a tidy \$9,600 for the Lyric, \$1,600 to the good. Holdovers held up well in their second and final weeks, the Circle taking \$4,600 on "Artists and Models" with "Wild Money," and the Apollo rolling up \$4,200 with "You Can't Have Everything."

Total first run business was \$28,400. Average is \$23,500.

Estimated takings for the week ending Aug. 20:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

APOLLO—(1,100), 25c-40c, 7 days, 2d week. Gross: \$4,200. (Average, \$4,000)

"ARTISTS AND MODELS" (Para.)

CIRCLE—(2,800), 25c-40c, 7 days, 2d week. Gross: \$4,600. (Average, \$4,500)

"STELLA DALLAS" (U.A.)

LOEW'S—(2,800), 25c-40c, 7 days. Gross: \$10,000. (Average, \$7,000)

"MR. DODD TAKES THE AIR" (F.N.)

LYRIC—(2,000), 25c-40c, 7 days. Stage: Paul Ash and his "New Stars on Parade." Gross: \$9,600. (Average, \$8,000)

Ringling Circus Is Making Theatre Tieup with Films

CHICAGO, Aug. 26.—Through the General Film Co. here the Ringling Bros.-Barnum & Bailey circus is working out a plan that ties up with all the theatres in the towns in which they show. This is how it works:

The advance man approaches the theatre manager and presents a trailer advertising the circus. This trailer also announces the circus carries a cameraman who will take pictures of the crowd at the circus and a week following the circus playdate the films will be shown at the theatre. This idea, according to the circus people, has proven acceptable with the theatremen as they are able in some cases to make up for the loss of business as the result of circus competition. The circus has made it a policy to shoot at least 300 feet of film for the theatre. This footage is shown at the theatres which cooperate with the circus by running an advance trailer.

Brisbane to Study Zoning of Theatres

By CLIFF HOLT

SYDNEY, Aug. 4 (By Air Mail via London).—The Brisbane City Council has called for a report on the number of city and suburban theatres which it is thought the population can properly support. "I believe those who have spent money on city and suburban theatres deserve some measure of protection," the Lord Mayor stated. "If the council indiscriminately allows theatres to be built too closely together, four or five concerns might be unsuccessful. Better to have one successful person than several in a state of semi-starvation."

Commenting on the Mayor's statement, a spokesman for the Queensland Exhibitors Ass'n said, "The Lord Mayor's efforts to institute a much-desired zoning system for theatres will confer a civic benefit on our city."

Meanwhile in Sydney and Melbourne the erection of new suburban theatres and the renovation of existing ones continues at a pace that is making the industry wonder whether such a thing as a saturation point is not just a myth. And as each new house goes up, city managements ask themselves how much longer suburban residents—who are now catered to on a standard almost beyond criticism—will continue to place their local theatres second and stand the nuisance of parking problems, rail and tram fares, higher prices and long journeys on winter nights, to patronize the city theatres.

To Discuss Premiums

Varied angles of the premium situation will be discussed at round table meetings of the Atlantic Coast Premium Exposition to be held at the Hotel Astor Sept. 28-30. Howard W. Dunk is secretary.

Among the speakers will be: Prof. Howard T. Hovde, Wharton School of Finance and Commerce, University of Pennsylvania; Dr. Pauline Beery Mack, director of Home Economics Research and professor of textile chemistry, Pennsylvania State College, and Jules Dundes of the CBS sales promotion staff.

Very Modern

KANSAS CITY, Aug. 26.—The Ozark, Tom Edward's theatre at Eldon, Mo., gets a good deal of summer tourist trade from around the nearby Lake of the Ozarks. The other evening a car drove up and honked. Tommy Edwards, Jr., 14, who is a chip off the old block, left the popcorn stand which he was tending to see what was desired.

"Do you have talking pictures?" was the query.

"Yes, sir," replied Tommy, "and inside toilets, too, sir."

Commonwealth Sets Managers' Meeting

KANSAS CITY, Aug. 26.—Managers of Commonwealth Amusement Corp.'s 28 theatres in Kansas, Missouri and Iowa will hold their annual fall meeting at the Osage Beach Hotel, on the Lake of the Ozarks, Sept. 15 and 16. The convention is in celebration, each year, of the company's summer promotion campaign, the "King of the Sun" contest.

Managers and executives of the circuit, including C. A. Schultz, executive head, and O. K. Mason, secretary-treasurer, will spend the first day at the lake discussing plans for a fall drive for business, and the second day boating, swimming, fishing and the like.

Midwest Managers to Meet

KANSAS CITY, Aug. 26.—Fox Midwest managers met here today to make plans for the annual managers' convention of the circuit, to be held at the Hotel President Sept. 9 and 10. District managers who are outlining the program with circuit executives are Fred Souttar, H. E. Jameyson, Harry McClure, Ed Haas and Martin Finkelstein.

House to Commonwealth

KANSAS CITY, Aug. 26.—Commonwealth Amusement Corp. will take over the Owen at Branson, Mo., on Sept. 5, according to Clarence A. Schultz, executive head of Commonwealth. James Owen, who built the house more than a year ago to replace the theatre he had been operating there, will continue as manager.

Seeks Sound Standard

HOLLYWOOD, Aug. 26.—The Research Council of the Academy has submitted recommendations for standardizing the adjustment of sound equipment in 44 theatres used by the major studios for previews. The move is part of the council's plan for coordination of studio and theatre sound.

RKO Borrows Milland

HOLLYWOOD, Aug. 26.—Ray Milland was borrowed today from Paramount by RKO for the lead opposite Miriam Hopkins in "The Female of the Species."

"Dallas" Big In Pittsburgh With \$21,000

PITTSBURGH, Aug. 26.—Smash business of the week went to "Stella Dallas" at Loew's, where a \$21,000 gross, over par by \$10,000 far exceeded expectations of most guessers. Matinees were dynamite and night business built up nicely. The total resulted in a second week holdover at the Warner.

Also cheerful, and resulting in a holdover, was "You Can't Have Everything" at the Alvin, which hit \$7,500, over average by \$2,000. The Stanley slipped under with "New Faces" and Mal Hallet, and the Fulton also was weak with a double bill.

Total first run business was \$53,200. Average is \$44,000.

Estimated takings for the week ending Aug. 19:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

ALVIN—(2,000), 25c-40c, 7 days. Gross: \$7,500. (Average, \$5,500)

"SING AND BE HAPPY" (20th-Fox)
"MAN WHO COULD WORK MIRACLES" (U.A.)

FULTON—(1,750), 25c-40c, 7 days. Gross: \$3,000. (Average, \$4,500)

"STELLA DALLAS" (U.A.)

PENN—(3,300), 25c-50c, 7 days. Gross: \$21,000. (Average, \$11,000)

"NEW FACES OF 1937" (RKO)

STANLEY—(3,600), 25c-60c, 7 days. Stage: Mal Hallet Orchestra. Gross: \$16,500. (Average, \$18,000)

"BEHIND THE HEADLINES" (RKO)

"MIDNIGHT MADONNA" (Para.)
WARNER—(2,000), 25c-40c, 7 days. Gross: \$5,200. (Average, \$5,000)

Circuit, Actor Unit Settle English Tilt

LONDON, Aug. 18.—The dispute between the Variety Artists Federation and Union Cinemas has been settled. The V. A. F. bars the "doubling" of turns—one act playing more than two theatres in the same town. The circuit cut out variety, on the ground of expense, when this rule was invoked against them. Now the matter is to be referred to a secret ballot of V. A. F. members. The majority result, whether for or against doubling, will govern future contracts with artists made by Union. "Doubling" is at present permitted in London only.

Union is currently discussing labor disputes, which recently threatened to close over 100 of its theatres, in conference with officials of the National Ass'n of Theatrical Employees, under the chairmanship of a Ministry of Labor nominee.

Seattle Houses Face Closing on Sundays

SEATTLE, Aug. 26.—Seattle theatres and other places of amusement will be closed on Sundays, if beer parlor operators are successful in a legal action instituted here.

Incensed because a 1909 "blue law" ordinance prohibiting the sale of beer on Sunday has been invoked against them, the tavern proprietors are attempting to force closing of every type of business and amusement enterprise on the same grounds.

They are asking an injunction prohibiting the operation of theatres and drug stores, pending court action. Prosecuting Attorney B. Gray War-

*The
Masterly
Showmanship of*
**SAMUEL
GOLDWYN**

*Makes
Greater Pictures
out of
Great Plays*

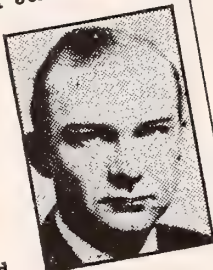
'Dead End' Film a Vivid Indictment of the Slums

By WILLIAM BOEHNEL.

The simple fact first:—The screen version of Sidney Kingsley's "Dead End," at the Rivoli Theatre, is a great and powerful motion picture which blends its indignant protest against the sordidness and crime-breeding of the slums with theatrical excitement in such a brilliant manner it is deserving of rank among the talking pictures' finest achievements.

This is due to the superb direction of William Wyler, to the fine drama inherent in Mr. Kingsley's play, to the expert screen adaptation of Lillian Hellman and to the consistently splendid work of the cast.

Sylvia Sidney, Humphrey Bogart, Joel McCrea, Wendie Barrie, Claire Trevor, Allen Jenkins, Marjorie Main, Billy Halop, Huntz Hall, Bobby Jordan, Leo Gorcey, Gabriel Dell, Bernard Punsky, Charles Peck and the others all project from the screen a spirit of sincerity that makes their characterizations credible and vitally forceful.



William Boehnel

Plea for Slum Children.

An account in comedy and melodrama of how gangsters are made, "Dead End" nevertheless lashes out furiously and uncompromisingly at a society which allows such unbelievably foul housing conditions to exist that the kids of the poor who must of necessity inhabit these tenement incubators of crime are doomed from the very beginning. For "Dead End" is an especial plea for those youngsters whose sordid, ugly environment destroys not only the present but all hope of the future.

The film has been referred to as "an account in comedy and melodrama of how gangsters are made," and that, unquestionably, is what it is.

For no matter how firmly and courageously it shouts its complaint, it is also full of the stuff of first-rate melodrama, and it is this blending of excitement which comes from the assassination of a gunman and the comedy which springs from the

earthy talk and hoodlum antics of its kids, with its preachment, that makes "Dead End" not only absorbing and compelling propaganda but also vivid and exciting entertainment. For to be effective a film with a message must also be entertaining. "Dead End" fulfills this requirement admirably.

Any number of themes run through the general plot line of "Dead End." There is the romance between the young architect who somehow managed to rise above the level of his tenement upbringing and the lovely mistress of the wealthy man who lives in the swanky waterfront apartment, a contrast in living conditions which is damagingly effective; the story of Drina, who loves the young architect, and who realizes that, whatever hardships it brings, the stake which will give her a few dollars extra each week will mean the possible saving of her brother, Tommy; the story of "Baby-Face" Martin, himself a product of the slums and now a notorious gangster, comes back to the old neighborhood with a longing to see his mother and his old sweetheart, and the more vital problem of what happens to the kids who inhabit the waterfront and the streets.

A Well-Constructed Plot.

Blended together, they result in a solid, well-constructed narrative that moves swiftly forward with eloquent touches as it shows the mistress of the wealthy man jilting the architect, young Tommy stabbing one of the tenants of the swanky apartment house, Martin being slapped across the face by his mother who will have none of him, his discovery that the girl he used to love has become a prostitute, and finally his death, after a realistic gun battle, at the hands of the architect, who then gives Tommy a break in life.

To single out any of the players would be unfair, since there isn't a perceptible weakness in any of them. But if some special mention must be made it must include all the kids, who are magnificent, Sylvia Sidney's Drina and Humphrey Bogart's "Baby-Face" Martin. They, and all the others, make "Dead End" one of those rare films that you may see over and over again and that reflects vast credit upon Samuel Goldwyn, its producer.

Thank you, Mr. Boehnel—

YOUR GLOWING PRAISE OF "DEAD END" WAS ECHOED BY THE RECORD BREAKING CROWDS AT THE RIVOLI THEATRE, NEW YORK, OPENING.

DAILY MIRROR, WEDNESDAY, AUGUST 25, 1937

'DEAD END' AT RIVOLI MAGNIFICENT FILM



Cast in Drama Inspired

By *Miss Johaneson*

A MAGNIFICENT play has been made into a more magnificent movie. That is the screen version of Sidney Kingsley's stage hit and it is a handsome one. Rousing, stimulating, melodramatic, profoundly touching, "Dead End" is one of the indelible and memorable screen plays which appear too infrequently to be rated merely as another first-rate movie.

In the circumscribed limit of a single important set it describes the moulding of a juvenile gang. Manhattan, naturally, is its locale. A "dead end" Manhattan street, with its polyglot layout of tenement, wharf, swank flat, is its scene. The characters peopling it include the natural residents of such a bizarre section.

Cross sections of their lives constitute the picture's plot, a "plot" too broad to permit simple condensation. It involves an idealistic youth who watches the juveniles succumb to their environment; a young girl who suffers over her little brother's sorry destiny; a bad boy returned to the scene of his youth; a wretched girl who reaps the unvarying harvest of the streets; an heiress who is tender, a cop who is realistic.

Their lurid lives invoke the most stirring melodrama, as a man butchers the pal of his youth, a mother suffers the loss of her son, a girl agonizes over the lofty dreams of her earthbound beloved. Romance enters the story, and it is more stirring romance than the conventional "glamour" school. Pathos more genuine than that of the tear-jerker, melodrama more rousing than that of the conventional "action picture" are part of this vital, moving "Dead End."

The youngsters who appeared in the Broadway production assume their vivid roles in the screen play. Firm Hollywood favorites play with them. Humphrey Bogart, as the hapless "Baby Face Martin," gives the performance of his life, a film life punctuated with handsome performances. Joel McCrea, Sylvia Sydney, the remarkable Claire Trevor, Allen Jenkins, Wendy Barrie and the profoundly stirring Marjorie Main are in the adult cast.

"Dead End" is one of those films you mustn't miss. You will enjoy it, be stirred by it, and you will remember it. It is glamorous realism, and wildly exciting. It is a movie which is not lulling, but alive.

The tasteful Mr. Goldwyn did a daring job in its honest production, the skilled Mr. Wyler an imaginative one in its direction, the cast an inspired one in its acting. You will regret missing "Dead End," so don't do it.

Thank you, Miss Johaneson —

ALL RECORDS FOR BOTH WINTER AND
SUMMER WERE BROKEN AT THE RIVOLI
THEATRE, NEW YORK.

DAILY NEWS, WEDNESDAY, AUGUST 25, 1937

'Dead End' Animates The Rivoli Screen

By KATE CAMERON.
"Dead End," Samuel Goldwyn production released by United Ar-



When Hollywood took over "Dead End" for the cinema, choice roles were entrusted to Sylvia Sidney and Joel McCrea. Rivoli Theatre presents the drama.

tists, directed by William Wyler, screen play by Lillian Hellman from play by Sidney Kingsley presented at the Rivoli Theatre.

It is an axiom of the moving picture business that when Samuel Goldwyn transfers a stage play to the screen he either betters the original or, when the original is so good it can't be topped, he turns out something just as good.

In transporting Sidney Kingsley's play, "Dead End," to films, Mr. Goldwyn has improved on the stage production in a variety of ways. The picture is as vital as the play, more alive with the ceaseless activity of a city's slum than the restricted stage set allowed, and it is acted for all it is worth by a cast that, in several vital spots, is superior to the first. The six boys who gave the play its life and breath are played by

the same group of youngsters who made such a tremendous, collective hit on the stage when they played together throughout the long run of the play. They are Billy Halop, Huntz Hall, Bobby Jordan, Leo Gorcey, Gabriel Dell and Bernard Punsly, and they have all the assurance of cinema veterans in their initial appearance on the water. They are as natural as the water they wallow in and they easily swim away with the honors of the production.

The role of the gangster, Baby Face Martin, has been built up for the screen, giving the picture a stronger atmosphere of suspense and many more exciting moments than the play contained. Humphrey Bogart, as Baby Face, dominates the scene whenever he is present and, with Allen Jenkins,

who plays his lieutenant, brings a dark, sinister note into the activities of the slum area that forms the background of the story.

Sylvia Sidney gives a sensitive performance of the girl, Drina, who tries to lift her younger brother out of the squalor and sordidness of their environment. She and Joel McCrea, the latter in the role of the dreamy architect created by Theodore Newton on the stage,

represent the romantic interest and Wendy Barrie lends her beauty and glamour of her personality to the play, as the girl from the luxurious apartment adjacent to the slums.

Marjorie Main, from the original production, does an impressive bit in the role of the gangster's mother.

The film story is as gripping as the play and has a more realistic atmosphere. None of the social significance of the Kingsley drama has been lost in the transference and while a word has been deleted here and there to conform with the restrictions of the moving picture censors the lines have not lost their original humor nor lessened their impact on the audience.

William Wyler's direction is a masterly job, as he has kept the various episodes of the boys' quasi-vicious activities, the romantic inclinations of architect, the comings and goings of the fashionable residents of the apartment building, the sinister prowlings of Baby Face and his henchman and the pathetic efforts of Drina in behalf of her young, mischievous brother, flowing in a dramatic series of sequences that leads to a smashing climax ending in the spectacular death of Baby-Face.

Thank you, Miss Cameron—

WITH A SEATING CAPACITY OF ONLY 2000
AT THE RIVOLI THEATRE, MORE THAN 17,500
PEOPLE SAW "DEAD END" OPENING DAY.

THE NEW YORK SUN

The New Talkie

'Dead End' Becomes a Film Distinguished for Photography and Acting.

By EILEEN CREELMAN.

This is not the first time Samuel Goldwyn has made a film more enjoyable than the play on which it is based. The Rivoli's "Dead End," as adapted by Lillian Hellman, differs only slightly from the Sidney Kingslev stage play. In those details of difference are also some essentials. The drama has lost its bitterness. It has gained, through the closeness of the camera study, in characterization and sympathy.

"Dead End" is a typical Goldwyn production in its perfection of detail. William Wyler has directed with a grim humor, letting the six small boys from New York play their old roles in their old spirit. The long stage run of "Dead End" has not dampened these youngsters' tough enthusiasm. Tommy, Dippy, Angel, Spit and Milty are as vivid on the screen. Their acting has, if anything, improved.

The drama still tells of that dead end street on the East River where an expensive apartment house towers high above the slums. Gregg Toland's camera, never before so effective, catches it all, the sordidness, the beauty and terror of the street in shadow, the comic as well as the tragic overtones. Photographically, the film is a dramatic triumph.

Since the emphasis is shifted to the problems of the grown-ups, the triangle of the architect, the bewildered sister of Tommy and the hard young woman in the penthouse is also built up. Sylvia Sidney, looking younger and softer than usual, is excellent as the worried helpless Drina. It is still the minor characters who are the most interesting, the horrible boys playing gangster tricks in the street, Marjorie Main as the bitter despairing mother of Baby Face, Claire Trevor as the gangster's first love, Humphrey Bogart as the murderer whose old illusions are shattered by a return to his home.

JOEL M'CREA



With Sylvia Sidney in "Dead End," at the Rivoli.

"Dead End" is no longer a social document. It is still a moving drama, filmed with a detailed vividness possible only in a motion picture. It would be remembered, if for nothing else, for that unexpected scene in which the old woman slyly steals the cracker from a baby.

Thank you, Miss Creelman—

AND IN ATLANTIC CITY—"DEAD END" IS
SMASHING ALL RECORDS AT THE APOLLO
THEATRE.

THE NEW YORK TIMES

THE SCREEN

The Rivoli's 'Dead End' Presents Anew a Prima Facie Case for Revision of the Social Scheme

Samuel Goldwyn's screen transcription of "Dead End," as it came to the Rivoli Theatre last night, deserves a place among the important motion pictures of 1937 for its stout and well-presented feiteration of the social protest that was the theme of the original Sidney Kingsley stage play.

As a picture of life in an East River dead end street, where hopeless squalor rubs daily against Sutton Place elegance with no more salutary effect on either an arrestual irritation, it is again an arresting, inductive consideration of the slum problem, a prima facie case for a revision of the social system.

Without ever moving off its one magnificent set, a disturbingly accurate conception of a typically congested block in the East Fifties, the camera seeks out Drina Gordon, her young orphan brother, Tommy, and his playmates; Dave Connell, sucked back into the environment after six valiant years of study to become an architect; Babyface Martin, returning to visit the street after ten years as a marauding killer; Kay Burton, seeking retreat from unwholesome luxury in the fashionable apartment that towers above the tenements on the riverfront, and the other people of the teeming block.

The show undoubtedly belongs to the six incomparable urchins imported from the stage production whenever they are in view, but the camera occasionally leaves them to their swimming or to their boisterous horseplay to discover Drina, footsore after a day on the picket line, patching her worn shoe with paper; Dave and Kay, longing together for release from their respective imprisonments; Babyface snarling at life after his mother's hateful denunciation and his disillusionment on finding that the girl, Francey, hadn't waited.

The character Dave, conceived in the original as an introspective cripple, is altered for the film audience and simplified for the film audience in Lillian Hellman's adaptation. Here the conflict between the opposed products of the street, Dave and Babyface, is physical and personal. There is an exchange of dis-



SYLVIA SIDNEY

sembled cunning for frank and righteous hatred, which is more suitable to McCrea's personality as the film audience knows him, and the film's climax is staged accordingly. Dave kills off the killer in a remorseless personal combat, instead of merely informing on him.

The salty street jargon of the noted youngsters, a feature that perhaps brought more people to the Belasco Theatre in the last two seasons than did the basic theme of the play, has necessarily been purged of its vulgarities, but it is still authentic New Yorkese and the highlight of the play.

Curtain calls are in order for all the principals, with as many as they'll answer to for the youngsters. Of the smaller parts, Claire Trevor's moment as Francey and Marjorie Main's flat-voiced hate as Martin's mother are memorable.

J. T. M.

Thank you, Mr. McManus—

TICKET SALES FOR OPENING DAY EXCEEDED ANY DAY AT RIVOLI THEATRE FOR THE LAST FIVE YEARS.

'Dead End' Stirs to Dramatic Depths With Magic of Movie Camera

Grimly Realistic Portrayal of Life in Slums

By ROSE PELSWICK.

An enormously stirring drama is Samuel Goldwyn's production of "Dead End," which arrived last evening at the Rivoli Theatre. In picturizing the Sidney Kingsley play, Producer Goldwyn and Director William Wyler have retained all the emotional impact of the Broadway version, added the magic of the camera and provided the screen with an impressive and thought-provoking document.



ROSE PELSWICK

Outstanding in the picture, as they were in the play, are the youngsters, all recruited from the stage cast, who portray the adolescent hoodlums. Sylvia Sidney, as the hard-working Drina who wants to take her brother Tommy away from his depressing surroundings; Joel McCrea, as the young architect who dreams of better days; Humphrey Bogart as the killer, "Baby Face" Martin; Claire Trevor who does outstanding work in one brief scene as the unfortunate Francey, and Allen Jenkins as Martin's lieutenant, handle their roles with understanding skill.

It's a grimly realistic account of life in a squalid New York street which runs down to the East River, dead-ending there both in fact as well as symbol. As in the Norman Bel-Geddes production, the principal set is the waterfront where a swanky new apartment house, with its wealthy tenants, offers a striking contrast to the poverty of the shabby tenements, out of which pour gangs of boys whose only playground is the street and whose games are imitations of adult gangster tactics.

To this street of which he was a product comes "Baby Face" Martin, a vicious killer, back to see his mother who renounces him, and his first girl, Francey. The tough little boys who swarm about the pier are shown to be potential gangsters, inevitably headed by environment for the same dead end as "Baby Face."

Young Billy Halop, as Drina's brother, who stabs the rich little boy with a penknife and hides out from the police before he's taken to reform school, gives a noteworthy performance and is ably assisted by the other youngsters, Huntz Hall, Bobby Jordan, Leo Gorcey, Gabriel Dell and Bernard Punsley, who shrill about the pier with their gutter argot and swagging defiance.

Wendy Barrie, as the decorative girl with whom the architect is infatuated; Marjorie Mains, as Baby-Face's bedraggled mother; James Burke, as the policeman, who stops to chat with Baby Face, and the other members of the company round out a satisfactory cast.

It's a distinctly superior drama.

A study of the social condition that breeds gangsters, the picture neither offers nor suggests a solution. It tells its story with simple directness and resolves itself into a forceful appraisal of conditions.

The chief change between stage and screen productions is that here it's the young architect, instead of G-men, who kills "Baby Face." And there is also more of an accent on romance between the architect and Drina.

While action for the most part takes place on the waterfront, as in the play, the more flexible technique of the screen makes it possible for the camera to follow the various characters as they move into adjoining streets and alleys and to depict the dreariness and squalor of the tenement flats.

Thank you, Miss Pelswick—

JUST AS GOLDWYN TRANSFORMED "STREET SCENE", "ARROWSMITH", "THESE THREE", "DODSWORTH" INTO SCREEN TRIUMPHS, NOW "DEAD END" MORE THAN UPHOLDS THE GOLDWYN TRADITION.

NEW YORK HERALD TRIBUNE

ON THE SCREEN

By HOWARD BARNES

Sylvia Sidney

"DEAD END" has been transferred to the screen as expertly and effectively as one might have expected. The riverfront slums of the Sidney Kingsley play, squatting in the shadow of elegant apartment houses, have been strikingly recreated. The same embryonic gangsters, curse and fight along the water's edge, while the loose narrative once more embraces romance and melodrama. It is an atmospheric motion picture as it was an atmospheric stage piece.

As sheer show it is excellent. Lillian Hellman has made a resourceful adaptation of the original, concentrating on the melodrama. The characterizations are incisive and plausible. William Wyler has explored every corner and alley of a dead-end square to give the narrative movement and excitement in his direction, and Samuel Goldwyn has endowed the film with his customarily generous production. Few values of the play have failed to survive the screen translation.

What distinguished "Dead End" from an ordinary melodramatic romance is, of course, its consideration of a cluttered tenement district as a breeding ground for gangsters. With Billy Halop, Leo Gorcey and the other youngsters of the play scavenging along the riverfront and emulating "Baby Face" Martin, a killer in search of his youth, the thesis is demonstrated in fascinating imagery and terse action. Much of the power of these scenes derives from the splendid portrayal of "Baby Face" by Humphrey Bogart, who creates a sinister background. It is against a sinister background. It is the kids, in their ruthless plundering of a rich boy from the palatial apartment house or their induction into more ruthless forms of violence, who contribute the real substance and flavor of the piece.



In "Dead End"

Joel McCrea and Wendy Barrie are asked to interpret the tenuous romance between a young architect forced back into his slums background by the depression and a broker's mistress living next door in palatial elegance.

McCrea is better with Sylvia Sidney, who impersonates the right-thinking sister of one of the little hoodlums with splendid power and restraint. Marjorie Main is fine as the bitter mother of "Baby Face," who greets his perilous return to see her by slapping him across the face, and Claire Trevor is good as the gangster's diseased childhood sweetheart.

The brooding and contrasting backgrounds and provocative consideration of gangster incubation make "Dead End" something more than a first-rate screen melodrama and it's that in any case.

Thank you, Mr. Barnes—

**"DEAD END" OPENS FROM COAST TO COAST
ON SEPTEMBER 3RD—THUS THE NATION'S
THEATRE OPERATORS GIVE IT THEIR CHOICEST
PLAYING TIME.**

NEW YORK POST
MOVIE TALK

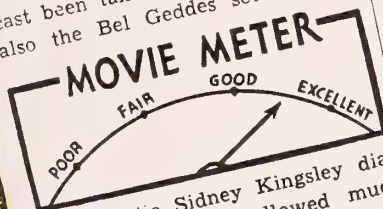
"Dead End" Takes Over The Rivoli Theatre

Popular Stage Play Comes to Screen With the Usual
Goldwyn Fidelity

By **ARCHER WINSTEN**

"Dead End" at the Rivoli Theatre achieves an effect precisely like that of the successful stage play which, to a large extent, it still is.

This is to be expected because not only have the very important juvenile members of the Broadway cast been taken to Hollywood, but also the Bel Geddes settings and



the realistic Sidney Kingsley dialogue have been followed much more closely than is usual in translations from stage to screen.

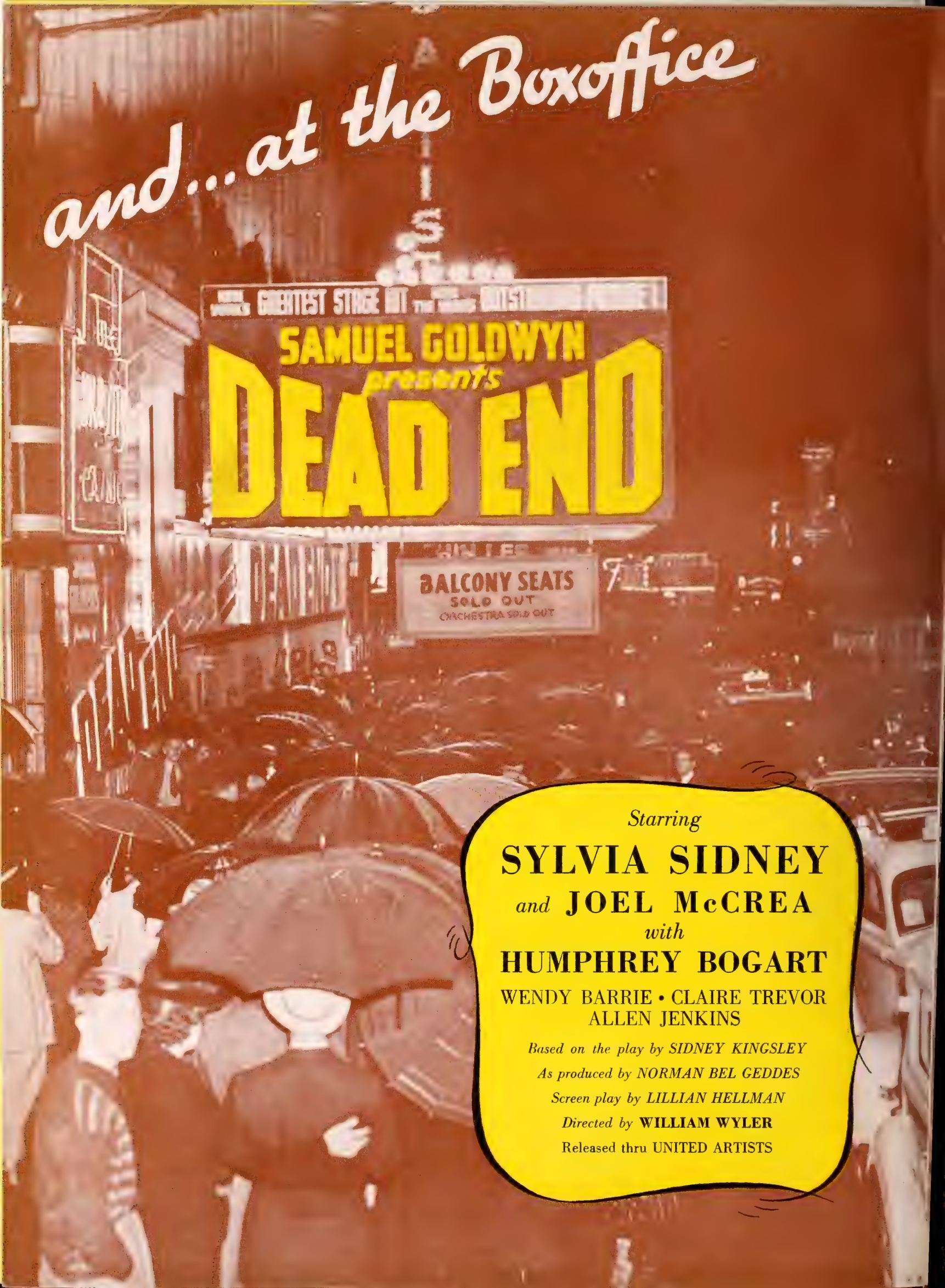
Humphrey Bogart's part of the killer "Baby Face" Martin has been slightly expanded. Since he drives home the lesson of his career with greater force, the main thesis of the play, that slums produce gangsters, gains in strength.

Gimpy, the architect, now known as Dave, no longer limps as Joel McCrea, and, becoming more heroic than his predecessor, he is the one who accomplishes the gangster's downfall in a rather vicious exchange of gunfire for one unaccustomed to public killing.

It is a picture uniformly superior in acting. To name the good performances would be to list the cast. It is also a picture stating a serious truth about life in a Manhattan slum. That it should be able to speak seriously while providing asides of a highly entertaining nature means that it belongs close to the top of your preferred picture list, always providing you missed it on the stage.

Thank you, Mr. Winsten—

HELD OVER AT SARATOGA, ATLANTIC CITY AND
NEW YORK—THE PARADE OF EXTENDED PLAY-
ING TIME HAS STARTED FOR "DEAD END".



and...at the Boxoffice

SMALL WORDS: GREATEST STAGE HIT THE BIGGEST BOX OFFICE HIT
SAMUEL GOLDWYN
presents
DEAD END

**BALCONY SEATS
SOLD OUT
ORCHESTRA SOLD OUT**

Starring

SYLVIA SIDNEY

and **JOEL McCREA**

with

HUMPHREY BOGART

**WENDY BARRIE • CLAIRE TREVOR
ALLEN JENKINS**

Based on the play by **SIDNEY KINGSLEY**

As produced by **NORMAN BEL GEDDES**

Screen play by **LILLIAN HELLMAN**

Directed by **WILLIAM WYLER**

Released thru **UNITED ARTISTS**

Film China Battle For March of Time

A complete and graphic pictorial account of some of the highlights in the present Chinese-Japanese conflict in and about Shanghai is said to have been received yesterday by the March of Time, for inclusion in issue to be released Sept. 3. The company reported that the pictures were taken by Harrison Forman, staff cameraman for March of Time and *Life* in Shanghai.

The initial shipment, of more than 5,000 feet, was flown via Pan American plane from Hong Kong to San Francisco and transferred there to a United Airlines plane for New York, reaching here yesterday. The film was brought here from Shanghai by Mrs. Rae S. Murphy, wife of Dr. James B. Murphy, director of cancer research for the Rockefeller Institute. Mrs. Murphy was aided in getting away from Shanghai by Forman, and in return, undertook to be custodian for his film to New York. Forman chartered a launch and took Mrs. Murphy aboard a ship after a trip down the Whangpoo River under heavy shellfire.

Forman was originally assigned to Tibet, but flew back to Shanghai when hostilities broke out, to see to the safety of his wife and daughter. When they were en route to Manila, he undertook the war coverage, flying first to Hankow, then returning to film the first bombing of the International Settlement in Shanghai. Forman reported that he was arrested in Hankow by the Japanese Consular Police, and was forced to surrender some of the footage he had taken.

Schedule 'Horizon' At Popular Prices

Popular priced showing of "Lost Horizon" will start Sept. 1 with practically every major circuit in the country scheduled to exhibit the film at regular admissions. An extensive coincidental advertising campaign is now under way and this will be supplemented by widespread local publicity.

Among the circuits which will show the picture at popular prices are Loew's, Warners, RKO, Butterfield, Comerford-Publix, Schine, Sparks, Harris, Texas Consolidated, Malco, Chatkin & Feld, Feiber & Shea, Fabian, Harry Nace, Griffith and Wometco.

Roxy to Stage Contest

A Big Apple contest, dancing fad which is sweeping the south, will be put on at the Roxy starting Sept. 3, according to Jack Partington. College students at Columbia, S. C., and Charlotte, N. C., have been staging these dances and 14 winners will do their "appling."

The picture booked to start on the same date is "Thin Ice," which is scheduled to run three weeks. Following this will be "100 Men and a Girl," which will run indefinitely.

Pathe Mfg. Inactive

The recently formed Pathe Mfg. Corp. at Dover will not become active for sometime, it was stated yesterday at Pathe, parent company. Executives of the company have certain developments in mind which they are not ready to disclose.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Atlantic Flight"

(Monogram)

HOLLYWOOD, Aug. 26.—There is, of course, a wide open field for exploitation in "Atlantic Flight," since it features Dick Merrill, famous trans-Atlantic flyer and ace transport pilot. It is rather regrettable, then, that the vehicle with which he has been provided is not a stronger piece of work, either in basic story, production value or supporting cast.

The film emerges as program material, and no more, although it has a full measure of thrill action, in two flights by Merrill, a parachute jump or two, some expert plane handling in an air meet and a spectacular air crash in a race which is part of that meet. Then, of course, there is the flight of Merrill across the ocean and back, the latter half of which is accomplished through driving storms.

Merrill is more than satisfactory when he sits calmly and quietly behind the stick of a big ship, but when he attempts to perform, there is every evidence that he is no actor. He is too conscious of the camera and renders his lines in altogether too stilted a fashion. In support are Paula Stone and Weldon Heyburn, who carry the romance. William Nigh directed, William Berke produced and Scott Darling and Erna Lazarus wrote the story and screenplay.

Heyburn has entered a big race with his newly designed plane, and has Merrill, on leave from his transport job, to fly it for him. Meanwhile, Heyburn meets, fights with, then falls in love with Miss Stone, heiress and air enthusiast, who has a foreign count, after her money, to fly her plane in the race. The foreigner, whose marriage to the millions is dependent upon winning the race, damages Heyburn's plane and knocks out Merrill. Heyburn flies it, crashes, and Merrill makes his trans-Atlantic flight to bring a serum which saves Heyburn's life and his romance with Miss Stone. With Merrill flies Jack Lambie, his fellow-pilot in the recent actual flight, who plays a minor role in the film.

Running time, 60 minutes. "G."

Overseas Previews

"Arsene Lupin, Detective"

(Film d'Art)

PARIS, Aug. 18.—The famous fictional hero, who sprang 25 years ago from the imagination of Maurice Leblanc, makes a return in this average French picture, directed by Henri Diamant-Berger.

The story could have made a good action and adventure picture. It seems that the preparation and, especially the screen play and the continuity, had been much neglected.

Action is rather slow and there are only a very few interesting scenes, which may give amusement or thrills. The best features are dialogue by Jean Nohain and cast, including well-known French players such as Jules Berry, the late Signoret, Suzy Prim, Abel Jacquit, Aimos, Gilles and Guillen, Rosine Déréan. "Arsene Lupin, Detective," is above all a popular film made for popular French audiences and holds little interest beyond.

Running time, 86 minutes. "G."

"Franco de Port"

("Carriage-Paid")

(Films Azur)

PARIS, Aug. 18.—This film, which deals with a story of white slavery, had considerable trouble with French censorship which, after having banned it, authorized it with many cuts.

The story is very depressing and unpleasant. It shows men sending women from Paris to South America and their fights with the French police, who at last arrest them. If the film has been made with a moral purpose in advising women against the danger of this traffic, it does not seem to have reached its purpose.

Direction by Dimitri Kirsanoff, is good in spots and there are some very artistic spots. But the action is slow and production unbalanced. The cast includes a few excellent French actors, such as Berval, Le Vigan, Lucas Gridoux, Azais and Nadia Sibirskaia.

Running time, 75 minutes. "A."

AUTRE

(Additional Reviews on Page 23)

*A practical
working tool
for every
projectionist*

Revised Sixth Edition

F. H. RICHARDSON'S BLUEBOOK OF PROJECTION

The sixth edition of F. H. Richardson's Bluebook is now in its second printing, for which it has been extensively revised. In addition to revisions in text, it contains a supplementary chapter devoted to developments which have become important in projection room technique and servicing methods since the first printing.

The revised edition includes 736 pages of up-to-the-minute text, charts and data with detailed description of assembly, wiring and functioning of all modern sound and projection apparatus. It is a practical "trouble shooter," cross indexed for immediate reference in any projection room emergency.

\$6.25 Postpaid



QUIGLEY BOOKSHOP
ROCKEFELLER CENTER, NEW YORK

May Fight All Trust Actions To Decisions

(Continued from page 1)

campaign which will involve several of the nation's largest industries.

Details of the rumored plans have not been made known, but it is understood an early major step will be a request to Congress at the opening of the January session for "stop gap" legislation tightening up the anti-trust statutes, to be followed by permanent legislation revising and modernizing those laws.

The department's plans for attack against monopolistic practices are seen as a projection of the administration program for the regulation of "big business," previously evidenced in heavy corporation taxes, the proposed wage and hour measure and other legislation.

The campaign will involve a half-dozen of the largest industries in America, including, it is said, films, oil, steel, copper and cement. Investigations of the oil industry have been going on for the past two years, and studies of conditions in the film, steel and other industries are said to be now under way.

Hickey Away, U.S. Probe Is Set Back

(Continued from page 1)

called. The only persons who have been questioned by Hickey so far include Harry Decker, Brooklyn manager for Warners; Roy H. Haines, eastern and Canadian sales head; Sam Lefkowitz, New York exchange office manager; Henry Randel and Lillian Bergson of Paramount.

Form New Zealand Firm

SYDNEY, Aug. 4. (By Air Mail via London).—To commence operations at the end of September, the newly formed 20th-Century Fox Film Corp. (New Zealand), Ltd., will function as a separate entity of 20th Century-Fox in Australia. Hitherto 20th Century-Fox's activities in New Zealand have been handled from Australia through offices in Auckland and Wellington. Eric L. Rutledge, who has been dominion manager for the company for some years, has been named managing director in New Zealand under the new arrangement.

Close Australian Deal

LONDON, Aug. 18.—F. W. Daniel has arranged distribution for the Australian production "The Flying Doctor" through General Film Distributors here, and in the United States through G. B. America.

Children See Coronation

MONTREAL, Aug. 26.—The complete and permanent ban of the Quebec Provincial Government against the admission of children under 16 years of age, which has been in effect since a fire in Montreal more than 10 years ago, was waived to permit special children's shows under police supervision at the Capitol here for the presentation of the complete film of the Coronation ceremonies in color.

Fog, Bonfires, Hot Coffee Enliven "U's" Day in Open

By SHERWIN A. KANE

The first reports on the Jones Beach outing of the Universal Club began trickling in shortly after noon yesterday when the vanguard of discouraged picnickers who preferred work to fun on a fog-swept beach made its appearance.

The program was 90 minutes late in getting started. At 8:30 A.M. five buses swam out of the fog of West 49th Street, rounded the corner into 6th Ave. and halted at the curb in front of the Universal home office, all according to schedule. There were five indomitable committee workers on hand to greet them. An hour later two buses had been filled and after 30 minutes consultation, which consisted largely of unofficial weather predictions all in a hopeful vein, and one or two false starts occasioned by last minute searches for umbrellas and windbreakers, the cavalcade got under way for Wantagh.

The farther east they went, the thicker grew the fog. Every time a golf course was passed, with its beckoning lights from card and grill rooms

four to 12 company officials—the old softies—dropped out and disappeared. The working committeemen began counting noses going over the causeway in fear that there wouldn't be enough left at the trip's end to get up a good poker game under the boardwalk.

A couple of hardy souls actually got into bathing suits later and made a couple of passes at the salt water pool without disturbing it overmuch. One or two actually ventured onto the beach, but whether or not they got into the water remained their own secret, well wrapped in fog.

Hot coffee drinking was voted the most popular pastime, with bonfire lighting running it a close second. Envious comments on those who were back in Radio City working in a warm, dry office began to be heard long before the second hot dog was consumed.

The Universal summer outing committee voted on the return journey to hold the 1938 party in the Customs House vaults under Radio City.

Thomson in on GOAA Charter Revocation

Kenneth Thomson, executive secretary of the Screen Actors Guild, arrived here yesterday by plane from the coast to attend the special meeting of the Associated Actors and Artists of America to be held this afternoon at Actors Equity Ass'n headquarters. The meeting has been called for the sole purpose of hearing the answer of the Grand Opera Artists Ass'n to the charge that it failed to organize its field properly. The declared intention of Four A's officers is to revoke the G. O. A. A.'s A. F. of L. charter and turn it over to the unaffiliated American Guild of Musical Artists, headed by Lawrence Tibbett and other singers prominent in Hollywood.

Guild Reported Behind Move

It is reported that the Screen Actors Guild, now a dominant influence in the Four A's, is behind the move to obtain the A. F. of L. charter for the grand opera field for the Hollywood singers' guild. An effort to combine the two organizations is also being made, although the proposed amalgamation would not continue the G. O. A. A. in existence.

Thomson reported that while the I. A. T. S. E. board gave further consideration to the proposed affiliation of A. F. of L. theatrical unions, both talent and crafts, at its recent meeting in Seattle no plans have been made for another joint meeting of the individual unions on the plan. He plans to return to the coast tomorrow by plane.

Stroheim Finishes Role

LONDON, Aug. 18.—Erich von Stroheim has completed his part in Max Schach's "Mademoiselle Docteur" and gone to Paris for a French film. Dave Bader is booking him for further parts in London in the fall.

May Make London's Tivoli a Weekly Run

LONDON, Aug. 19.—G.B. is contemplating making the Tivoli, once their premiere long-run house in London, a program house, running pictures on release on a weekly change policy. "Lost Horizon," which has just completed 18 weeks, may be the last long run picture in a house in which "Ben Hur" played for two years and which gave long pre-runs to the Chaplins.

Currently the Tivoli is pre-releasing "For You Alone," but it is generally regarded as having been displaced by the Gaumont, Haymarket, as G. B.'s big picture house.

Neville Is Transferred

SYDNEY, Aug. 4. (By Air Mail via London).—Harry Neville, general sales manager of Columbia here for the past two years, has been promoted to an important executive position with Columbia's British organization. He will reach London in October.

"Melody" Holds Over

Five single week first runs of "Broadway Melody of 1938" have been extended to two weeks each, according to M-G-M. The spots are the State, Louisville; Palace, Washington; Stanley, Philadelphia; Vendome, Nashville, while in Pittsburgh the film shifts from the Penn to the Warner.

Continue Chicago Talks

CHICAGO, Aug. 26.—Conferences between exhibitors and the operators' union are still being held in an effort to reach an agreement before the expiration of the present contract Sept. 1.

The union is insisting upon a 20 per cent raise, but exhibitors protest that salaries are already above the country's average with overtime due to double bills.

Studio Union Contracts Bar Deal with CIO

(Continued from page 1)

of which was blocked by the I. A. T. S. E. because of a jurisdictional dispute). A provision of the tentative contract, as written by the producers, contained a similar clause.

During the seven weeks' strike of the painters, makeupmen and scenic artists' locals, painters' international groups here, and of several other unions, the C. I. O. was particularly active in giving financial aid, as well as supplying pickets, and it was believed that the John L. Lewis group had thought of gaining an entering wedge in the film industry labor picture. Many members of A. F. of L. groups here are highly sympathetic toward the C. I. O.

Technicians Talking Deal with the IATSE

Negotiations are under way between the I.A.T.S.E. and Film Technicians Independent Union whereby the latter organization would become a new unit in the international association with the power to negotiate contracts with all producers, it was learned yesterday.

Members of the Film Technicians Independent Union will meet tonight at Steinway Hall to vote on a proposed agreement. In the event the offer is not ratified election of officers will be held.

A meeting scheduled before the National Labor Relations Board yesterday was indefinitely postponed because of the pending deal with the I.A.T.S.E. The union was formed last April and is said to be comprised of men working for De Luxe Laboratory, Consolidated, H.E.R., Du Art, Mecca, Ace, Paramount News, Mercury, Movielab and Warner Cellulose Products.

Lockout in Five Local Houses

Five members of Local 306 were said to be locked out of as many Long Island theatres in the Interboro circuit yesterday, it was stated by the union. Negotiations between union representatives and Sam Baker, operating head of the circuit, had been in progress two days when the lockout followed.

A union spokesman stated that some of the men were working 77 hours a week. The operators joined Local 306 about a week ago. Theatres involved are the Laurelton, Laurelton; Little Neck, Little Neck; Linden, Linden; St. Albans, St. Albans; Island, Queens.

Meanwhile, sitdown strikes have ended at the Heights, Granada and Annex with the signing of Local 306 contracts. Operators are still in the Kameo, Bronx, booth with no signs of either side giving in.

Charles Kilburn, business agent for Local 306, negotiated the deals with the three independent operators.

Paramount Buys Story

HOLLYWOOD, Aug. 26.—Paramount has purchased "Vacation from Love," story by Harlan Ware and Patterson McNutt, as a vehicle for Fred MacMurray.

WHEN RECORDS
ARE BROKEN...

it's Colossal

It's the story of the greatest success sweeping this country today...
now in general release.

BOX-OFFICE RECORDS ARE WRITING THIS ADVERTISING

ASK THESE EXHIBITORS

Harry Huffman, Fox Intermountain, flashes from

DENVER

"GREATEST RUN IN DENVER HISTORY! PICTURE BEATS RECORDS OPENING DAY DENVER THEATRE BY 20 PERCENT! BUILDING SENSATIONALLY!"

(MOVED TO ALLADIN FOR RUN)

Walter Reade, operator of Community Theatre, announces in ...

SARATOGA

SMASH BUSINESS TOPPING "MR. DEEDS" BY 250 PERCENT! MATINEES AS STRONG AS EVENING SHOWS... IN SPITE OF TURF COMPETITION!

NEARLY DOUBLES "DEEDS" FIGURES

DURING ITS FOUR DAYS' ENGAGEMENT IS THE SWEET NEWS SPEEDING FROM THE MANAGEMENT OF THE ...

— *Michigan Theatre, Muskegon*

Walter Reade of Mayfair Theatre declares ...

ASBURY PARK, N. J.

ENGAGEMENT IS MAKING MOVIE HISTORY! BUSINESS ALMOST THREE TIMES "MR. DEEDS" TAKE! (WILL MOVE TO ANOTHER HOUSE FOR RUN)

"DEEDS" TOPPED BY 170 PERCENT!

AND HELD OVER! FAR-FAMED CAPITAL OF SOCIETY JAMS THEATRE MATINEE AND EVENING FOR RECORD!

— *Opera House, Newport, R. I.*

THESE ARE ONLY THE FIRST

WHO HAVE PLAYED IT!

Warner Bros. report from

ATLANTIC CITY

THAT RECEIPTS AT THEIR THEATRE NEARLY TRIPLE
THE MEMORABLE GROSS ROLLED UP IN THAT
GREAT NATIONAL PLAYGROUND BY "MR. DEEDS"!

(MOVED TO VIRGINIA FOR RUN)

Sam Bendheim, Jr. wires from

RICHMOND

"OPENED DAY AND DATE CAPITOL AND STATE
THEATRES STOP IN SPITE OF EXCESSIVE HEAT
PICTURE DID CAPACITY BUSINESS....!"

*Management of the Strand
happily reports from ...*

IPSWICH, MASS.

THIS TYPICAL INDUSTRIAL
TOWN GOES FOR "HORIZON"
WITH ACCLAIM, GROSSES
TWICE AS LARGE AS THOSE
TALLIED BY "MR. DEEDS".

TOPS "MR. DEEDS" BY 400 PERCENT!

SHOW AROUSES TREMEN-
DOUS AUDIENCE INTEREST
... REFLECTED IN AMAZING
BOX-OFFICE BUSINESS!

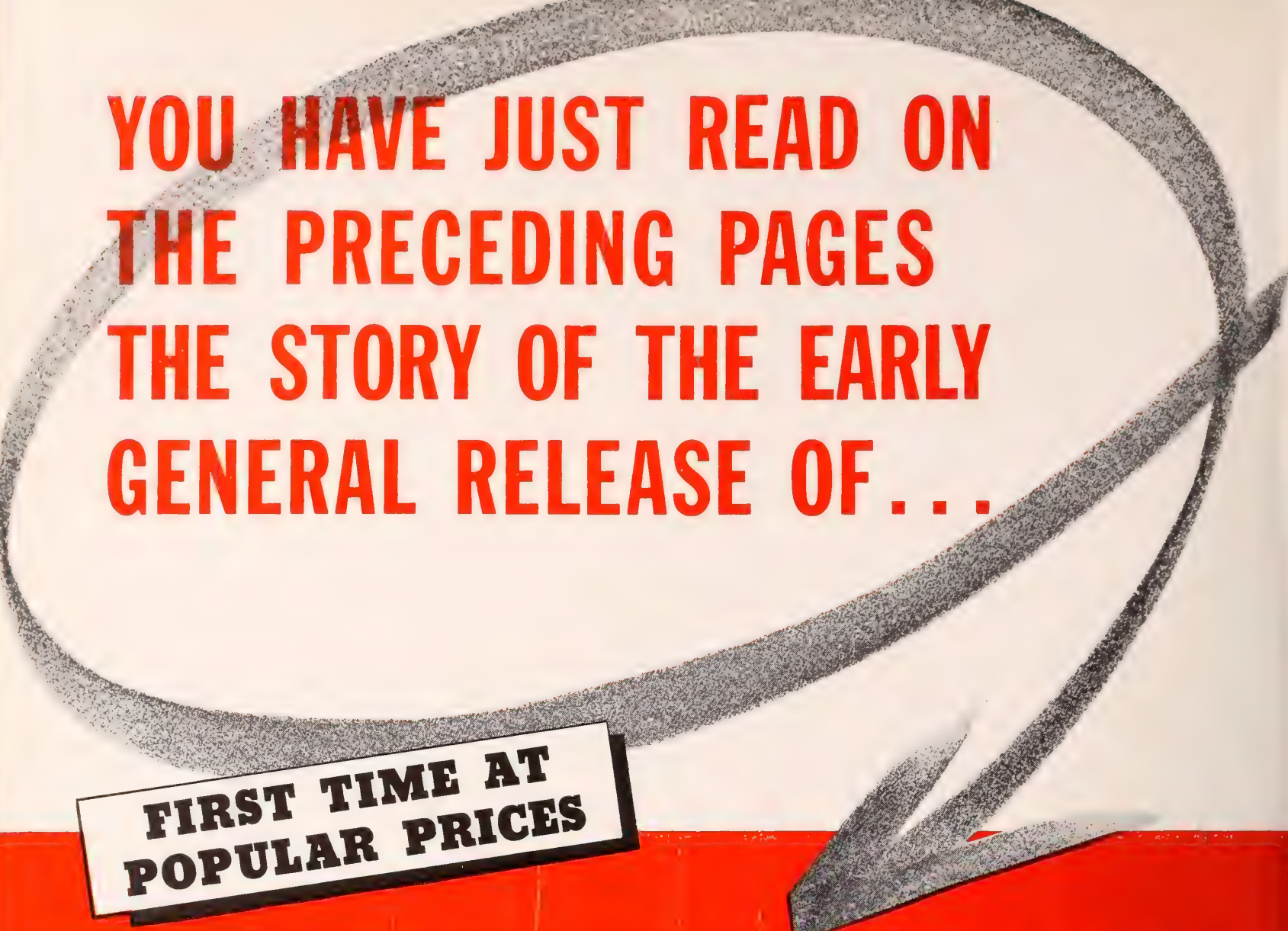
—Lake Theatre, Lake George, N.Y.

*The Idle Hour Theatre sends
glad news from ...*

HYANNIS, MASS.

THAT CLASS AS WELL AS
MASS CAPE COD AUDIENCES
WENT FOR THE SHOW BIG!
SENSATIONAL OPENING...
MOUNTING RECEIPTS...

ENGAGEMENTS OF THIS PICTURE



**YOU HAVE JUST READ ON
THE PRECEDING PAGES
THE STORY OF THE EARLY
GENERAL RELEASE OF...**

**FIRST TIME AT
POPULAR PRICES**

FRANK CAPRA'S MIGHTY PRODUCTION
RONALD COLMAN **LOST**
HORIZON

Screen Play by ROBERT RISKIN

Columbia Pictures' **GREATEST OFFERING**

Ambassador Plan Details Revealed

By CLARENCE LINZ

WASHINGTON, Aug. 26.—Details of proposed financing of Ambassador Pictures, organized May 3, last, through a merger of Ambassador Pictures, Conn Pictures, Melody Pictures and Conn Studios, involving the issuance of 600,000 shares of \$1 par common, to be sold to the public at \$2.50 per share and to net the company \$1,200,000 or more, were today laid before the S.E.C. in an application for registration.

Also filed with the commission were applications of Hollywood Famous Pictures, Los Angeles, for withdrawal of its registration statement filed Sept. 8, last, for 50,000 shares of preferred and 50,000 shares of common stock; and of Cinecolor, Inc., for deferment of the effective date of its registration statement filed Aug. 9 for 407,000 shares \$1 par common stock.

Explains Company's Business

The Ambassador statement explained that the company will continue to do business, as in the past, by issuing pictures to distributors under five-year franchise contracts on a straight percentage basis.

Of the 600,000 shares of stock to be issued, 425,000 are reserved for options, at prices running from \$3 per share up to Oct. 1, 1938, increasing \$1 each year to \$7 after Oct. 1, 1941, as follows: C. B. Ewart & Co., Inc., New York, proposed principal underwriters, 125,000 shares; Maurice Conn, for services, 150,000 shares; Robert W. Morris, for services, 25,000 shares; Marks & Malcom Trading Corp., for financing, 25,000 shares; Hays, Podell and Sherman, counsel, 37,500 shares and Harold A. Lerman, attorney, 11,500 shares, with an additional 50,000 shares reserved for employees, dealers and distributors.

Plan to Expend \$1,675,000

The company, it was shown, plans to expend \$1,675,000 during the coming year, as follows: production of 36 pictures, \$1,100,000; distribution and overhead, \$100,000; advertising and sales promotion, \$50,000; purchase of release prints, \$25,000, and payment of deferred liabilities, \$175,000.

Five-year contracts were entered into Aug. 14 with Maurice Conn and Robert Morris, as general manager and treasurer, respectively, the former to receive \$25,000 and the latter \$12,500 for the first year with salaries for subsequent years to be fixed by agreement.

Morris Conn, president of the company, owns all of the 151,000 shares of stock now outstanding, and is to be considered as an underwriter with C. B. Ewart & Co.

RKO Sells Bamford

RKO's lineup has been sold to the Publix Bamford circuit in North Carolina. Responsible are Cresson E. Smith, western and southern sales manager; J. H. McIntyre, southern district manager; and R. C. Price, branch manager at Charlotte.

The deal affects the Auditorium, Palace, Imperial, Paramount and Plaza of Asheville.

Overseas Previews

"Le Grande Illusion"

("The Great Illusion")

(Realizations d'Art Cinematographique)

PARIS, Aug. 18.—This is the kind of picture which, above all, has genuine international appeal. The drama seems destined to touch the hearts of all those who see it, and it is, moreover, not only an achievement for French production but a credit to the industry at large.

Rarely until this film has the eternal conflict between nations been treated so humanely and so impartially. "La Grande Illusion" easily may tour the world and be accorded the identical praise with which it was welcomed in Paris. With it, Jean Renoir, French director, joins the ranks of the limited few whose work rates careful scrutiny.

Despite the fact that the atmosphere is that of the Great War, this is not a war picture and no battle scenes are shown. The film depicts life among French prisoners in a German concentration camp where men of different social classes in civilian life are united in a common desire to escape their captors. The chief characters are Capt. de Boeldieu, an aristocratic officer born of an army family; Lieut. Marechal, a mechanic who has won his stripes as an aviator, and Lieut. Rosenthal, a Jew, whose family has become resident in France only recently.

The three are sent to a well-guarded fortress of which Capt. von Rauffestein, a German air hero invalidated from active service by wounds is the governor. De Boeldieu sacrifices himself to aid the escape of his two comrades and is shot down by von Rauffestein, who had always admired him. Marechal and Rosenthal eventually reach Switzerland and safety after a few days of wandering during which they are befriended by a German war widow with whom Marechal falls in love.

The distinct merits in this film are not so much reflected in story power as in magnificent treatment. The film has about it an aura of real life. Emotion, laughter, heroism and a fair presentation of German officers and soldiers are among the attributes of this production which includes impressive and stirring scenes, always simply done.

The action is rapid and interest holds throughout. The dialogue by Charles Speak is clever and an excellent idea of introducing different languages, spoken by characters of various nationalities, has been utilized.

Jean Gabin, as Marechal, scores another outstanding success. Erich von Stroheim as von Rauffestein, Pierre Fresnay as de Boeldieu and Dalio as Rosenthal are likewise excellent. Particular mention is due Dita Parlo as the German war widow.

The story is an original by Speak and Renoir. Camera work by Christian Matras and Claude Renoir is top notch.

Running time, 120 minutes. "A."

"Mademoiselle Ma Mere"

(Films Sonores Tobis)

PARIS, Aug. 18.—Most of the quality of this amusing French film, directed by Henri Decoin, and adapted from a comedy by Louis Verneuil, comes from its excellent dialogue, which is light and witty, and from the cast, led by the French star, Danielle Darrieux, who will soon be leaving for Hollywood, where she has been engaged by Universal.

The film is based on an original idea which gives it title to the film. "Mademoiselle Ma Mere" ("Miss Mother") is a modern and erratic young girl, who, fed up because her father wants her to marry some one she dislikes, proposes marriage to the first man she meets, in this case, an old but very rich widower, who has a 25-year-old son, a doctor. The wedding takes place, but the young girl refuses to become the real wife of the old man. The son and his young stepmother perpetually quarrel, but eventually discover that they are in love, and the first match is cancelled to give way to a real marriage between the son and "Mademoiselle," his stepmother.

This subject provides excellent entertainment. There is plenty of comedy, and much dialogue, which may handicap the exploitation of the film in English speaking countries.

The original story, besides being of value for exploitation in the original version, may be a good remake for Hollywood producers.

Running time, 80 minutes. "A."

Martini Film Completed

HOLLYWOOD, Aug. 26. — Shooting has been finished on "Music for Madame," RKO film starring Nino Martini, tenor, whose songs include numbers written for the picture by Rudolf Friml, Nathaniel Shilkret and Gus Kahn.

Emerson Goes Fishing

OMAHA, Aug. 26.—Ted Emerson, exploiteer for Tri-States, and Mrs. Emerson are on a fishing trip to Mantrap Lake, Minn. Emerson caught enough fish on a previous trip to Mantrap Lake early this summer to supply all his friends.

Short Subjects

"Jungle Menace"

(Columbia)

If the first three chapters are a basis for a prediction of what is to come, then this serial lands short of its mark. In spite of an imposing cast of featured players and the very salable name of Frank Buck the hokum of the brand usually doled out in serials is absent. The consistent action which the juvenile trade demands is replaced by a dragging and wordy story.

Buck's activities enter into the picture of rubber planting in the Malay jungles due to his friendship with Charlotte Henry's father. At the outset it is made evident that American gangsters are after the rubber, illegally smuggling it out of the country. Their activities lead to a few murders and frustrated attempts on Buck's life. The police enter the yarn after the third killing and the pursuit and tracking of the gang last for the remainder or the 15 chapters. Thereby hangs the tale.

Miss Henry and William Bakewell supply a rather harum-scarum romantic interest. The skullduggery is carried out by LeRoy Mason, Richard Tucker, Dirk Thane and Duncan Renaldo. Sasha Siemel, a Brazilian "tiger" man, will make good exploitation material. Louis Weiss produced and George M. Melford and Harry Fraser directed.

Each chapter runs about 20 minutes. "G."

"Murder in Swingtime"

(Condor-Radio)

A snappy, modern and tuneful 10 minutes of entertainment is unreel in this short. The cast is composed of colored entertainers and it is set first in a night club and then in a mock court. The theme concerns the murder of "Dinah." The various musicians are tried and Pico Pete is found guilty in the rhymed court proceedings. However, he wakes and finds he was only dreaming. It is good stuff that will measure up satisfactorily. Running time, 10 mins. "G."

"Arnold Johnson and His Orchestra"

(Vitaphone)

These band numbers can always be relied upon to deliver satisfactory entertainment. Featured here are the Three Orchids, the Three Sirens, a dance team and, of course, snappy tunes by the orchestra. It is cleverly presented. Running time, 10 mins. "G."

"Frozen Affair"

(Condor-Radio)

Jack Norton injects rather silly comedy into the filming of Evelyn Chandler's and Bruce Mape's thrilling maneuvers on ice skates. The short is well photographed and will be favorably received. Running time, 10 mins. "G."

"Sunbonnet Blue"

(Vitaphone)

A clever color cartoon that features the hilarious goings-on of a number of mice in a hat shop. The surrounding lends itself to the general gayety. It has the usual variety show stuff and the pursuit of the villain. Running time, 7 mins. "G."

"Artists" Is Held In Fourteen Cities

(Continued from page 1)

Newark, for four weeks; the Stanley, Philadelphia; Fox, San Francisco; Paramount; Seattle; Palace, Milwaukee; U. S., Paterson; Denham, Denver; Paramount, Los Angeles; Capitol, Worcester; Circle, Indianapolis; Majestic, Houston; Allyn, Hartford; Paramount, New Haven, for two weeks.

In addition, the picture has been moved from the Fox, San Diego, to the Orpheum, for a second week. At the Minnesota, Minneapolis, the opening day's take was reported by Paramount to be the largest of any musical that has played the theatre.

On the first day of the fourth week at the local Paramount, "Artists and Models" took in \$5,200, it was stated by Bob Weitman, manager. The only other picture to play the house four weeks in the past year was "The Big Broadcast," in which Benny also appeared. The current attraction beat its predecessor by \$500 for the same day of the run.

From Newark, Paramount received word that the intake for the first day of the fourth week was bigger than the corresponding day for the preceding week.

Chicago Exchanges To Move in October

CHICAGO, Aug. 25. — Universal, United Artists and Columbia exchanges move southward this fall to their new building at 13th and Wabash. The new headquarters will be ready about Oct. 1 and will be one of the most modern exchange buildings in the country. The M-G-M, Warner, Paramount and Republic exchanges are now located in that area and it is reported 20th Century-Fox will build there this year and move into new quarters some time next summer or next fall.

Theatre Profit £4,903

SYDNEY, Aug. 4. (By Air Mail via London).—Carroll - Musgrove Theatres, Ltd., which operates the Prince Edward here with exclusive Paramount product, returned a profit of £4,903 for the year ended June 30, 1937. The figures compare with £5,741 for the previous year and £7,281 for 1935. In their report the directors pay a tribute to Paramount product by stating that "since last December there has been a marked improvement in the entertainment value of films shown at the company's theatre."

To Have Schlaifer Prize

A silver spur trophy will be awarded to the United Artists western division branch turning in the largest number of contracts during the L. Jack Schlaifer drive, Aug. 29 to Oct. 2. Jack Goldhar and Ben Fish, district managers, will head the five-week sales campaign celebrating Schlaifer's 25th anniversary in the business.

Elliott City Manager

CANTON, O., Aug. 18.—Wallace Elliott, who has been managing Warners' Ohio here, has been named city manager at Lima, where Warners operate the Ohio, Sigma and State. He is succeeded here by Ben Schwartz, who previously was in charge of the Ohio at Lima.

Heat Wave Cuts Takes Only Slightly; Total \$1,483,069

Estimated takings for the latest available periods:

Week Ending Aug. 20-21		Week Ending Aug. 13-14	
No. Theatres	Gross	No. Theatres	Gross
Boston	8 \$93,000	7 \$84,400	
Buffalo	5 38,000	5 42,172	
Chicago	9 155,800	9 141,700	
Cincinnati	8 53,900	8 57,300	
Cleveland	5 55,000	5 54,850	
Denver	6 44,500	6 34,000	
Detroit	6 80,000	6 109,000	
Houston	4 30,900	4 30,300	
Indianapolis	4 28,400	4 31,000	
Kansas City	5 42,500	5 48,600	
Los Angeles	10 100,069	9 98,739	
Milwaukee	5 33,000	5 35,100	
Minneapolis	4 19,000	4 21,800	
Montreal	4 26,500	4 27,000	
New Haven	4 21,100	4 17,500	
New York	10 288,400	10 289,300	
Oklahoma City	4 14,400	4 15,300	
Omaha	3 25,200	3 26,100	
Philadelphia	8 73,300	7 73,400	
Pittsburgh	5 53,200	5 55,500	
San Francisco	8 92,800	8 82,600	
St. Paul	4 14,000	4 14,100	
Seattle	7 39,800	7 37,200	
Washington	7 60,300	7 71,600	
	143 \$1,483,069	140 \$1,498,561	

Key cities' grosses from September to the week ending Aug. 13-14:

	No. Theatres	Gross
Sept. 4-5	163	\$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2-3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6-7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4-5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1-2	178	2,037,040
Jan. 8-9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5-6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5-6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2-3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387
April 23-24	176	1,718,379
April 30-May 1	175	1,714,841
May 7-8	167	1,505,702
May 14-15	168	1,590,530
May 21-22	163	1,527,579
May 28-30	169	1,471,862
June 4-5	171	1,466,911
June 11-12	141	1,295,708
June 18-19	139	1,250,325
June 25-26	138	1,360,751
July 2-3	137	1,319,381
July 9-10	139	1,315,153
July 16-17	137	1,258,802
July 23-24	140	1,286,472
July 30-31	138	1,497,364
Aug. 6-7	138	1,424,122
Aug. 13-14	140	1,498,561
Aug. 20-21	143	1,483,069

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Harmon Production Code Head in East

(Continued from page 1)

week from Hollywood where he has been studying the operations of the code administration under Joseph I. Breen in the Producers Ass'n office for the past four months. The appointment is understood to be in anticipation of increased work in the eastern code administration office which is expected to result from the operation of the new British quota laws. The eastern office reviews incoming British productions in addition to the short subjects and features produced in eastern studios.

Harmon, who will also serve as a general assistant to Will H. Hays, is a former assistant attorney general of Mississippi, and was formerly general secretary of the international committee of the Y. M. C. A. He was also publisher of the Hattiesburg, Miss., *American*.

N. Y. Incorporations

ALBANY, Aug. 26.—The following amusement companies have been incorporated in the office of the Secretary of State here:

Edington Enterprises, Inc., New York, capital 200 shares no par value stock; purpose, general radio broadcasting. George Sandford, Philip W. Behr, Edward F. Hoeppner, incorporators.

Ambassador Film Distributors of New York, Inc., New York, capital 200 shares no par value stock; purpose, distribute motion picture film. Malvin Hirsh, Bert Kulick, Larry Kulick, incorporators.

Woodland Amusements, Inc., Rochester, capital 200 shares no par value stock; purpose exhibit pictures. Gerald R. Barrett, Frederick S. Holbrook, Willard W. Holbrook, incorporators.

Asney Amusement Corp., New York, capital \$20,000; purpose, operate picture theatres. Manual H. Cohen, Abraham L. Freeman, Maurice Schulberg, incorporators.

Eron Pictures, Inc., New York, listing capital of 100 shares non-par value stock, for the purpose of dealing in motion pictures.

Jewish Prod., Inc., with a capitalization of \$10,000, for the purpose of dealing in motion picture films and recording.

Rugby Theatre Corp., New Rochelle, with a capital of 200 shares non-par value stock, for the purpose of operating theatres.

Four Formed in Pennsylvania

HARRISBURG, Aug. 26.—Four new firms have just been chartered here. They are: Globe Theatre, Bethlehem, Inc., with Alexander R. Boyd, Frank W. Butler and Louis S. Goldsmith as incorporators; Imperial Realty Corp., with Irma M. Moss, Edgar Moss and Benjamin Silverstein as incorporators; Center Ave. Amusement Co., with Beatrice Hahn, Nellie Lozik and Charles Wetzel as incorporators, and Park Theatre Bldg., Inc., with Perry R. Hoffman, B. R. Hoffman and L. J. Chamberlain as incorporators.

Rosenblatt-Welt Files

ALBANY, Aug. 26.—Rosenblatt-Welt Theatres Corp., Jersey City, chartered under New Jersey laws, with capital of 20 shares non par value stock, to service film theatres, has filed a certificate of statement and designation in the office of the Secretary of State.

FIDELITY

EXPERIENCE shows that Eastman Fine-Grain Duplicating Films are capable of giving duplicates which are actual facsimiles of the originals. Completely solving a major photographic problem, these new high-fidelity films are among the most important safeguards of motion picture quality. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*
DUPLICATING FILMS

Broadcasters Call Meeting Here Sept. 10

(Continued from page 1)

R. Rosenbaum, WFIL, Philadelphia; Emile Gough, vice-president of Hearst Radio, Inc.; Edward W. Craig, WSM, Nashville; and John J. Gillin, Jr., WOW, Omaha, and Mark Ethridge, WSAM, St. Louis. The complete text of the letter follows:

"You are, of course, familiar with the demands served by the American Federation of Musicians on the broadcasting industry July 30. They have been published in the trade journals although not delivered directly to the stations. The industry is faced with the likelihood of a general strike of musicians in all branches of radio production unless, before Sept. 16, satisfactory progress has been made toward the adoption of a program of increased employment of members of the Federation by the radio industry generally.

Decreased Employment Cited

"It is not necessary to review in detail the history behind these demands. The Federation's complaint arises from the alleged decreased employment of musicians in the whole industry, due to increased use by the stations of service from the networks, electrical transcriptions and records, and especially the widely prevailing use of remote controls by which dance music from hotels and restaurants is broadcast by stations which do not maintain staff musicians. The Federation's convention at Louisville, in June, ordered the Executive Council of the Federation to obtain prompt action from the broadcasting and recording industries or call a general strike of musicians, the date for which has been tentatively set for Sept. 16, 1937.

"In conferences between the Executive Council of the Federation and representatives of the national networks and the NAB, it was pointed out that neither the networks nor the NAB had any authority to commit individual station owners to any agreement with the Federation or any local. Nevertheless, the Federation's position was unchanged that it is up to the industry to find a solution, and a strike will be called unless the industry gets together.

Recordings Would Be Affected

"Withdrawal of union musicians from all stations, including the key stations of the networks, and from the recording factories would obviously have the result of depriving all stations, no matter how operated, of network service involving music and of any other recordings and transcriptions than those already fabricated.

"Being faced with this situation, invitations were sent to all the radio stations independently owned which are affiliated with the three nationwide networks: NBC, Columbia and Mutual. There are 271 such stations. The invitations were sent by a group of 13 station owners at the suggestion of Barry Bingham, WHS, Louisville. Acceptances were received from owners or representatives of 161 stations, who met in New York Monday and Tuesday, Aug. 23 and 24.

"On Aug. 23 the meeting heard full

reports of the discussions which had taken place to that date with Mr. Weber and his associates from Mark Woods, of NBC; Herbert Akerberg, of Columbia; Fred Weber, of Mutual, and James W. Baldwin, of NAB. The demands were fully discussed. As a result, the unanimous action of the meeting was to elect a representative committee to confer with the executive officers of the Federation and bring back a report to the meeting with recommendations to the industry. The committee elected are as follows: William S. Hedges, WLW, Cincinnati, chairman; Samuel R. Rosenbaum, WFIL, Philadelphia; Edwin M. Craig, WSM, Nashville; E. J. Gough, Hearst Radio, Inc.; John J. Gillin, Jr., WOW, Omaha, and Mark Ethridge, WHS, Louisville, ex officio, as permanent chairman of the meeting.

Hope to Draft Formula

"The committee conferred with Joseph Weber and executive officials of the Federation on Tuesday, Aug. 24. This conference was opened with a statement from the committee to the Federation, of which a copy is enclosed to inform you of the attitude and approach which the committee regarded as covered by its instructions.

"The Federation officials definitely informed the committee that they were under a mandate from the Louisville convention to see to it that prompt measures are taken by the radio industry to find employment for a large number of musicians on a permanent basis. The committee had no authority to negotiate and, therefore, after this preliminary conference, the committee reported back to the meeting that evening. The session expressed its confidence in the committee, and adjourned after adopting a resolution to continue the committee with instructions to negotiate with the Federation, although without power to conclude an agreement, and to report back to a further session of the representatives to be called during the week before Sept. 16, 1937.

Suggests a "Yard-stick"

"It is the hope of the committee, in further conferences with the officials of the Federation and as a result of factual investigations to be conducted by it, to be able to arrive at a formula or yard-stick which will be agreed upon between the committee and the Federation officials as setting forth a program of expenditure by each station which will be regarded as fair. This yard-stick will in all likelihood be based upon agreement by the station to expend for union musicians, weekly, a sum of money which is a factor of the station's maximum quarter-hour national rate, as published in the standard rate books.

To Be Recommended to Networks

"If such a formula can be arrived at, the committee will recommend it to the network affiliates and to all broadcasters in the industry. The national networks have indicated their willingness to cooperate with the committee in its investigations and further discussions with the Federation. The network representatives also pledged themselves not to make any deal for themselves with the Federation without notice to this committee.

"It must be pointed out that the committee was not given, and will not accept, authority to bind any station. The most the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be

Points to CBS Gains

Hugh K. Boice, CBS vice-president in charge of sales, points impressively to the additions and improvements made in the network since the first of the year. They are:

14 additional stations have joined CBS.

10 CBS stations increased their power.

48 CBS stations made major improvements in their broadcasting facilities.

optional with every station whether to adopt or reject a contract with its respective local, based on the formula.

"The committee hopes to be able to agree with the Federation on standard clauses for such contracts, making uniform the general outline for all stations and all locals, leaving, however, to further negotiation between stations and locals, the detailed rates of pay and hours of employment for each man within the framework of the amount of money to be agreed upon for weekly or annual expenditure. The committee believes the Federation officials will be willing to make provision for exceptional situations which may exist with individual stations.

Committee to Be Authorized

"If such a formula can be arrived at, it will be up to the industry to decide whether it chooses to bear the cost and interruption of service caused by a strike, or to accept the burden imposed by the agreement and avoid hostilities. There will be no solution unless a substantial majority of network affiliates accept the agreement. Network service will not be possible unless this is done. It is for this reason the committee has been authorized, in pursuance of its duties, to negotiate between the stations and the networks, if necessary, regarding the burden of any settlement before it is accepted.

"It is the hope of the committee that network and non-network stations will, for the good of the industry, recognize that an effort has been made to solve an economic problem which is facing the entire industry as well as union musicians, and will be willing to adopt the solution, if any, recommended by the committee. In this connection it might be added that the committee was informed by the Federation officials that the transcription companies have already tentatively agreed to the terms required by the Federation. If these are carried out no station will be able to receive further transcription or recording service unless it is on the Federation's fair list.

Seeks Cooperation of Broadcasters

"The committee calls upon all broadcasters to cooperate with the committee in the solution of this difficult problem. Promptness in answering requests for information from the committee is essential. Please answer fully, accurately and immediately the NAB questionnaire. The facts to be collected are essential to the conduct of our negotiations. The committee will give prompt notice to the industry of developments as they occur.

"The committee hereby notifies the network affiliated stations to attend a meeting in New York City at the Waldorf-Astoria Hotel at 9:30 A. M., Sept. 10. It is essential that your

Radio Personals

SAM ("Schlepperman") HEARN has been signed to return to the Jello series beginning Oct. 3, at which date Jack Benny, also returns. . . Arthur Wright has been added to the cast of the Scheaffer Pen Co.'s "Life Time Revue," which bows in over Mutual tonight. . . Sammy Kaye has added a glee club to his ensemble. . . Laurette Peterson, secretary to Jerry Danzig at Mutual, has returned from vacation. . . Helene Daniels and Morton Gould have been granted contract renewals by the WOR artist service bureau. . . Walter Ahrens and Joan Merrill, WOR vocalists, are home ill. . . George Fischer's "Hollywood Whispers" guests include Wayne Morris this Saturday, Wendie Barrie Sept. 4, Mary Carlisle Sept. 11, and Dolores Del Rio Sept. 18. . .

+

The postponed Louis-Farr fight will be broadcast over NBC Blue and Red for Buick Monday night at 10 P. M. . . Ozzie Nelson's orchestra will be heard over WNEW weekly from the Astor beginning tomorrow night at 11 P. M. Other well-known orchestras heard over WNEW by remote are George Hall's and Mitchell Ayres. . . Ann Richardson, assistant to Charles E. Green, president of Consolidated Radio, left on vacation yesterday. . . Don Bestor underwent a minor operation in a Pittsburgh hospital yesterday. . . Alfred Hitchcock, GB director, will be interviewed on the WHN "Movie Club" tonight. . .

CBS Heads Continue Talks with A F of M

Owners and managers of CBS affiliated stations remained in closed session all day yesterday discussing the A. F. of M. demand. They would not disclose, however, what progress was being made toward an amicable settlement of the problem.

Those who attended yesterday's confab included: Herbert and Abe Redmond of Harrisburg, Pa.; John Patt, Cleveland; Leo Fitzpatrick, Detroit; John Calkins, Elmira; Norman Thomas, Chattanooga; Mrs. Jessie Jacobson, Great Falls, Mont.; Walter Klauer, Dubuque; W. T. Dumm, San Francisco; J. C. Bell, Birmingham, and Hoyt Wooten, Memphis. The discussions will continue tomorrow and Monday.

Expect A F of L to Appeal WHN Ruling

The A. F. of L. is expected to appeal the decision handed down by the National Labor Relations Board in Washington certifying the American Communications Ass'n, C.I.O. affiliate as the sole bargaining agent for WHN engineers.

Loew's, of which WHN is a subsidiary, has not decided what action will be taken on its part.

station be represented by a person with full authority to act immediately."

Seven Mutual Shows In Revision of Time

Seven of Mutual's better sustaining periods are slated to undergo revisions in broadcasting time. The program titles and the new schedules follow:

"Let's Visit," currently heard Mondays from 8:30 to 9 P. M., will be heard Tuesdays from 9:30 to 10 P. M. beginning Sept. 7.

Corinna Mura's "International Salon," which has been absent from the airways for the past several weeks, returns to a new broadcasting period beginning this Monday, from 8:30 to 9 P. M.

Pat Barnes' "Opera House," which has been heard Thursdays from 9:30 to 10 P. M. will be offered Mondays from 9:30 to 10 P. M. beginning Aug. 30.

"Jazz Nocturne" is vacating the Monday 8 to 8:30 P. M. period, which has been sold to Hearn Department Store, and will be broadcast Tuesdays from 8 to 8:30 P. M. beginning Aug. 30.

"Symphonic Strings," heard Mondays from 9:30 to 10 P. M. will be offered Tuesdays from 10 to 10:30 P. M. beginning Aug. 31.

"Music By —" now heard Tuesdays from 8 to 8:30 P. M., will be offered Thursdays at the same time after Sept. 2.

"Sinfonietta," currently broadcast Tuesdays from 10 to 10:30 P. M., beginning Sept. 2, will be offered Thursdays from 9:30 to 10 P. M.

KSO Seeks Increase In Power from FCC

WASHINGTON, Aug. 26.—Application for an increase in power from 500 watts night, 2,500 watts day, to 1,000 watts night, 5,000 watts day has been filed with the F. C. C. by KSO, Des Moines.

An application to increase power from 500 to 1,000 watts has been received from Station WMBG, Richmond.

The commission also has received a report from Examiner Tyler Berry, recommending an increase of day power for Station WGL, Fort Wayne, Ind., from 100 to 250 watts.

KJBS and KQW Add Accounts

SAN FRANCISCO, Aug. 26. — New accounts using KJBS-KQW include Club Deauville, Mark Morris Tires, Electric Appliance Co. and Parrott and Company.

Sartell Prentice Joins WDRC

HARTFORD, Aug. 26.—Sartell Prentice, Jr., for the past two years with the "March of Time" writing scripts and publicity for both the screen and radio features, has joined the staff of WDRC here, where he will write commercial continuity.

New A. M. Show for KLZ

DENVER, Aug. 26.—A new early morning program, "Ladies Aide," has been added to KLZ. This program, at present without a sponsor, is handled with the idea of combining sense with nonsense in the "Sisters of the Skillet" manner. The characters, as yet anonymous, will attempt to answer all questions sent to them. At present, it is placed only as a sustainer to start the necessary mail.

New Orleans Station Is Formally Opened

NEW ORLEANS, Aug. 26.—Joseph P. Skelly, commissioner of public properties; H. Van R. Chase, general manager of the Assn. of Commerce, and other public officials spoke at the new WSMB transmitter grounds on the Behrman Highway in Algiers in connection with the initiation of regular operations at the new station.

New equipment, installed at a cost of \$50,000, includes the latest design of high-efficiency antenna and transmitting apparatus which will double the present signal strength. An additional expenditure of \$30,000 is planned subject to final approval by the F.C.C. of an application to operate with 5,000 watts.

Television Started In Selfridge Store

LONDON, Aug. 26.—The first public television theatre was opened here in the Selfridge store. The programs will be run like a motion picture showing, except that no charge for admission will be made.

The programs are under the direction of Sir Stephen Tallents of BBC.

Leslie Joy on Committee

PHILADELPHIA, Aug. 26. — Leslie Joy, station manager of KYW, has been appointed to the Pennsylvania Constitution Commemoration Committee by Gov. George H. Earle.

Hamilton New WRDW Head

AUGUSTA, Ga., Aug. 26.—Thomas J. Hamilton, former editor of the *Augusta Chronicle*, has become vice-president of the Augusta Broadcasting Co., which operates WRDW.

M. E. Kent WTOL Manager

TOLEDO, Aug. 26.—M. E. Kent, for several years commercial manager of WJBK, Detroit, has been named general manager of WTOL, new local station.

Anderson of KMMJ Injured

CLAY CENTER, Neb., Aug. 26.—A. R. (Andy) Anderson, KMMJ salesman, is in a Hastings (Neb.) hospital with chest injuries and double fracture of the left elbow suffered when his car and a truck collided northwest of here. Physicians say he will recover.

Philco Exports Show Gain

PHILADELPHIA, Aug. 26.—Last year the export business in Philco radio sets was 25 per cent greater than the previous year. The present year, 1937, will show at least a 50 per cent gain over 1936, according to Walter S. Cranmer, Philco export manager. Better still, he points out, the average export dollar unit is steadily climbing.

WKY Talent on Stage

OKLAHOMA CITY, Aug. 26. — On the networks, the stage supplies many entertainers for radio, but in Oklahoma City the situation had been reversed, with WKY contributing artists for stage entertainments. The Liberty in recent weeks has featured Billy Wright and his Swinging Strings, Jack Wilson and his Musical Diary, and the Arkansawyers—all WKY air attractions.

Uses Sheep, Turkeys

DENVER, Aug. 26. — The grasshopper plague that visited Colorado inflicted considerable damage to the land-scaping adjoining the KLZ transmitter. The result was so disheartening that Tom McClelland, chief engineer, imported a flock of turkeys and 20 sheep—the lambs to gnaw the grass down to the roots, the turkeys to devour the hoppers. The plan was very effective until someone lifted the bars permitting the lambs to escape.

As a result, the entire staff turned out to look for them. After considerable searching they were located in a nearby garage. Their problem now is whether or not they should employ a night herder.

KOY Starts Leased Transradio Service

PHOENIX, Ariz., Aug. 26.—KOY has inaugurated Transradio leased teletype wire service and is now broadcasting news on a greatly expanded scale to meet new advertiser demands.

Previously, the station received Transradio service direct by wireless, but now has enlarged its news programs by signing for additional service and simultaneously organizing its own local and regional news coverage. Special correspondents have been engaged throughout the state.

News manager of the station is Gerald Gordon. He is assisted by a staff of four.

Edith Dickson Joins WLS

CHICAGO, Aug. 26.—Edith Dickson, formerly with the *Chicago Herald-Examiner* and the *Chicago Daily News* is the new publicity contact at WLS replacing Virginia Seeds who resigned to take a vacation and do some free lance writing.

Fred Hessler Joins WTAQ

GREEN BAY, Wis., Aug. 26.—Fred J. Hessler, formerly an announcer at WHBL, Sheboygan, has been added to the staff of WTAQ here. In addition to his announcing, Hessler will take part in dramatic presentations and will also write dramatic sketches.

Maddox Takes Chicago Post

BIRMINGHAM, Aug. 26. — Ralph Maddox, production director and announcer for WJDX, Jackson, Miss., has joined the production department of NBC in Chicago. Maddox has been replaced at WJDX by Jack Simpson of Chicago, who was formerly with NBC and a graduate of the NBC Announcers' School.

Try Home Town Programs

OKLAHOMA CITY, Aug. 26.—The home town pride angle has been put to work by WKY for the benefit of a group of wholesalers engaged in selling Oklahoma City as a wholesale buying market. Each Sunday afternoon WKY presents a home talent program from this trade territory, in which a local celebrity is given an opportunity to tell about the advantages of the area. All musicians are drawn from Oklahoma City.

New Branch Is Added As KMOX Promotion

ST. LOUIS, Aug. 26.—Solidifying plans for the fall buying season, James D. Shouse, general manager of KMOX, CBS outlet here, has created a new department for coordinating sales presentation with Lou Nelson in charge. Nelson will work with the salesmen and clients and will supervise the creation of printed matter, etc., that buyers of time wish to distribute to prospects.

Nelson's old post as sales promotion manager has been filled by J. Souard Johnson, formerly advertising manager of the General American Life Insurance Co. of this city.

Eichorst Is Promoted

CHICAGO, Aug. 26.—Marvin H. Eichorst, NBC Chicago studio-field engineer, has been promoted to control relief supervisor. Hubert F. Abfalter and Minor J. Wilson have been added to the NBC Chicago staff as studio-field engineers.

Sherwood Made KCMO Manager

KANSAS CITY, Aug. 26. — Larry Sherwood, formerly with KMBC, has been made manager of KCMO. Lee Roberts becomes program director. A. F. Schliecker, who has been manager since the station was organized, will devote his entire time to sales.

30 Minutes of "Boners"

DENVER, Aug. 26. — The KLZ's "Boners' Court" has been moved up from a 15-minute spot to a 30-minute period at the request of the listeners. The program, during which the announcers are brought to trial on charges preferred by the listeners and fined a dime when found guilty, has for a judge Arthur Wuth, KLZ program director.

Chamberlain to KLZ

DENVER, Aug. 26. — Howard R. Chamberlain, chief announcer of WLS, Chicago, has been recruited to KLZ in Denver spot as production chief. While at WLS, Chamberlain handled the National Barn dance for Alka Seltzer and NBC. He then joined the staff of KMA, Shenandoah, Ia., and now comes to Denver particularly to provide the "network touch" for the many programs included on KLZ's fall feature list.

Two New WTAQ Accounts

GREEN BAY, Wis., Aug. 26.—W. C. Webster, sales director of WTAQ reports the addition of two new accounts. The Belson Co. will present a weekly series of transcribed 15-minute variety shows titled "Glodeen Matinee," plugging Glodeen, a washing powder, beginning Aug. 31. Eugene Wald, local merchant, sponsors a new 15-minute news period daily.

Invites Broadcast Listeners

CINCINNATI, Aug. 26.—L. B. Wilson, president and general manager WCKY, NBC basic Blue, is distributing 10,000 engraved invitations to men and women in southern Ohio, northern and central Kentucky and eastern Indiana, inviting them to tune in every weekday at 8:30 A. M., E. S. T., for "News for Executives."

More Radio — P. 30

“Headquarters *for* Radio Facts”

Glance over these typical questions. They are a few of the hundreds recently asked and answered at Columbia.

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?



What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers' measurements of "Primary" Coverage and how reliable are they as an index to station "circulation"?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?



Why do stations have such different "listening areas" day and night?

How do the listening habits of college students compare with those of the average audience?

What copy testing techniques are available for checking the effectiveness of radio programs?

What's the difference in hours of listening by income levels in cities of 2,500 to 250,000?

How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?



What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U.S. total?

Give us a report on the number and nature of "low-cost" network programs on the air in 1936, 1937.



What programs are now on the air, day or night, that are devoted to fashions in dress?

One of the more important jobs at Columbia is answering the many questions about radio which cross every advertising man's desk, these days. We're glad to help with them. It's part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country's largest advertisers, than any other network.

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue • New York City

Reserves Decision On Fight Injunction

Justice Ferdinand Pecora in N. Y. Supreme Court yesterday reserved decision on the action for an injunction brought to prevent Transradio Press Service and Radio News Ass'n from broadcasting any type of description during the progress of the Louis-Far fight, scheduled for last night, but postponed until Monday night because of rain.

Pecora gave the defendants until today at 4 P. M. to file briefs and probably will render his decision before Monday. The plaintiffs in the action are the Twentieth Century Sporting Club, Inc., NBC and Arthur Kudner, Inc., advertising agency. The rights to broadcast were sold to NBC for Buick sponsorship for \$35,000. The injunction to restrain any broadcast was based on two grounds, first, unfair competition, and secondly, a clause on the tickets forbidding any use of the tickets for broadcast purposes. The defendants declined to indicate the method they planned.

Justice Pecora indicated that if the method involved material gathered inside the stadium during the progress of the fight, he would be inclined to grant the injunction. The two radio news services are understood to have sent out bulletins offering all stations, at \$10 per station, a description of the fight during its progress, but not a "blow-by-blow" description.

KELO, Sioux Falls To Go on NBC Nets

KELO, Sioux Falls, S. D., will join NBC as a supplementary station available to either the basic Red or Blue networks, beginning Sept. 5. The station will be available to advertisers only during those periods when KSOO, of the same city, is not operating. Both stations are owned by the Sioux Falls Broadcasting Corp.

KELO is a full-time, 100-watt station. KSOO operates only until local sunset, and has a power of 2,500 watts. With the acquisition of the new member, NBC network affiliate stations will number 138.

Congress Members to Resume Broadcasting

The weekly talks by senators and congressmen in Washington, featured over WMCA and the Inter-City Broadcasting System during the past congressional session, will be renewed when Congress meets again, it was announced yesterday.

Given under the auspices of the National Council for the Prevention of War, the series was entitled "The Road to Peace" and originated in the studios of WOL, Inter-City key station in Washington.

Texaco Final Sunday Broadcast Sept. 12

The Texaco Gas series will make its final Sunday broadcast Sept. 12, and after a lapse of several weeks will be heard over CBS Wednesdays from 8:30 to 9 P. M., the period soon to be vacated by Ken Murray. The complete Texaco talent lineup for the new series includes Eddie Cantor, Deanna Durbin, Pinky Tomlin, Jacques Renard's orchestra, Jimmy Wallington and Saymore Saymore.

Hollywood Town Pump

HOLLYWOOD, Aug. 26.—Paul White, head of the public affairs department of CBS in New York, told some amusing incidents concerning the lackadaisical attitude of B. B. C. employees in England. Speaking informally after a press luncheon here last week, he described his recent adventures in airing the Coronation procession. Noticing that a two-mile stretch was not covered by radio announcers along the route, White said to an attache of B. B. C.: "Suppose some crackpot took a shot at the King and Queen along here. What about covering that eventuality for the air audience?" The attache replied, coldly: "That, Mr. White, would be a matter for Scotland Yard to handle." White has left for the northwest with Fox Case, who holds a similar position here, to arrange for the airing of the National Amateur Golf tournament at Portland for National Biscuit Co.

Walter Johnson has taken over James Bloodworth's post as continuity editor and producer at KHJ. Bloodworth has gone to William Esty office. . . . Additions to the expanding KHJ staff in preparation for a heavy fall production schedule are Franklin Bingham and Floyd Mack as announcers, James Burton as chief announcer replacing John Coste, resigned. Other additions in writer-producer ranks are expected. . . . Arthur Bryan has joined the writing staff of KHJ to handle the script on "Ecstasy," new coast-to-coast show.

Gus Arnheim will broadcast from the Palomar in Los Angeles beginning Sept. 10, with CBS presenting the Arnheim music thrice weekly. . . . Add Irving Conn to the ever-growing list of bandleaders who are yachtsmen. . . . Ralph Kirberry celebrated his birthday this week. . . . Parks Johnson with his family are motoring to Buffalo and Niagara Falls. . . . The Locust Sisters will make their air debut over WMCA Sunday at 6 P. M. . . . Spencer Drake has replaced Lester Tremayne in the cast of "Betty & Bob."

Cincinnati Town Pump

CINCINNATI, Aug. 26. — Jimmy Scribner, radio's "one man show," is making a farewell appearance at Coney Island, local river resort, preparatory to opening on the Mutual web in his "The Johnson Family" program, in which he impersonates the 22 characters in addition to writing the script and producing the show. . . . WKRC, CBS-owned station, is featuring Frank R. Waldron, local field investigator and internal revenue tax collector, in a series of three broadcasts in which he discusses the Social Security Act. . . . More than 3,000 letters from all sections of the country were received by WLW asking that the "Mad Hatterfield" program be continued when that station recently aired a request for listeners' opinions. It is a dramatic musical written by Carolyn Clark.

Omaha Town Pump

OMAHA, Aug. 26.—Ray Olson is announcing the Musical Clock program of discs now being sponsored from 7:30 to 8 A. M. five days a week

on WOW by Hayden's store. . . . Lee Gotch, Les Gillette and Bob Krumenacher, the Three Notes, gave a special broadcast from WOW before ending an Omaha vacation and returning to WBBM, Chicago. Gillette is a new member of the act. . . . John J. Gillin, Jr., manager of WOW, and Mrs. Gillin are back from an Ozark vacation, Gillin's first in 10 years. . . . Announcer Tom Chase of "Uncle Tom's Playhouse" Saturday mornings on WOW, has returned from his Lake Okobojii vacation. . . . During the absence of Announcer John K. Chapel, in Europe, Russ Baker is working on WOW's "Your's Truly, Mr. Dooley" program.

Philadelphia Town Pump

PHILADELPHIA, Aug. 26.—Ben Gimbel, WIP president, has returned from a Maine vacation, and Vice-President Al Cormier will leave Aug. 27 for the Pennsylvania mountains. . . . the piano team of Dave Mann and Gene Irwin heard over WFIL-Mutual last season, is grooming a new series for this fall. . . . the announcing staff at WCAU will start a five-day, 40-hour week Sept. 1. . . . after the close of the baseball season, Bill Dyer, WCAU sports announcer, will spend a month in California. . . . The local Federal Theatre Project and Federal Writers' Project are preparing a weekly dramatization on WIP based on the life of Thaddeus Stevens. . . . WCAU has prepared a series of non-political broadcasts in the interest of public opinion for a discussion of "Should Sitting Judges Be Supported" at the forthcoming primary and general elections. . . . Harold Davis, WDAS production head, is in New York on a vacation. . . . Roger Williams and Carlotta Dale, KYW staff singers, are back on the program schedules. . . . George Jaspert, of the KYW sales staff will leave Fitzgerald Mercy Hospital minus an appendix.

San Francisco Town Pump

SAN FRANCISCO, Aug. 26.—Few KYA dialers know that the singing star of "Midday Merry-Go-Round" is only 12 years old. She is Marjorie Orwig, whose voice registers in a mature tone. . . . Nancy Coleman has been replaced by Gladys Heen in the title role of KPO's Gloria Gale. . . . Dick Ellers has been named chief announcer at KPO during the absence of Bill Andrews. . . . Gordon Brown has resigned as emcee of KJBS' "Night Owl" program, after handling the midnight-to-dawn shift six years. . . . Marjorie Rambeau, now appearing in a new play, is a favorite for local radio interviewers.

Farrar Joins Taplinger

Robert S. Taplinger, who has returned to New York from Hollywood, brings word that Jerry Farrar, publicity relations executive and vice-president of *National Box Office Digest*, has resigned from that publication for a post with the Hollywood office of Robert S. Taplinger, Inc. Farrar, who operated his own public relations offices in Los Angeles, also was advertising manager of *Daily Variety*. Another addition to the Taplinger Hollywood branch is Tommy White, merchandising and personality publicist.

Two Series Return To CBS on Sept. 7

Two sponsored series which have been absent for the summer months have been signed to return to CBS, both beginning Sept. 7.

The Al Jolson series for Lever Bros., after an absence of 10 weeks, will be heard, as in the past, Tuesdays from 8:30 to 9 P. M., and will continue to originate in Hollywood. In addition to Jolson, the series will feature Martha Raye, Victor Young's orchestra, and Parkyakarkus. Guest artists will be offered every other broadcast. McCann-Erickson is the agency.

Phil Lord's "We the People," previously offered as a Sunday afternoon feature, will be heard Tuesdays from 7:30 to 8 P. M., General Foods Corp. sponsoring for Sanka Coffee. Lord will again produce and direct the series. Young & Rubicam is the agency.

"Zenith Foundation" To Start on Sept. 5

"Zenith Foundation Program" is the title which has been selected for the new series sponsored by the Zenith Radio Co., which will be inaugurated over the NBC-Blue from 10 to 10:30 P. M., Sept. 5.

Zenith is attempting to cloak the program in mystery by refusing to state what it will consist of, other than by saying that it will deal with a subject "which still baffles the greatest scientists in the world." Zenith goes on to say in serious vein that "the radio listener will take a personal role in explaining an uncharted realm which may lead to discoveries of infinite possibilities to mankind."

Ten Canada Stations Take P. & G. Series

The "P & G Rangers," an electrically transcribed show featuring Carson Robison, will be broadcast over 10 Canadian stations in the interest of P. & G. White Naphtha Soap beginning Aug. 30. The contract was placed by Compton agency.

The stations are: CFCN, Calgary; CJCA, Edmonton; CHNS, Halifax; CKCO, Ottawa; CKCK, Regina; CFQC, Saskatoon; CFRB, Toronto; CJOR, Vancouver; CJRC, Winnipeg, and CFCF, Montreal.

McGrady RCA Vice-President

Edward F. McGrady, Assistant Secretary of Labor, will leave his Government post next month to become vice-president in charge of labor relations of RCA. McGrady, it is said, was selected for the post by David Sarnoff before the RCA president left for Europe. His salary will be in the neighborhood of \$25,000 a year, it is reported.

Coca Cola Adds Stations

Coca Cola, which signed originally for 91 CBS stations, has extended the number to 95 for its series which will be inaugurated Sept. 10. The added stations are located in Duluth, Great Falls, Reno, Mason City and Missoula. KMBC in Kansas City has been canceled.

Al Williamson Quits NBC

CHICAGO, Aug. 26.—Al Williamson, publicity director for NBC here, today resigned to become assistant publisher of the *Minneapolis Star*.

. ***and can she write!***



. . . This is Miss Jane Fauntz . . . and by now you've noticed the little gadget on her swim suit . . . it's her Olympic Swim team shield (all right then you knew that!!) Then you know what her "by line" means for audience appeal.

Well . . . she's writing our feature

"THE WEAKER SEX"

She says women are NOT the weaker sex by a long shot . . . and sets out to prove it by writing a snappy, breezy 15 minute newscast once a week . . . she tells of the almost unbelievable things women have accomplished during the week . . . she gives some slants on women in the sports-light . . . and she gives some mighty sound advice on how to enjoy strenuous athletics, and still keep a truly feminine figure.

Who would be more capable of writing about the women in the news than this versatile figure in the international world of sports?

Who has a better right to brag about the accomplishments of women in this day and age of competition in all walks of life?

And who, (you can see for yourself) has a more perfect reason to prove that women can accomplish what they set out to do?

Write for sample script

VCA radio news features are expertly written for radio. They require only one announcer for production. Because so many stations are using these features successfully, the prices are amazingly low.

- | | |
|---|--------------------------------------|
| ★ IT'S A FACT
(ODDITIES) | ★ ANIMALS IN THE NEWS |
| ★ THE NEWS OF THE WEEK | ★ RAINBOW REVERIES |
| ★ HEROES OF THE WEEK | ★ SHORT TAKES from HOLLYWOOD |
| ★ TWENTY YEARS AGO | ★ THE WORLD OF SCIENCE |
| ★ YOUR BASEBALL REVIEW | ★ BAFFLING CRIMES of the WEEK |

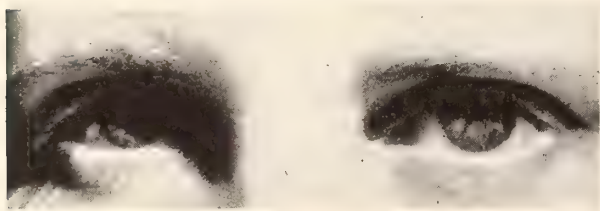
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and get two eyes
full of 949 feet
of glamour and
facts and thrills and
Box-Office Build-
up on M-G-M's
Greatest Hit Line-
up for 1937-38!



(don't
walk!)

FREE OF CHARGE!
M-G-M's REEL ON NEW SEASON
PRODUCT is Gratis! Just part of our
service. (Use copy below to advertise it!)

SPECIAL ATTRACTION!

This Theatre Has Signed for the
Great Entertainments of Metro-
Goldwyn-Mayer in the New
Season 1937-38.

BY EXCLUSIVE ARRANGEMENT WITH
THE PRODUCER WE NOW PRESENT

"The ROMANCE of CELLULOID"

A Brilliant Preview of coming
M-G-M Pictures in the Making,
Featuring All the famed Stars of
the Greatest Studio on Earth!

ATTENTION FIRST RUNS!
Book This Unique Reel Now!

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 50

NEW YORK, SATURDAY, AUGUST 28, 1937

TEN CENTS

CIO Reported Setting Drive In Air Field

Plan Follows Victory of A. R. T. A. at WHN

By BERTRAM F. LINZ

WASHINGTON, Aug. 27.—C. I. O. leaders here were today reported preparing to initiate a strenuous drive to organize broadcasting stations as a result of their victory before the National Labor Relations Board, which held the American Radio Telegraphists' Ass'n, a C. I. O. affiliate, the exclusive bargaining agency for broadcasting engineers at Station WHN, New York.

The A. R. T. A. has agreements with some 15 other broadcasting stations throughout the country.

The fight for control of the engineers at WHN was between the A. R. T. A. and I. A. T. S. E., an

(Continued on page 4)

Televise Daily from Exposition in Paris

By PIERRE AUTRE

PARIS, Aug. 19.—A television studio has been constructed in the radio pavilion at the Paris Exposition, from which daily television broadcasts are transmitted. Three systems are used: Thomson Houston, Barthelemy and Radio Industries.

The first used was the Thomson Houston. There is high definition of 455 lines, and complete absence of flicker. The aerial has been installed atop the Eiffel Tower, 900 feet in the air. The studio is connected by cable

(Continued on page 4)

Crosley Will Rebuild WLW-WSAI Stations

CINCINNATI, Aug. 27.—The Crosley Radio Corp., in an effort to separate broadcasting from manufacturing, will construct a new \$1,000,000 broadcasting building and research center to house stations WLW and WSAI. Work on the project will get under way within two weeks.

In announcing the proposed new building Powell Crosley, Jr., president, stated that the plan is a part of the company's policy of ploughing back into improved broadcasting earnings made possible because of the widespread service rendered by the 500,000-watt transmitter of WLW.

More Radio—P. 4

Advance Merger of Two Singers' Unions

A proposal to merge the unaffiliated American Guild of Musical Artists, which includes most of the Hollywood musical stars, with the old established Grand Opera Artists Ass'n, an A. F. of L. affiliate, was approved yesterday by committees representing the two organizations.

The merger plan must be approved by the board of governors of the American Guild and the members of the G. O. A. A. on or before Monday, in order to be made operative. The approvals, however, are regarded as routine in view of the advance action by the executive committees of

(Continued on page 3)

Directors Retaining Brennan as Attorney

HOLLYWOOD, Aug. 27.—The Screen Directors' Guild has retained Barry Brennan as its attorney. The organization foresees the possibility of legal battles to preserve its identity in seeking to be recognized as the sole bargaining agency for both directors and assistants.

Following the refusal of the guild board of directors to consider the producers' proposal that bargaining be done separately for directors and assistants and unit managers, the board

(Continued on page 3)

French Collective Picture Is in Work

PARIS, Aug. 19.—After months of preparation, production has started on the French collective film, "La Marseillaise," which will be directed by Jean Renoir, leading French director. The film will be backed by national subscription, and it is stated that 350,-

(Continued on page 3)

Cocalis, Reade Engaged in Theatre Battle at Hudson

HUDSON, N. Y., Aug. 27.—This town is now witnessing an intense film buying and theatre construction fight which has aroused keen interest in exhibition circles. Walter Reade and Sam Cocalis are the competitors in the race.

Reade recently acquired a site and has started building the Community, which he plans to open about Oct. 15. Cocalis on Thursday closed for a site on which he will build a 750-seat house. He hopes to have the theatre ready by Thanksgiving Day.

Both exhibitors have been negotiating for product with major companies. Cocalis is understood to have 104 pic-

Cohn to See Dual

Jack Cohn left for Hollywood by plane yesterday to see a double feature that Brother Harry will stage for him today. "The Awful Truth," with Irene Dunne, and "I'll Take Romance," the new Grace Moore picture, comprise the bill.

Cohn said he'd be back in New York in time to see the Louis-Farr fight on Monday, but declined to state how he would spend his Sunday in Hollywood. A. Schneider, Columbia's treasurer, accompanied him.

Milliken to Speak At Williams Forum

Carl E. Milliken, secretary of the M.P.P.D.A., has been added to the list of speakers who will discuss the screen, press and radio as agencies of public opinion at the 1937 Williams-town Institute of Human Relations, which opens at Williams College, Williamstown, Mass., tomorrow evening and extends through next Friday.

Speaking at the Wolden Theatre in Williamstown on Tuesday, the talk illustrated with various types of films, Milliken will discuss "Examples of

(Continued on page 3)

Price Rise Problem Confronting Ontario

TORONTO, Aug. 27.—Theatre circuits and independent exhibitors of Ontario are in a quandary over the question of increases in admission prices for the fall and winter season. With operating and other costs on the rise, there is an obvious need for

(Continued on page 3)

UMPTO Has Committee to Buy of Para.

To Represent 127 Houses In Bargaining

PHILADELPHIA, Aug. 27.—Operators of a total of 127 theatres, reported to have an aggregate Paramount film bill of approximately \$500,000 annually, have signed a power of attorney giving a committee of members of the United M. P. T. O. here the right to bargain for 1937-'38 Paramount product at terms better or no worse than those of 1936-'37, it was revealed at a meeting at the Broadwood Hotel here today. The meeting was attended by 85 members of the United M. P. T. O.

It is believed by many leaders here that most of the prominent independent exhibitors eventually will join the protective buying combine of their own free will.

The Paramount situation was fully discussed at the session. Statements alleged to have been made by Adolph Zukor and Louis Phillips of Paramount were considered. A review of the financial position of various companies also was included in the discussion.

On the Grand National situation, (Continued on page 3)

Sit-Down Strike on At Stadium, Harlem

The Stadium in Harlem is the latest theatre to be affected by sit-down strike operators. During the showing of "Law and Destiny" yesterday, the projectionists sat down and announced through a microphone that: "We are going on a sit-down strike for better wages, less hours and better working conditions."

Meanwhile, Local 306 has not been able to get together with the management of the Kameo, Bronx, where operators have been sitting down on the job for five days.

Universal Books 12 Weeks at the Roxy

Universal has closed a deal with the Roxy for 12 weeks playing time next season. The arrangement ends reports that the distributor's product would be shown elsewhere on Broadway. Under the terms of the pact, the Roxy will select from the entire Universal lineup.

The first picture to be shown under the new deal will be "100 Men and a Girl" with Deanna Durbin. The film is dated to follow "Thin Ice."

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Set Record at State

The Harvest Moon winners on the stage and "Captains Courageous" on the screen set a new week-day attendance and gross record for the State Thursday. The day's take was \$5,900, and Loew's estimated that 1,000 more persons entered the theatre than on the first day of the Burns and Allen show, which held the previous high mark.

East Unit for Columbia

DOVER, Del., Aug. 27.—Columbia Pictures Near East, Ltd., has been incorporated here to deal in films. Capital is listed as \$100,000. Incorporators are Max Seligman of New York City, Richard Philpott of Bellrose, L. I., and Floyd Weber of Floral Park, L. I.

"Zola" Release Oct. 2

"The Life of Emile Zola" will be released nationally in this country and Canada on Oct. 2, it was stated yesterday by Warners. The film is now being roadshown here and in Washington. Other roadshows are planned prior to national release.

Purely Personal

HARRY GOLD returned yesterday from Scranton and on Monday will leave for New Haven for conferences with I. J. HOFFMAN. Last weekend GOLD put his right foot through a pane of glass at his home and had several stitches. He is now limping and uses a cane to get around.

BEN HECHT arrived in New York yesterday from the coast to assist in the production of his play, "To Quito and Back," which the Theatre Guild will put on this fall with Sylvia Sidney starred.

SAM COSLOW has moved over to the Lombardy from the Waldorf Astoria so he can play a piano after 9 P.M. He's working on the music for "Shubert's Follies."

HARRY VOILER, manager of the Palm Court Hotel, Miami Beach, returns south today after visiting numerous film friends here.

LOIS JACOBY of the Goldwyn organization is back from Hollywood and wants to return there immediately.

SOPHIE TUCKER will leave today for Hollywood, following a three-week engagement at Saratoga Springs.

JACK COHN, who left via American Airlines for the coast last night, said he'll be back in a few days.

CHELLE JANIS, manager of Loew's Ziegfeld, has returned from a European vacation.

SAM COCALIS and **M**ONROE STEIN returned yesterday from Hudson, N. Y.

GILLET EPPES, Richmond; **B**ETTY RIDGWELL, Norfolk, Va.; **H**ELEN COLEMAN and **J**OHAN B. MORAN, Boston, will return to New York Monday on the *Normandie* from Paris. They were winners in two contests staged by M-G-M.

HAL HORNE took a plane to Boston yesterday to confer with **C**HARLES KOERNER on the campaign for "Walter Wanger's Vogues of 1938."

LAWRENCE WEINGARTEN, M-G-M producer, will return to New York on the *Normandie* Monday after a brief vacation in Europe.

LEO JUSTIN will return Monday from a ten-day touring vacation. He has visited Toronto, Lake Louise and Banff.

IRWIN ZELTNER of Loew's celebrated another birthday yesterday. He has just completed a swell campaign for the State.

STAN TRUE flew to Boston last night. From there he will go to Maine to visit his family.

AL LICHTMAN flew to the coast yesterday after being in town for four days.

BOB MOCHRIE has returned to his U. A. headquarters in Atlanta.

JOE MOSKOWITZ is in Atlantic City for the weekend.

ABE SCHNEIDER left for the coast yesterday by plane.

BEN WASHER, **S**AMUEL GOLDWYN's eastern publicity representative, leaves tomorrow night for Chicago where he

will arrange a campaign for the opening of "Dead End." He will return the end of next week.

HERMAN RIFKIN, New England franchise holder for Republic, didn't get that six to one deal from J. J. MILSTEIN. RIFKIN demanded the terms on LOUIS knocking out FARR when they meet in the squared ring Monday night.

MILTON S. LIVINGSTON of the Warner home office story department and **B**EATRICE ZEITSOFF will be married tomorrow at the Jewish Center, University Heights.

ROSEMARY and **P**RISCILLA LANE, dancing duo featured in "Varsity Show," will attend the premiere of the picture at the Strand next Wednesday.

JOHAN NOLAN is recuperating at the Inn, Buck Hill Falls, Pa., and reports have him as the leader in the Community Sing nights.

ED DUNPHY, Western News Union, is at St. Mary's Hospital, Brooklyn, where he was operated upon yesterday for stomach ulcers.

AUBREY SCHENCK plans to see all Broadway shows now that he's booking concerts and stage attractions for National Theatres.

BORRAH MINEVITCH and His Gang highlight the Roxy stage show this week. **P**AUL ASH is in charge of the pit orchestra.

JOE ORNSTEIN has returned to the 20th Century-Fox exchange in Pittsburgh after a vacation in the Adirondacks.

ALFRID HITCHCOCK, British director, visited the Music Hall as the guest of W. G. VAN SCHMUS.

DAVE EPSTEIN left for the coast yesterday, but will spend a week in Chicago en route west.

IRVING BARRY is still confined to his home with sinus trouble.

Order Writers to Appear

Federal Court Judge Robert T. Patterson yesterday ordered Edward Sheldon and Margaret Ayer Barnes, authors and playwrights, to appear in the U. S. Circuit Court of Appeals on Sept. 25 in connection with an appeal from the interlocutory judgment they obtained against the Moredall Realty Corp., owners of the Capitol.

The authors obtained the judgment in the U. S. District Court requiring Moredall to account for all profits realized from the exhibition of "Letty Lynton" which they asserted was an infringement on their copyrighted play, "Dishonored Lady." In their suit against M-G-M, the picture was found to be an infringement and the accounting of the M-G-M profits is still pending. The decision in the Moredall suit declared that the exhibitor is also liable for the infringement and an accounting of the profits was ordered.

"Bulldog" to Criterion

"Bulldog Drummond Comes Back" has been booked for the Criterion, starting Sept. 3.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Something to Sing About"

(Grand National)

HOLLYWOOD, Aug. 27.—Town and trolley car trade alike will find James Cagney's long awaited musical comedy, "Something to Sing About," stimulating fare. This time Cagney goes in for mental as well as physical entertainment and the result is eminently screenworthy entertainment. He is ably assisted by Evelyn Daw and William Frawley as the feminine lead and the principal comedian with a long list of well knowns in support.

Cagney portrays a hooper hired away from his dance band and its featured songstress by a Hollywood studio. Frawley plays the publicity man assigned to build up his reputation, while the producer, director and all hands tell him his acting is terrible to keep his contract price down. Miss Daw is the girl he marries. They go honeymooning on the completion of his first picture which turns out to be a sensation. When he returns, arrangements are made to keep his marriage a secret, but this leads to a separation which the star terminates by a drastic expedient. All is worked out humorously and Victor Schertzinger's direction maintains the light touch consistently.

Much of the dialogue is crisply amusing and Cagney's hoofing will give people something to talk about. The picture reveals details of film studio operations in the same casual, informative but not destructive manner as "A Star Is Born" without being in any sense a parallel production. Director Schertzinger is also credited with the musical content which contains two songs of potential popularity. Zion Myers provided an upper bracket production, while Austin Parker's screenplay is glib, deft and pointed up at intervals with telling blackouts.

Running time, 88 minutes. "G."

UMPTO Has Committee to Buy of Para.

(Continued from page 1)

members were advised that they could protect their interests by sending a registered letter to the company demanding delivery of certain pictures. It was revealed that only one local house, the Lansdowne, is now playing Paramount pictures.

Nothing was said of the date when a decision might be expected from the U. S. District Court in the permanent restraining order. Cooperation with Abram Myers, general counsel of national Allied, in his complaint regarding Paramount before the Federal Trade Commission also was outlined by individual exhibitors.

Silent on "Strike" in N. E.

Boston, Aug. 27.—The Independent Exhibitors, Inc., New England Allied affiliate, is maintaining an attitude of silence on the Paramount "buyers' strike" movement.

Advance Merger of Two Singers' Unions

(Continued from page 1)

the two organizations yesterday. Pending the final action, the meeting of the international board of the Associated Actors & Artistes of America, the parent A. F. of L. organization for the entertainment field, was postponed from yesterday until Monday night. The meeting of the Four A's board had been called to decide whether the G. O. A. A.'s charter should be revoked because of charges that it had failed to properly organize its field. Revocation of the charter and its subsequent issuance to the Hollywood dominated American Guild was indicated in advance if the merger proposal was not approved.

The Screen Actors' Guild, which has become the new power in Four A's councils, had preferred the charges against the G. O. A. A. and was supporting the American Guild, headed by Lawrence Tibbett, in its effort to obtain the Four A's charter for musical artists. Kenneth Thomson, executive secretary of S. A. G., who came here from the coast for the Four A's meeting, plans to remain for the Monday night session. He had intended originally to leave for the coast today.

Millikin to Speak At Williams Forum

(Continued from page 1)

Present Day Motion Pictures." Taking part in the discussion will be Dr. Alice V. Keliher, director of the M.P. Commission of the Progressive Education Ass'n. and a film star and producer, whose names will be announced later.

At a general forum on Tuesday morning three additional speakers will address the group, including a Hollywood director and producer who will talk on "The Process of Motion Picture Production" and Dr. Keliher, whose subject will be "The Motion Picture and the Human Relations Problem of Youth."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"She Asked for It"

(Schulberg-Paramount)

HOLLYWOOD, Aug. 27.—What a shipshape story can do for a picture, when permitted to run itself out with no concessions to the theoretical low intelligence quotient of the so-called mass audience, is strikingly demonstrated in this moderately budgeted but distinctly high tension comedy drama.

The screenplay by Frederick Jackson, Theodore Reeves and Howard Irving Young is in no sense a copy of but compares generically to the Dashiell Hammett works utilized by the William Powell-Myrna Loy combination in recent notable appearances. The leads are played dashingly but differently by William Gargan and Orien Heyward, a newcomer to films from the fashion model field and a personable young woman with much promise. The picture, a B. P. Schulberg production directed by Erle C. Kenton, is strong enough for the top spot on most programs and lacks only a battery of box-office names to make that unanimous.

Gargan plays a spendthrift who turns to writing detective fiction when his rich uncle dies, leaving him penniless. Money rolls in but he tires of the work and, in spite of contracts signed with publishers, goes fishing. Lawsuits are filed and his extravagant wife discovers him. Returning disguised as the fictional detective of his own creation, he stumbles upon clues revealing operations of a gang engaged in arranging accidental deaths of wealthy relatives for impatient heirs, including his own cousin, and captures the criminals under circumstances which extricate him from his legal tangles and reunite him with his divorced wife.

The picture is briskly paced and smartly acted, with Tully Marshall, Vivienne Osborne, Richard Carle and Harry Fleischmann furnishing sparkling support. George Auerbach is associate producer.

Running time, 80 minutes. "G."

Directors Retaining Brennan as Attorney

(Continued from page 1)

received from the board of governors of the Junior Screen Directors' Guild, subsidiary group, a resolution supporting the refusal.

The letter was addressed to the producer committee by Howard Hawks, John Ford and Edward Sutherland, the guild's negotiating committee. The guild, which appears to represent a majority of the workers in its field, will hold a meeting Monday night at the Woman's Club of Hollywood for a discussion of further action.

Property Man Killed

HOLLYWOOD, Aug. 27. — Crushed when the framework of the "magic carpet" used in the film "Ali Baba Goes to Town" broke its cable and fell on him, Philo Goodfriend, 47, a property man, today received injuries which resulted in his death en route to the Cedars of Lebanon Hospital. Three other men: Harry Harsha, J. D. Bowman and Nick Degenner also were injured, Harsha probably fatally. The carpet framework weighs 1,500 pounds. No principals were present at the time.

Continue Drawing Case

MARION, O., Aug. 27.—The cases of George E. Planck, manager of the Palace, a Southio unit, and three employees, arrested when nine policemen, led by Chief Marks, raided the theatre at the height of a Sweepstakes drawing late last week, have been continued until Sept. 1 in Municipal Court. The defendants pleaded not guilty.

Price Rise Problem Confronting Ontario

(Continued from page 1)

a raise in admissions, but the problem is to do so without running foul of the Ontario Government, headed by Premier M. F. Hepburn, which abolished the entire amusement tax only three months ago under the assurance that the tax reduction would be passed on to the public.

This was gladly done by the theatre operators in nearly all cases but now increased expenses, such as coal, labor, etc., have to be met and the only way out seems to be a boost at the box office.

Flash Preview

"Sophie Lang Goes West" — The third of the Sophie Lang films, with Gertrude Michael again the winsome jewel thief. The limited budget results in quite acceptable program entertainment.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Split "Vogues," "Topper"

Loew's, which had been considering "Walter Wanger's Vogues of 1938" and "Topper" on the same bill, have decided against the combination program and will book each film on different days on the circuit.

Harlow Estate \$41,000

LOS ANGELES, Aug. 27.—Jean Harlow left only \$41,000, it was estimated yesterday when her mother, Mrs. Jean Harlow Bello, asked to be made administratrix. Miss Harlow's will left her entire estate to her mother.

Variety Club

Kansas City

KANSAS CITY, Aug. 27.—A baseball game between exchange managers and exchange employees will feature the annual picnic sponsored by the film relief committee and Variety Club at Fairyland Park, Aug. 30. Managers estimate they can last five innings, and the game has been set for this distance, although there is some doubt that it will go that long.

With ROBERT F. WITHERS, Republic exchange manager, as general chairman, the committee personnel responsible for the picnic is: General —ARTHUR COLE, SAM ABEND, HOMER BLACKWELL, R. R. BIECHELE, FINTON JONES, E. C. RHODEN and GEORGE BAKER. Dance—FINTON JONES and HARRY MCCLURE. Baseball—FRANK HENSLEY and ELMER DILLON. Publicity and tickets—SENN LAWLER, W. P. BERNFIELD, MIKE ROTH, WILLIAM FORMBY, LEO FINKELSTEIN and KENNETH FORCE.

French Collective Picture Is In Work

(Continued from page 1)

000 tickets, at two francs each, have been issued already.

The film was to have been subsidized by the National French Trade Unions, but it has been decided that the public subscription only will be used to finance the production. Individual reactions in the French Revolution will be the picture's central theme. It is expected to cost at least 2,000,000 francs.

RKO Lineup to R. & R.

RKO's complete list of 1937-'38 product will play the Robb & Rowley circuit of 92 theatres, it was stated yesterday by Jules Levy. The deal was signed by Cresson E. Smith, western and southern sales manager, J. A. MacIntyre and S. M. Sachs.

Wall Street

Paramount Drops 12 1/4 Points

	High	Low	Close	Net Change
Columbia	27 3/4	26 1/2	26 1/2	- 3/8
Consolidated	3	3	3	+ 3/8
Consolidated, pfd.	11 1/2	11 1/2	11 1/2	—
Eastman	185	183	183	—
Eastman, pfd.	160	160	160	-1
Gen. T. Equip.	25	24	24	- 3/4
Loew's, Inc.	81 1/2	79 3/4	80 1/2	-1
Loew's, pfd.	105 3/4	105 3/4	105 3/4	—
Paramount	22 3/4	20 1/2	21 1/2	- 7/8
Paramount 1 pfd.	148 3/4	148 3/4	148 3/4	-12 1/2
Paramount 2 pfd.	20 3/4	18 3/4	19 1/4	- 1/2
Pathe Film	10 1/2	9 1/2	10 1/2	+ 1/2
RKO	8 1/2	8 1/4	8 1/4	- 1/8
20th Century-Fox.	35 3/4	35 1/4	35 3/4	- 5/8
Warner Bros.	14 3/8	13 7/8	14 1/8	- 3/8

Light Curb Losses

	High	Low	Close	Net Change
Grand National ..	2 3/4	2 1/2	2 1/2	- 3/8
Sentry Safety	1/2	1/2	1/2	—
Sonotone	2 1/2	2	2	—
Technicolor	29 1/2	28 3/4	29 1/4	- 1/4
Universal Pict.	3	3	3	- 1/2

Bonds Decline

	High	Low	Close	Net Change
Paramount B'way 3s '55	66 3/4	66 3/4	66 3/4	- 3/8
Paramount Pict. 6s '55	100 3/4	100 3/4	100 3/4	- 3/8
Paramount '47 ..	91	90 3/4	90 3/4	-1 1/4
RKO 6s '41 pp.	107 3/8	107 3/8	107 3/8	-1 3/8
Warner Bros. 6s '39 wd	95 1/4	95	95	- 1/2

(Quotations at close of Aug. 27)

Radio Personals

BEATRICE FAIRFAX and Myra Kingsley, who soon begin a series of their own over Mutual, will be tendered cocktail parties by their sponsors this week. . . . Bill Maloney, of WOR's press department will return from vacation Monday. . . . Arthur Godfrey will celebrate a birthday Tuesday. . . . The title for the new Packard series starting Sept. 7 will be "Hollywood Mardi Gras". . . . Jan Peerce will support Jessica Dragonette in "Robin Hood" during the "Beauty Box Theatre" presentation Sept. 1. . . . Emile Corwin of NBC's press department, will be Norman Corwin's guest artist on the latter's WQXR poetry program Monday. They are brothers. . . . Ed Sullivan, New York *News* columnist, will be the principal guest on "Broadway Melody" over WHN Wednesday. . . . Stanley Walker of the New York *Herald-Tribune*, and Carl Hubbell, Giant pitcher, will be the guests on the "For Men Only" program Monday over WHN and the WLW Line. . . .

The Budget Finance Plan will inaugurate a 12-month program of 15-minute news events on KECA, Mondays through Fridays. . . . The W. T. Grand Co. through N. W. Ayer & Son, Inc., has placed a series of Monday, Wednesday and Friday broadcasts, "Musical Variety," with KECA for 39 weeks. The show will be 15-minute musical transcriptions. . . . KFI draws two long spot announcement contracts, one from Lyons Van and Storage for 150 25-word announcements Tuesdays and Fridays until Aug. 30, 1938, and the other from Barton Mfg. Co. (Dyanshine) for 100-word announcements to run until Aug. 26, 1938.

Gerald M. Lauck, executive vice-president of N. W. Ayer & Son, Inc., arrives from Europe today aboard the *Lafayette*. . . . Al Jolson will appear on the American Can Co. program Sept. 14, through a Herman Bernie booking. . . . Jane Pickens will begin a stay at the Paramount here on Wednesday. . . . Joe Wieggers, press agent for Macfadden Publications, is on a special trip through Mutual and Inter-City networks territory, polishing up local publicity on the *True Story*-sponsored "Good Will Hour". . . . Lou Silvers will return again this year as musical director of the "Lux Radio Theatre". . . .

New Rates for WHK, WJAY

CLEVELAND, Aug. 27.—In connection with the shift on Sept. 26 of WHK from CBS to the NBC Blue and of WJAY to Mutual, C. A. McLaughlin, general sales manager of the two stations, has issued a new rate card for each of the stations to take effect on the day of the shift. The new cards comprise an adjusted increased rate schedule for the Cleveland outlets.

Cliff Hall to "Hometowners"

Cliff Hall will join the cast of the "Hometowners" program as emcee when the show moves into a half-hour period beginning Sept. 4 from 8 to 8:30 P. M. on the NBC-Blue.

Sanderson-Crumit Signed for 2 Weekly

Julia Sanderson and Frank Crumit will be heard on the "Magazine of the Air" twice weekly starting Sept. 1, after the series changes from a three time to a five-time-a-week series. Also new in the series will be a script offering titled "Carol Kennedy's Romance." The new schedule begins Aug. 31. It follows:

Monday, Tuesday and Thursday, the program will offer "Carol Kennedy's Romance" in 15-minute installments, from 11:15 to 11:30 A. M.

Wednesdays and Fridays, the series will be broadcast on a 30-minute schedule, 11 to 11:30 A. M. with Miss Sanderson and Crumit supplementing the script offering. The series is sponsored by the Heinz Co. over CBS.

"Couple Next Door" Moving to New York

"Couple Next Door," a Chicago feature, will be heard from New York beginning Monday. The change in base is due to the signing of its two principal players, Lillian Gish and Harold Vermilyea, for leading roles in forthcoming Broadway stage productions.

Effective with the switch to New York, the program will be heard at a new time. Formerly broadcast from 2:45 to 3 P. M., the series beginning Monday will be heard from 2 to 2:15 P. M. It is sponsored by Procter & Gamble, over Mutual.

Continue Football Ratings

In connection with its intercollegiate football radio broadcast program, the Atlantic Refining Co., for the third consecutive year, will issue to listeners its Football Forecast Sheet, giving the probable winners each week, the ratings of the national and sectional leaders and a list of the ranking national and eastern teams. The sheet is based on Dick Dunkel's football forecasting figures, and over a period of six years the system has predicted winners 80.2 per cent accurately, exclusive of tie games. The Dunkel System recently was taken up by Van Cronkhite Associates.

WCKY and WLW-WSAI in Deal

Arrangements have been effected between WCKY and WLW-WSAI, which have resulted in Mutual network's releasing the Hecker Co.'s "Silver Dust" program featuring Beatrice Fairfax in Cincinnati over WCKY. The arrangement was made with the consent of Mutual's affiliate, WLW.

The deal was made necessary because a local program commitment made it impossible for WLW to accept the Gold Dust program. WCKY was able to clear the necessary time.

American Tobacco Renews

American Tobacco Co. has renewed the NBC "Hit Parade" series for Lucky Strike cigarettes, for 13 weeks, effective Sept. 29. Lord & Thomas is the agency.

Mills on "Silver Theatre"

Felix Mills, west coast bandleader, has been named musical director of the new Sunday afternoon "Silver Theatre" series to be inaugurated over CBS Oct. 3.

May Air China Row

Word has been received from an authoritative source that NBC is recruiting crews of engineers and news men who will be dispatched to China to report over NBC networks the progress of the undeclared Sino-Japanese warfare. A full statement from the network in corroboration of this report is expected almost momentarily.

Renew Fidler's NBC Series for 39 Weeks

Jimmy Fidler's two NBC programs for Procter & Gamble have been renewed for periods of 39 weeks each. The Friday 10:30 to 10:45 P. M. series renewal contract will become effective Oct. 1, while the new contract for the Tuesday 10:30 to 10:45 P. M. will be effective Oct. 10. Both series are in behalf of Drene Shampoo, and H. W. Kastor & Son, Chicago, is the agency.

Additionally for P. & G. a new series titled "Kitty Keene" will be offered over a split NBC-Red network Monday through Friday from 4:45 to 5 P. M., beginning Sept. 13. Blackett-Sample-Hummert is the agency. The series will originate in Chicago.

Stauffer Named V-P By Young & Rubicam

Donald D. Stauffer, manager of Young & Rubicam's radio department, has been made a vice-president of the agency. Hubbell Robinson will serve as assistant to Stauffer.

Stauffer joined Young & Rubicam in 1933 as manager of the radio department. Prior to that he had been with Batten, Barton, Durstine & Osborn.

Japanese Leader to Speak

The first official foreign radio statement on Japanese policy in the Far Eastern situation will be heard exclusively over CBS in a talk from Tokyo by Kensuke Horinouchi, Japanese Vice-Minister of Foreign Affairs, Sept. 1, from 6:45 to 7 P. M. The subject will be: "The Issues in the Japanese Clash with China."

Irma Phillips Signed

Irma Phillips has just signed a long term contract to produce the scripts of a new five-a-week series titled "Road of Life," which will be broadcast over both NBC networks, Red and Blue, beginning Sept. 13. Procter & Gamble will sponsor the new series, which will replace the "Personal Column of the Air."

To Broadcast Shrine Rites

Description of the dedication of the Will Rogers shrine at Cheyenne Mountain, near Colorado Springs, will be offered over the NBC-Red from 2 to 2:30 P. M. Sept. 6. Senator Edwin C. Johnson, Colorado, will broadcast the eulogy.

NBC Signs Piano Team

Carroll and Fairchild, piano team in "Babes in Arms," have been signed under NBC artist bureau management. They will be heard in a program of their own over the Red network, at a date as yet not announced.

CIO Reported Setting Drive In Air Field

(Continued from page 1)

A. F. of L. affiliate, but the board held that the latter had not shown any recent attempt to organize the men until it realized that the A. R. T. A. was about to enter into an agreement with the company.

On the basis of the WHN decision, the C. I. O. was reported to be planning to go into a number of other important stations in the larger cities to organize the engineers in an effort to get control of labor in the broadcasting industry.

Televise Daily from Exposition in Paris

(Continued from page 1)

with the central television transmission station, at the Post, Telegraph and Telephone Ministry, and from there to the Eiffel Tower. Transmission over a 60-mile radius is reported, and pictures are small but clear and luminous.

Engineers of the French Broadcasting service, under Government supervision, have expressed the hope that within a short time they will be able to use real screens measuring four by six feet.

Plan Oppor Air Tribute

Tribute will be paid to the late Frederick Burr Oppor, cartoonist who created "Happy Hooligan" and "Alphonse and Gaston," in a broadcast over WNEW, 6:46 to 7 P. M., on Sunday. Cartoonists who had worked with Oppor on King Features Syndicate, will participate.

Reorganize Kass-Tohrner

Arthur Kass and Sue Tohrner have dissolved their co-partnership servicing radio advertising, and a new corporation known as Kass-Tohrner, Inc., with Kass as president, William Isaac as vice-president, and Miss Tohrner as secretary has been formed, with offices in the RKO Bldg.

Ray Succeeds Williamson

CHICAGO, Aug. 27.—William Ray has been named to succeed Al Williamson as manager of the press division here of NBC. Ray has been with NBC for four years as news editor, and was formerly a newspaper man here. He will take over his new post on Sept. 10.

Kopper's Signs Eddie Duchin

Kopper's Coke Co. will sponsor Eddie Duchin and his orchestra in a series of programs over NBC stations WEAF, New York, and KYW, Philadelphia, Fridays from 7:30 to 8 P. M., beginning Sept. 24. The contract is for 13 weeks, through Batten, Barton, Durstine & Osborn.

Pick Beverly Roberts, Maker

Beverly Roberts and Wally Maker, screen players, have been selected for the principal supporting roles opposite John and Elaine Barrymore in "The Animal Kingdom," to be heard over the NBC-Blue Sept. 6.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 51

NEW YORK, MONDAY, AUGUST 30, 1937

TEN CENTS

Report F & M Agreement to Operate Roxy

**Would Continue to Run
House On Its Own**

By BILL ORNSTEIN

F. & M. Stageshows, Inc., yesterday was reported in a deal with the Roxy Theatre Corp. to continue operation of the Roxy on its own and at the same time relieve first mortgage bondholders and common stockholders from supervision or voice in the running of the theatre.

The deal, it was further reported, is for five to 10 years and will become effective Friday. Harry C. Arthur and Jack Partington, executives of F. & M. Stageshows, Inc., could not be reached yesterday for confirmation. Arthur has gone to St. Louis for a few days, it was stated at his home, and Partington was out of town.

Included in the deal, the reports had it, was a long-term franchise for 20th Century-Fox product. The distributing company owns all of the outstanding common stock in Roxy Theatre Corp., and by virtue of its holdings has voting control. Bondholders and 20th Century-Fox are understood to be in favor of the deal with several points yet to be ironed out before contracts are signed.

Under the reorganization plan recently approved by Federal Judge Francis G. Caffey provision is made

(Continued on page 9)

Quigley to Address Williamstown Forum

WILLIAMSTOWN, MASS., Aug. 29.—Martin Quigley of New York, editor-in-chief and publisher of *Motion Picture Daily* and *Motion Picture Herald*, is to speak Tuesday before the Williamstown Institute of Public Relations at Williams College, in connection with a forum on motion pictures and public opinion.

The Institute is being held, as in 1935, under the auspices of the National Conference of Jews and Christians, of which Dr. Everett B. Clinchy is director. The co-chairmen of the Institute are Newton D. Baker, Rogers Williams Straus and Prof. Carlton J. H. Hayes.

Quigley's discussion is expected to refer to the nature and functioning of the Production Code as a public relations instrument controlling certain aspects of motion picture policy and activity. Quigley was instrumental in the creation, adoption and application of the Code to which the organized industry is now signatory.

Figure Labor Affiliations Aid to Ascap

**Freedom from Anti-Trust
Charges Would Follow**

The automatic elimination of Ascaph from liability under the anti-trust laws, which would relieve it of actions charging monopolistic practices such as the one brought by the Government several years ago and still pending against the society, was cited in legal quarters here yesterday as the most significant advantage to be derived by Ascaph from its proposed affiliation with the American Federation of Musicians.

Ascap is also weighing the possibility of becoming a labor union of composers, authors and publishers in its own right. If either procedure were consummated, attorneys pointed out, Ascap would bring itself within the collective bargaining provisions defined for labor unions in the Federal anti-trust laws. In this event, the society would not be subject to actions based on charges of monopoly. Charges of this nature have been the basis of the bulk of the litigation and adverse legislation aimed at the society in the past. They comprise the primary allegations in the pending Government action and have figured prominently in the state legislative hearings on anti-Ascap legislation during the past few years.

Ascap advanced the proposal to affiliate with the A. F. of L. several

(Continued on page 11)

See Gross Gains as Mo. Hits Gambling

KANSAS CITY, Aug. 29.—Theatre men over the state and particularly here expect box-office receipts to improve following the orders of Gov. Lloyd C. Stark and Attorney General Roy McKittrick to local prosecutors to proceed at once against all places with slot machines. Accompanying the letter to prosecutors was the promise to institute ouster proceedings against those local law enforcement officers who did not act to enforce the Governor's order.

Slot machines immediately began to disappear all over Kansas City and throughout Jackson County, as well as other city and country beer places and road houses over the state. A conservative estimate places the amount of the "take" in Jackson County alone at \$1,000,000 annually, four-fifths of it from Kansas City proper. A part of this money should be going to theatres.

Nazi Souls?

The Columbia home office has been informed that the Nazi censor board in Germany has banned "Lost Horizon" because it "offends our most sacred feelings and our artistic souls."

Circuits, 306 Heads Meet Again Today

Major circuit executives and representatives of Local 306 will meet today for the second time at C. C. Moskowitz's office to discuss terms for a two-year contract as provided in a 10-year master agreement signed in 1935.

Joseph D. Basson and a committee of eight are understood asking for increases ranging from 35 to 45 per cent to make up for the two cuts given operators during the depression.

While there is no indication one way or another on the outcome of the sessions, the master agreement provides for an arbitration committee in the event the circuits and operators cannot reach a compromise.

GOAA Voting Today On Tie with AGMA

Members of the Grand Opera Artists' Assn. will vote today on a proposal already approved by its executive committee providing for the merging of the organization with the American Guild of Musical Artists. The board of directors of the latter organization approved the proposal unanimously on Saturday.

The international council of the Associated Actors and Artistes of America is scheduled to meet tonight to complete plans for the issuance of an A. F. L. charter for the grand opera field to the American Guild.

Chicago Trade Board Plans Fall Through

CHICAGO, Aug. 27.—Plans for continuation or revival of the Film Board of Trade in Chicago were destroyed when one major company pulled out of the proposed setup on the board after agreeing to the continuance.

Four major companies and two independents had voted to continue the board, but the latest report is that no board will be established here after Sept. 1. It is understood that the major companies were somewhat reluctant to have a board here while there is none in other cities, as a result of the considerable amount of publicity which has been given to the possibility of the establishment of a board here.

Nathanson Is New Factor in "U" of Canada

**Acquires an Interest in
Distribution Firm**

N. L. Nathanson has purchased a substantial number of shares in Canadian Universal Film Co., Ltd., which operates six exchanges in Toronto, Montreal, Calgary, St. John, Vancouver and Winnipeg. R. H. Cochrane, president of Universal, made known completion of the arrangements over the weekend.

MOTION PICTURE DAILY learned the deal will have no bearing on the autonomy of Universal's Canadian distributing system. The exchanges are to be maintained on their own, but the indications are Nathanson will play a considerable part in their management. It is also probable one of his sons will be named to a high post in that organization.

Aside from the presidency of Famous Players Canadian Corp., the dominant theatre group in the Dominion, Nathanson controls Regal Films, Ltd., a selling organization which handles the product of a number of major American companies in Canada and is believed to be the dominant, if silent, interest behind Empire Films, another distributing company which is actively operated by Oscar Hanson.

Famous Players Canadian, as in years past, has again signed for Universal's new lineup. With Nathanson financially interested in the Canadian distribution of that product the expectation becomes a natural one that the association probably will prove a more productive one for Universal.

Tri-States Circuit Expansion Outlined

OMAHA, Aug. 29.—Expansion plans for the Tri-States Theatre Corp. were revealed by A. H. Blank, president, at a banquet given late Friday night at the Hotel Fontenelle to launch the circuit's drive of Sept. 3 to Dec. 3, honoring Blank on his 25th anniversary as a showman.

Blank said he plans to build several suburban first run houses in Omaha, as well as the acquisition of other houses in the territory. He said further that Central States, in which Paramount is a partner, and Tri-States, will continue to operate as

(Continued on page 4)

Radio—Pp. 10-11

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Legion Approves 11
Of 12 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approved 11 of the 12 reviewed, and has classified one as objectionable in part. Ten were approved for general patronage and one for adults. The new films and their classification follow.

Class A-1, Unobjectionable for General Patronage—"An Orphan Boy of Vienna," "Clipped Wings," "Hideaway," "It's All Yours," "Ein Madel m't Tempo," "Sea Racketeers," "Sweetheart of the Navy," "Thin Ice," "Varsity Show," "Where There's a Will." Class A-2, Unobjectionable for Adults—"Die Nacht mit dem Kaiser." Class B, Objectionable in Part—"Walter Wanger's Vogues of 1938."

Kidnap Threat to Beery

HOLLYWOOD, Aug. 29.—Extortioners, communicating with Wallace Beery, have threatened to kidnap his adopted daughter, Carol Ann, unless the actor pays them \$10,000 by next Thursday. The police have taken the matter in hand.

Insiders' Outlook

By RED KANN

PRAISE sufficient has been heaped upon the Warners and the personalities who are part and parcel of "The Life of Emile Zola" to make any added comment here slightly unnecessary. There is, however, an obligation to the recording of industry milestones and whatever picayune part this department may play in permanently registering them. . . .

Many weeks ago, surrounded by the hush of great secrecy and punctuated with tremors of excitement, we were escorted to the little theatre on the Warner lot in Hollywood. There, in company with Jack Warner, we sat through rushes of this and that and tests of boy and girl. "I want to show you something," then upped Jack. "This is one of the highlights of 'Zola'—the defense speech in court of the author of the famous 'J'Accuse' letter. It is, incidentally, the longest take ever recorded and runs about four minutes and a half." . . .

The four minutes, plus, were stirring. Obviously foolhardy to predicate any conception of all of "Zola" on some of "Zola," the experience, nevertheless, remained with us. Certainly, the single sequence was a moving and dramatic piece of work. But certainly, also, there was no way of telling what would surround it fore and aft. And so the other night, a free wheeling holiday behind us and the first day of the resumed job upon us, we made straight for the Hollywood Theatre where the man at the tickets was turning away customers and their cash with a monotony that actually was a kind of thrill. . . .

The audience was an expectant one. But, as accuracy in reporting this morning has to tell you, it also proved to be an enthusiastic audience. There were appreciative rustlings of emotional pleasure when Paul Muni—he is Zola, of course—first learned from his publishers that "Nana" was riding nobly on the crest of French popularity. There was emotional excitement when Joseph Schildkraut—he is Dreyfus—was drummed out of the army, the trumped-up victim of General Staff duplicity and of religious bigotry. The heart-warming scenes between Zola and Paul Cezanne reflected appreciation and the casual introduction by

Zola of Anatole France, a ripple of delight. . . .

The film reached its dramatic apex, of course, in the extended trial sequences. Here, justice gone astray sends Zola into exile, not because he elected to run away but because his friends persuaded him his continued efforts to right the Dreyfus wrong depended upon his physical and writing freedom. In the final victory with Dreyfus returned from Devil's Island Zola dies, a victim of carbon monoxide poisoning. Rising mightily above all others and dominating the scene is always Muni. Rarely does he appear to be acting, so natural is his performance. Some there are in the Hollywood sector who already have determined this is the actor who must win the next Academy award. Treading cautiously because it is safe and because one never knows what Hollywood will let loose next, we break down sufficiently to concede readily that Muni for "Zola" has made the running for the rest of the pack one tough assignment. . . .

As a roadshow, the production is a pronounced success in New York. First reports, also roadshow, on resort bookings are backing up the major run. Generally, release is yet to come. It is our ambition for "Zola," as it must of necessity be for anyone in the business who recognizes that merit deserves its reward, that it slays, vows and panics 'em up and down the land. Firstly, since it rates and secondly, for the potential significance which it points up. A couple of years ago, Dave Selznick took his hair down and envisioned the day when biography, not stuffy and not too literally factual, would make its dent on the public consciousness. We wrote our heads off in support of his hope and now we double back on the same point, not one whit less enthusiastic. . . .

For, whatever Hollywood has been able to do by adding luster to its reputation, bids fair to be fog-banked by comparison with the opportunity for distinguished achievement once the public accepts pictures based on the stalwarts of history and the arts. Some endeavor, naturally, has been assayed along such lines, yet the surface does not bear even the slightest of impressions by comparison with the dramatic riches at present untapped. . . .

Purely
Personal

DAVE BLUM has a new problem on his hands. He recently bought six turkeys for his New Jersey farm and is trying to find housing quarters for them. So far he's had little luck.

SPYROS SKOURAS plans to spend six weeks abroad on a vacation. He may visit Greece. Sept. 15 is the tentative date for his departure and the *Normandie* will in all probability be the ship.

WALTER J. LYNCH has resigned from Precision Laboratories. He will announce a new connection in a few days.

... Paris

E. I. LOPERT, president and general manager of Pax Films, Inc., here looking for product.

DAVID SARNOFF, RCA president, spent a few days here before going to Salzburg, Austria, to attend the musical festivals and conclude arrangements for the air series with ARTURO TOSCANINI. He will return here to study television and radio developments.

JACK ALICOATE, *Film Daily* publisher, was a visitor here for a short period.

MADELEINE CARROLL, British star, slipped into Paris on a yacht, and continued with her husband across France by water.

ROUBEN MAMOULIAN visited London, then returned here.

Transfer Warner Suit

COLUMBUS, Aug. 29.—The suit of S. G. Manas, Frank Sinclair, George F. Gourley, John K. Papulias, et al., residents of Steubenville, O., against Warners and N. D. Dipson, Batavia, N. Y., claiming \$2,000,000 damages for alleged conspiracy to defraud plaintiffs of their interest in the 2,700-seat Capitol, at Wheeling, W. Va., will be heard in the Federal Court here, to which it has been transferred. The suit originally was filed in Steubenville.

Set Mayfair Hearing

LOS ANGELES, Aug. 29.—Upon request of H. A. Kenoyer, president of Mayfair Prod., suit of three creditors of the animated cartoon production company to force it into involuntary bankruptcy, will be set for trial before Federal Judge William P. James some time in early September.

Mayfair Prod. was organized several months ago to produce cartoons based on Percy Crosby's newspaper comic, "Skippy," for United Artists release.

Capitol "Preview" Set

Major Edward Bowes will hold a "preview" of the remodeled Capitol on Wednesday at 4 P.M. The gathering place will be the Major's apartment on the fifth floor of the theatre building. The formal opening of the house will take place on Thursday evening at 8:30. "Broadway Melody of 1938" will be the reopening attraction.

"Vogues of 1938"

brings

Universal Acclaim for Technicolor

"... We doubt if there was a man or woman, producer or director, writer or artist, who did not carry home (from the preview of 'Vogues of 1938') the desire of doing a picture in color and doing it as soon as possible. ... With 'A Star is Born' and 'Vogues of 1938' the value of color has now been established, demanding a greater consideration for this new technical advantage because it most definitely adds attractiveness to pictures thereby creating box-office."

William R. Wilkerson,
Tradeviews,
Hollywood Reporter.

"... If color has never been a box office asset before, this picture ('Vogues of 1938') will make it one."

Hollywood Reporter.

"... Technicolor advances by a great stride toward the day when all important pictures will be prismatic."

Daily Variety.

"Showmanship with a capital \$... Technicolor has never been used more effectively."

Variety.

"Sharing honors with the producer is Technicolor, the very essence of the picture, which establishes another new high for beauty and perfection in color photography."

Box Office.

"The production is manifestly the most thoroughgoing glorification of pigmentation yet undertaken."

Motion Picture Herald.

T E C H N I C O L O R

Motion Picture Corporation

HERBERT T. KALMUS, President

Tri-States Circuit Expansion Outlined

(Continued from page 1)

separate circuits and that the financial condition of both is sounder than ever before.

Price increases are contemplated in the circuit, it was stated by Ralph Branton, Tri-States general manager, but he indicated that the final decision on the particular theatre to be affected had not yet been reached. Approximately 45 executives attended the banquet and preceding business sessions. The jubilee drive will be climaxed with a banquet at Des Moines Dec. 9 in honor of Blank. At the same time the winning district in the drive will be named.

In New York several weeks ago, A. H. Blank, president of Tri-States, declared that he planned to increase his circuit's holdings to approximately 100 houses, involving an increase of between 20 and 25 theatres.

Signed for Yiddish Film

Arthur Block, president of Eron Pictures, has signed three members of the Yiddish Art Theatre for leading parts in "The Cantor's Son," Jewish film operetta, which will star Moishe Oysher, cantor. The film, now in production, will open on Broadway late next month.

Claire Trevor Returns

HOLLYWOOD, Aug. 29. — Claire Trevor has recovered from the illness which forced her out of "The Great Diamond Robbery" and will start in "Big Town Girl" for 20th Century-Fox. Donald Woods and Alan Dinehart will be featured.

Andra Marlo Is Cast

HOLLYWOOD, Aug. 29.—M-G-M has placed its new Viennese actress, Rose Stradner, whose name has been changed to Andra Marlo, into the lead of "The Last Gangster." Anna Sten had been tested for the role, and Luise Rainer previously had been mentioned for it.

Zeidman Changes Plans

HOLLYWOOD, Aug. 29.—B. F. Zeidman has switched his production schedule and has put "Love Runs into Money" before "So This Is Hollywood" on the Grand National list.

Retitle Erwin Film

HOLLYWOOD, Aug. 29.—Grand National has changed the title of the Stuart Erwin picture, "Face the Facts," to "Mr. Boggs Buys a Barrel."

In the Icebox

Omaha, Aug. 29.—District Manager Evert R. Cummings of Tri-States, a perennial hay fever sufferer, got into shape for the district meeting here by hibernating in an air-chilled room at the Fontenelle Hotel. Cummings usually leaves for other climates during hay fever season, but was forced to stay in Omaha this year because of business. He transacted all business from his room.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Prisoner of Zenda"

(Selznick-U. A.)

HOLLYWOOD, Aug. 29.—Anthony Hope's swashbuckling romance of the commoner who looked like a king has had many a varied treatment under its own title and many others in 40 years of enduring popularity but none finer than "The Prisoner of Zenda" which the artistically sensitive David O. Selznick has produced. It is an opulent, veracious and intellectually honest picturization in which Ronald Colman, C. Aubrey Smith, Douglas Fairbanks, Jr., Madeleine Carroll, Raymond Massey and a staunch supporting cast re-enact the staple story of a spurious monarch who saves a kingdom at the cost of his heart in a manner true to the tradition of Sothorn and Hackett.

The box-office value of the essentially splendid work necessarily depends on whether or not public fancy has turned from Hope's ageless favorite and the record of the piece prompts conjecture that it has not. It will be recalled that the prisoner of the title is a monarch who is abducted by conspirators and held by them while an adventurous Englishman, who looks like him, substitutes at his coronation and in a royal courtship until such time as he can rescue his majesty and restore him to the throne.

Colman's performance of the dual role is excellent and Smith's portrayal of the chief of staff stands out above all others while Fairbanks' facile characterization of the unscrupulous Rupert of Hentzau rather pointedly forecasts his selection of the name role in the projected Selznick production of that title. Miss Carroll is finely attuned to Colman in a number of romantic sequences and Mary Astor handles well enough the lesser role assigned her. John Cromwell's direction is immensely effective and the screenplay by John L. Balderston is a study in counterpoint.

Regal is the overall adjective for the production.

Running time, 102 minutes. "G."

"Sophie Lang Goes West"

(Paramount)

HOLLYWOOD, Aug. 29.—This third of the Sophie Lang pictures—the first two were "The Notorious Sophie Lang" and "The Return of Sophie Lang"—will leave no shattered box-office marks behind it, but it will provide grand entertainment as a program picture, a rank to which it was predestined by its obviously limited budget. It combines comedy with a crime melodrama, in a style pleasing particularly to small town audiences.

Sophie Lang is the creation of Frederick Irving Anderson. She is a pretty jewel thief who, by a series of disguises and nerve wracking incidents in which she baffles completely the police of several continents, always escapes, but not with her loot. In "Sophie Lang Goes West," Miss Lang, again brought to the screen by Gertrude Michael, quite ably as in the two previous stories, is thrown up against a background of the Hollywood film industry, embroiled in a theft of a huge jewel, which a foreign potentate desires to have stolen in order to collect the insurance, and torn between love for a film writer, who once was a criminal, and a desire to protect him against exposure.

The cast includes, in addition to Miss Michael, Lee Bowman, Sandra Storme, Larry Crabbe, Barlowe Borland, Robert Cummings, Jed Prouty, C. Henry Gordon, Rafael Corio and Guy Usher, all of whom acquit themselves well. Doris Anderson, Brian Marlow and Robert Wyler adapted the Anderson stories. Charles Riesner directed.

Running time, 60 minutes. "G."

Drops New Gift Plan

OMAHA, Aug. 29.—Ralph Goldberg, owner of six subsequent runs here, has dropped plans to start Kwestionite as a substitute for Bank Night, enjoined in Omaha by the State Supreme Court until a September hearing. Other members of the M. P. Exhibitors' Ass'n had feared that the group would have been split had Goldberg gone ahead with his new gift plan.

Plan Vitaphone Showing

Warners will hold a trade screening of the new season's Vitaphone short subjects in conjunction with a buffet luncheon on Thursday at the home office.

Craig Again Heads Club

HOLLYWOOD, Aug. 29.—M-G-M's studio club has reelected W. K. Craig to the presidency. Other officers are: Fred Gabourie, first vice-president; W. S. Van Dyke, second vice-president; Jack Melbourne, treasurer, and Ida M. Koverman, secretary.

Chosen for the board of governors were: Van Dyke, W. P. Hendry, Jack Coffee, Orville Fouce, "Pop" Arnold and Homer Henry.

Wyler on Davis Picture

HOLLYWOOD, Aug. 29. — William Wyler has been signed by Warners to direct the forthcoming "Jezebel," which will star Bette Davis.

See Need for More Norwegian Theatres

WASHINGTON, Aug. 29.—There is a growing need for additional film theatres in Norway, Consul Andrew W. Edson, at Oslo, has reported to the U. S. Dep't. of Commerce. A number of the older houses are being re-modeled, and their seating capacities increased. The Eldorado, one of the most popular of the older houses, has been increased to approximately 1,400 seats, and the Scala has been leased with remodeling planned. When it is completed the Scala and Saga, the most popular house in the city now, will be housed in the same building. There are 13 film houses in the city at present.

Receipts at Oslo's houses have risen from approximately \$537,985 in the six months ending June, 1936, and \$590,041 in the six months ending December, 1936, to \$655,484 in the period to June, 1937. Attendance increased from 1,642,732 in the first period and 1,799,241 in the second to 2,057,114 in the most recent period.

Reviewing Jumps

During the first half of 1937 there were 143 more films reviewed than in the same period of 1936, or a total of 475 in comparison with 332. No films were refused licenses in the most recent period, although seven were banned in the first six months of 1936 and three in the last half of 1936. A total of 597 meters were reviewed in the last period, 643 in the six months of 1936 and 659 in the second half of last year.

In a comparison of the first six months of 1936 and 1937, imports from the United States fell off from 85 to 75, but the U. S. still was far in the lead in comparison with all other countries in point of origin. The totals for the 1937 period were: United States, 75; Germany, 13; Sweden, nine; England, 10; France, 11; Austria, four; Denmark, one and Italy, one.

Although four new Norwegian films are expected to be completed this year, none has been released as yet. The first is expected for fall release.

Disney Using New Color

HOLLYWOOD, Aug. 29.—Walt Disney is using a new color treatment for "Snow White and the Seven Dwarfs," his first feature cartoon, through the use of different shadings, as contrasted to the bright tones of his short subjects.

The color in "Snow White" will be somewhat subdued to aid characterization and to explain partly the points of the story.

Seek First Patron

Via the Public Notices column in Friday's *New York Times*, the Capitol attempted to locate the person who purchased the first ticket of admission to the theatre 18 years ago.

The ad reads: "Wanted information as to the identity and whereabouts of the person who purchased the first ticket at the opening of the Capitol Theatre, on Oct. 24, 1919."

A woman with dark hair is shown from the waist up, wearing a dark, sequined dress with a yellow sash that has a red heart on it. She is surrounded by colorful confetti and streamers. The background is a light, textured surface. The text is overlaid on the lower right portion of the image.

**NOW FOR THE FUN!...NOW
FOR THE EXCITEMENT!...
NOW FOR ALL THE RO-
MANCE AND GLAMOUR AND
LOVELINESS YOUR SCREEN
CAN STAND!...HERE COMES
THE LIFE OF THE PARTY!**

JOE PENNER
GENE RAYMOND
PARKY YAKARKUS
VICTOR MOORE
HARRIET
HELEN

All these famous comedians
giving their all! . . . Two
romantic favorites falling in
love to a new swing score that's sweet
and hot . . in a glorious big musical
made for fun—and played for business
—BOX-OFFICE BUSINESS!



HILLIARD
BRODERICK

with
BILLY GILBERT
ANN MILLER

THE LIFE of the PARTY

SIX SWELL NEW SONGS,
including those two sensational
favorites now sweeping the air-
ways, "Roses in December" and
"Let's Have Another Cigarette."



RELAX... and let the laughs roll in!... Here comes a glittering gayety show!... Gags and Gals and sweet romance! . . . Beauty and joy and sheer delight! It's looney, it's lovely; it's nutty, it's nice!... It's pep on the screen that means cash in the till!... PLAN YOURSELF A RECKLESS RUN FOR THIS GRAND NEW RIOT-AND-RHYTHM SHOW!

DIRECTED BY
WILLIAM A. SEITER
PRODUCED BY
EDWARD KAUFMAN

Screen play by Bert
Kalmar and Harry Ruby
and
Viola Brothers Shore



Report F & M Agreement to Operate Roxy

(Continued from page 1)

for a 21-year franchise with 20th Century-Fox. The plan also states that \$150,000 will be spent for contemplated alterations and improvements of the property, including furnishings and equipment.

F. & M. Stageshows, Inc. is a subsidiary of F. & M., Inc., of California which is owned by Marco Wolf, Harry C. Arthur, Franchon Simon and Jack Partington. Wolf, better known as Mike Marco, is an associate producer for Universal and Franchon Simon, now known as Miss Fanchon, is a producer for Paramount. Arthur has charge of theatre operations, Marco is head of the stageshows in the west and Partington supervises stage production for the company in the east.

Roxy Holders without Power

The first mortgage bondholders and preferred stockholders in Roxy Theatre Corp. have no direct power in the operation of the theatre under the reorganization, but in the payment of dividends the bondholders come first, preferred stockholders second and common stockholders last.

No change in policy is contemplated by the new operators, it is understood. Arico has had a management contract with Howard S. Cullman, trustee, for the past five years. This company is a subsidiary of F. & M., Inc.

Cullman winds up his trusteeship Sept. 2. Edward Burke, who has been the house manager for about 10 years, has resigned and is reported to have offers from Loew's and Skouras. He will conclude his duties when Cullman steps out. Cullman will file a complete report of his term of trusteeship with the court shortly. Rose, Proskauer & Paskus, attorneys for the trustee, are now working on the analysis of operations for the last five years. At the same time, an application will be filed by Cullman for fees. He has already received \$80,000 as interim fees for the first four years and is expected to ask for an additional \$20,000.

Lesser Seen in Burke Post

Irving Lesser, who has been representing F. & M. in the management contract with Cullman, is expected to absorb Burke's duties. He is a brother of Sol Lesser, independent producer for 20th Century-Fox and RKO. Lesser now makes his office on the fifth floor of the theatre building and, according to plans reported under way, will move his quarters to the balcony overlooking the rotunda.

Under the reported new arrangement, 20th Century-Fox will be allocated 40 weeks' playing time and Universal will be given 12 weeks. The first 20th Century-Fox picture most likely will be "Thin Ice," already dated for a three-week run starting Sept. 3. The initial Universal attraction, it is said, will be "100 Men and a Girl," which has been booked for an indefinite run following "Thin Ice." The theatre will have a selection of product from both companies and, while the arrangement may ob-

Who They Are

F. & M. and its subsidiaries operate 42 theatres in St. Louis and the Paramount in Los Angeles. Harry C. Arthur is president of F. & M. of Missouri which is the operating company for the Mound City group while Mike Marco handles the Paramount on the coast.

In addition, Arthur has four theatres in New England and his brother, Milton B., is a partner in and division head for a number of Fox West Coast houses.

viate playing other product, there is a likelihood that one or two independent pictures may be spot-booked.

Arthur and Partington have been in the business for years. Arthur operated Fox West Coast before Harold B. Franklin stepped in, later operating Fox Metropolitan Playhouses and the Poli circuit in New England. He was the prime mover for decentralized operation in exhibition, a plan which has been adopted by all major circuits.

Partington for years was in charge of stage presentations at the Paramount, a post he left to join F. & M.

Shortly before Arthur and Partington stepped into the Roxy, the theatre was grossing an average of \$7,000 while in receivership. The house was closed for a time and Harry G. Kosch, an attorney for Sawyer & Lubin, was replaced by Cullman. In the five years Cullman has been supervising the administration, the theatre has steadily built up its weekly gross to an average of \$35,000. At one time, Loew's was reported after the house to replace the Capitol, on which the circuit's ground lease was about to expire. Recently, Loew's bought the property.

Roxy Prices Raised

With the showings of "Wee Willie Winkie," the Roxy tipped its week-day prices to conform to Saturday and Sunday admission scales. The first week's take jumped to \$65,000. Last week, under the same policy, "Gangway" finished with approximately \$26,000.

Having lined up selective films from 20th Century-Fox and Universal for the next year, the theatre may set a new high average weekly gross, with pictures to run as long as they hold up at the box-office. The Roxy, after being in receivership and trusteeship for more than six years, is back again as one of the major first runs on Broadway.

Start Search for Talent

DALLAS, Aug. 29.—Plans are under way for a talent search through the southwest to be conducted by M-G-M, with the cooperation of the Interstate Circuit, according to John C. Smith of Interstate. Tests will be held in the leading cities, with four individuals to be selected. The auditions will begin in October.

Drissel Is Transferred

WILMINGTON, Del., Aug. 29.—Roger R. Drissel, manager of Loew's Parkway here for the past three years, has been transferred to Loew's State at Norfolk, Va., as manager. No successor to Drissel has been announced as yet.

"Horizon" Is Denver Smash With \$19,000

DENVER, Aug. 29.—"Lost Horizon" packed the Denver for the week and set a house record for several years back with a take of \$19,000. This was \$11,500 over normal. The feature was moved to the Aladdin for a continued run.

"Topper" and "Between Two Women" at the Orpheum pulled \$10,000, only slightly under the take of "The Good Earth" the previous week. The Paramount double bill, "Born Reckless" and "Michael O'Halloran," was pulled at the end of three days and "Outlaws of the Orient" and "Fight to a Finish" were substituted.

Total first run business was \$41,000. Average is \$27,000.

Estimated takings for the week ending Aug. 25:

"LOVE UNDER FIRE" (20th-Fox) ALADDIN—(1,500), 25c-40c, 7 days, following a week at the Denver. Gross: \$3,000. (Average, \$3,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

BROADWAY—(1,500), 25c-40c, 7 days, following a week each at the Denver and Aladdin. Gross: \$2,500. (Average, \$2,000)

"NO MAN OF HER OWN" (Para.)

DENHAM—(1,500), 25c-35c-40c, 7 days. Gross: \$4,000. (Average, \$5,000)

"LOST HORIZON" (Col.)

DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$19,000. (Average, \$7,500)

"TOPPER" (M-G-M)

"BETWEEN TWO WOMEN" (M-G-M)

ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$10,000. (Average, \$6,000)

"BORN RECKLESS" (20th-Fox)

"MICHAEL O'HALLORAN" (Republic)

PARAMOUNT—(2,000), 25c-40c, 3 days. Gross: \$800. (Average, 7 days, \$3,500)

"OUTLAWS OF THE ORIENT" (Col.)

"FIGHT TO THE FINISH" (Col.)

PARAMOUNT—(2,000), 25c-40c, 4 days. Gross: \$1,700

Changes Made in Denver

DENVER, Aug. 29.—Several theatre changes made here recently include Jack Kramer, former Alameda manager, to the Santa Fe in the place of George Sandstrom, who has moved over to the Egyptian. The Egyptian manager, Fred Eisle, who was also production manager, has taken over the Grand at Littleton, Col., from Ross and Art Bluck, and Si Gertz, former assistant on the *Civic News* has become editor, replacing C. A. Anderson, editor, who is now handling the screen advertising and exploitation.

Ross Extending Service

Ross Federal Service has extended its marketing research facilities to 16 foreign countries. The new service is the result of the Ross affiliation with the market research division of Might Directories, Ltd., Toronto, and an association of foreign research companies. It was said yesterday that there is no film application planned in the new service.

Epidemic Hits Omaha

OMAHA, Aug. 29.—City Health Commissioner Floyd Kinyoun has ordered Omaha theatres to discontinue any children's matinees, and has issued a public appeal to parents to keep their children home from any theatre performance until the current infantile paralysis epidemic subsides.

"Dallas" Big Seattle Draw With \$11,000

SEATTLE, Aug. 29.—"Stella Dallas" led the first runs for the week by more than doubling normal at the Liberty with a take of \$11,000. It was held.

"The Good Earth" pulled \$8,900, up by \$2,900, at the Paramount and was given a second week. "You Can't Have Everything" and "Midnight Madonna" at the Orpheum did well at \$6,450 in the second week and they were held for a third.

Total first run business was \$43,750. Average is \$36,500.

Estimated takings for the week ending Aug. 24:

"LOVE IN A BUNGALOW" (Univ.)

"ARMORED CAR" (Univ.)

BLUE MOUSE—(950), 15c-25c-35c, 7 days. Gross: \$3,100. (Average, \$4,000)

"WEE WILLIE WINKIE" (20th-Fox)

"SING AND BE HAPPY" (20th-Fox)

FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,800. (Average, \$7,000)

"STELLA DALLAS" (U.A.)

LIBERTY—(1,800), 25c-35c-40c-55c, 7 days. Gross: \$11,000. (Average, \$5,000)

"ARTISTS & MODELS" (Para.)

MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Paramount. Gross: \$3,400. (Average, \$4,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

"MIDNIGHT MADONNA" (Para.)

ORPHEUM—(2,450), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,450. (Average, \$6,000)

"THE FRAME-UP" (Col.)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Seattle Junior Symphony. Gross: \$4,100. (Average, \$4,500)

"THE GOOD EARTH" (M-G-M)

PARAMOUNT—(3,050), 30c-40c-55c, 7 days. Gross: \$8,900. (Average, \$6,000)

No Morris Successor

BOSTON, Aug. 29.—H. M. Addison has declared that no manager will be named for the present to replace Victor Morris at Loew's Orpheum. Arthur Tuohy, former assistant to Morris, and Frank Murphy, formerly assistant at Loew's State, are dividing duties at the theatre for the present.

**NATION-WIDE
AIR EXPRESS**

**NORTH-SOUTH
EAST - WEST**



For air
or rail-air service
or schedules, phone
RAILWAY EXPRESS
AIR EXPRESS
Division

Radio Personals

JACK Benny and Mary Livingstone return from Europe today aboard the *Normandie*. . . . Francia White leaves the "Cavalcade" program after Sept. 1. . . . Bill Neel, NBC trade news editor, returns from vacation this morning. . . . Billy Burton, Rockwell-O'Keefe publicist, is now a columnist in addition, having been signed to purvey the Broadway gossip for the magazine *Down Beat*. . . . Ernie Golden celebrated a birthday Saturday. . . . Robert Emmet Dolan has signed Laura Newell as harpist with his band. . . .

Aileen Stanley, now in Europe making transcriptions for Rinso for use on the Luxembourg and Normandie station outlets, will return here shortly to make an appearance as a guest on a number of programs. . . . Jerry Levinson will make legal application this week to change his name to Jerry Livingstone as a preliminary to organizing his own orchestra for work with CBS or NBC. He is the composer of several popular songs. . . . Sally Eilers made an appearance on the "Sunday Night Party" yesterday.

"Tuna Clipper" Show Fades

SAN DIEGO, Aug. 29.—The Sunharbor Packing Co.'s "Tales of the Tuna Clippers" series heard weekly over KGB, Mutual-Don Lee outfit, has left the air. The series, on the air for more than a year, dramatized true adventures in the lives of tuna fishermen. Robert Gracemill was the agency.

Beaux Arts on the Air

Beaux Arts Hotel Apartments are inaugurating a series of spot announcements over WMCA starting immediately, to acquaint metropolitan listeners with the features of the hotel apartments.



JESSICA DRAGONETTE

Palmolive

BEAUTY BOX THEATRE
of the air

Every Wednesday Night, Nine-Thirty,
E.D.S.T.

W A B C — COLUMBIA NETWORK

Wednesday • Sept. 1st

"ROBIN HOOD"

WOR Renews, Adds Number of Accounts

WOR new and renewal accounts for fall presentation, in addition to those already published, include:

R. B. Semler Inc., for Kreml, Josef Renald, hand analyst, beginning Sept. 14, Tuesdays and Thursdays from 5:45 to 6 P. M. Erwin Wasey & Co., Inc., is the agency.

Sterling Products, Inc., through the Thompson Koch agency, a new program, title and format to be supplied at a later date, to begin Sept. 27, Mondays through Fridays from 4:15 to 4:30 P. M.

The Pinex Co., through Baggaley, Horton & Hoyt, beginning Oct. 4, Mondays through Saturdays from 6:30 to 6:45 P. M. Program details have not been completed as yet.

Beginning Oct. 4, the Hoffman Beverage Co., a current WOR subscriber with Transradio news readings, will offer another Transradio program, Mondays, Wednesdays and Fridays from 6:30 to 6:45 P. M. with Vincent Connolly at the microphone. J. M. Mathes, Inc., is the agency.

High Frequency Test Coming Up in Iowa

DES MOINES, Aug. 29.—W9XTE, new high frequency station of the Iowa network, has been established in the Des Moines studios of KSO-KRNT and will soon be conducting experimental broadcasts on 26,550 kilocycles. Under the supervision of Paul Huntsinger, chief engineer, research will be conducted to find how to secure local broadcast coverage in the Des Moines area on such a frequency. Plans are to feature network shows which local stations are unable to carry because of other commitments.

Kansas to Tax Building

TOPEKA, Aug. 29.—All materials used in building and equipping radio stations in Kansas are subject to the two per cent sales tax, the Kansas Tax Commission has ruled. Repairs and maintenance after completion are not subject to the levy, however, the commission said, because operation of a radio station has been held to be in interstate commerce by the U. S. Supreme Court.

Earlier this year the commission ruled that radio advertising is not subject to the tax.

Insist on Authors' Credits

To obtain credit for its authors on the air, The Script Library is setting aside scripts by its better known writers and will release them only to stations who agree to broadcast the author's by-lines when the programs are aired. Script Library has a number of headline authors under contract, including Ben Hawthorne, Heywood Brown, Georgia Bachus, Edward Goldsmith Reilly, Marjorie Williams, Hi Alexander, John Fleming, Edward Morse and others.

Young Back on KSFO Sept. 3

SAN FRANCISCO, Aug. 29.—Sterling Young's orchestra will return to the Palace Hotel Sept. 3 and will be heard over KSFO-CBS. New vocalists are Gil Bagenais and Donna Lee.

Bob Saunders' University of California orchestra has been signed to open at the Hotel Utah, Salt Lake City, Sept. 17.

Asks Radio Curfew

Cincinnati, Aug. 29.—City Manager C. O. Sherrill has received a petition from a local citizen asking that an ordinance be passed making it compulsory that the volume of all radios operated in the city limits be toned down to the minimum after 10 P. M. The signer contends that his sleep is disturbed nightly by radios tuned to high volume.

Novel Broadcasts on WMCA Fall Schedule

The fall season of programs over WMCA in September will include several novel productions new to radio, it is revealed in a roundup in the station's advance list. The features include a program featuring the new "radio" language; reviews of London plays and a new type of news feature.

The radio language, which is to be the first of a series of tests to determine the practicability of its use in international broadcasts, is scheduled to be held the morning of Sept. 23 at 1:15 A. M. This early hour is best for reception among distant areas where listening posts have been established by WMCA.

The reviews of London plays begin Sept. 13 on Martin Starr's "Midnight Starr Dust" programs. The reviews will be made by J. W. Marriott, London writer and critic, who will cable his first night impressions to WMCA.

The news feature program, titled "Manhattan Serenade" will begin late in September, with no definite date set as yet. The series is to be a sort of newsreel radio program and will consist of interviews and news coverage of unusual events. The interviews will be made on the scene by transcription and later cut and edited for broadcast presentation.

D. C. Gourlay Joins KLO

OGDEN, Aug. 29.—Douglass Crosby Gourlay, formerly chief announcer at CJOR, Vancouver, B. C., has joined the staff of KLO, NBC Blue outlet here, as an announcer and producer. Gourlay, a native of Vancouver and a member of the CJOR staff for three years, was forced to relinquish his Canadian citizenship to make the move to the United States and his new position at KLO.

Merrill J. Bunnell, advertising manager of KLO is enroute to the coast for a part business, part pleasure trip. He will visit NBC headquarters in both Los Angeles and San Francisco. Paul R. Heitmeyer, general manager of KLO, has just returned for a trip to the northwest. In Portland and Seattle, Heitmeyer conducted auditions for announcers to supplement the KLO staff.

T. J. Hamilton Joins WRDW

AUGUSTA, GA., Aug. 29.—Thomas J. Hamilton, Augusta postmaster, former editor of the *Augusta Chronicle*, has become vice-president of the Augusta Broadcasting Co., operators of WRDW.

Madigan to Start Sept. 11

SAN FRANCISCO, Aug. 29.—Edward "Slip" Madigan, coach of the Galloping Gaels of St. Mary's College, will begin a series of weekly broadcasts over KFRC Sept. 17.

Yankee and Colonial Sign 8 New Accounts

Eight commercial accounts, some already started, and the others to begin during the fall months, have been placed over the Yankee and Colonial networks.

The Anderson Co., for Sleetmaster, has ordered 35 temperature reports, daily including Sundays, starting Oct. 17 and ending Nov. 20, through the Schwab and Beatty agency, over WNAC only.

The Narragansett Racing Ass'n contract, now in effect, will continue until Sept. 16 and consists of 30-word announcements, three times weekly, over WNAC only, through Chambers and Biswell.

Hecker Products Corp., Daily Information Bureau" starting Sept. 7 for 1 year, through Erwin Wasey & Co. The Yankee and Colonial stations which will carry the programs are WAAB, WEAN, WICC, WSPR, WTHT, WRDO, WLBZ, WTAG.

Duart Sales Co.'s "Passing Parade" series, to WAAB, beginning Sept. 12, for an undetermined period.

Foster Canning Co., participation in the Gretchen McMullen program. The contract, for one program weekly, is currently in effect, and ends Nov. 10. Nathan Feist is the agency. The stations are WNAC, WTIC, WEAN, WTAG, WICC, WLBZ, WFEA, WSAR, WNBH, WLLH, WLNH, WRDO, WNBX, WNLG.

John E. Cain Co., three 15-minute programs weekly over WICC through a contract currently in effect and ending Jan. 26, 1938. The program is listed as "Cain's Musical Clock," and was placed through Chambers & Wiswell.

The Anderson Co., 28 weather reports daily including Sundays over WEAN, starting Oct. 24 and ending Nov. 20, through Schwab & Beatty.

Louttit Laundry, time signals daily including Sundays, over WEAN. The contract, currently in effect, concludes Dec. 31, and is through Lanphor & Schonfarber.

Andrews Goes to Hollywood

SAN FRANCISCO, Aug. 29.—William J. Andrews, chief announcer at KPO-KGO, has been transferred to NBC's Hollywood studios as night manager by Don Gilman, vice-president.

Andrews will be succeeded by Dick Eilers, former night supervisor here, who in turn will be replaced by Robert Dwan of the announce staff.

KWK Extends Network

ST. LOUIS, Aug. 29.—KWK has annexed another network to bring its total to three. The newcomer is John Clark's Transamerican-WLW Line, with its first commercial set to reach KWK Sept. 27. KWK's other network affiliations are with NBC and Mutual.

To Start Highway Station

OKLAHOMA CITY, Aug. 29.—Construction of the state highway station is expected to start shortly with completion scheduled for Oct. 1. Fifty patrol cars will be equipped with receivers.

Austin with Jack Oakie

HOLLYWOOD, Aug. 29.—William Austin, British character actor and impersonator, has been signed as the professor of Oakie College when the Jack Oakie starring program returns on CBS next month.

License Sought for New Atlanta Station

WASHINGTON, Aug. 29.—Plans for a new broadcasting station at Atlanta, Ga., to operate on 1,240 kilocycles with 1,000 watts power night, 5,000 watts day, have been laid before the F. C. C. in an application for a construction permit filed by the Constitution Publishing Co.

An amended application for a construction permit at Sandusky, Mich., for a station to operate on 950 kilocycles with 500 watts night, 1,000 watts day, was filed by the Thumb Broadcasting Co.

Applications were also received from WACO, Waco, Tex., for increase of day power from 100 to 250 watts, and KNOW, Austin, Tex., for increase of day power from 100 to 250 watts.

KSL Prepares for Increase

SALT LAKE CITY, Aug. 29.—Anticipated by a summer-long expansion program creating new offices of production and continuity, as well as additional staff assignments, the fall and winter approaching is marked as the heaviest commercially that KSL has experienced. Added to the personnel changes already announced, is the appointment of Gene Halliday, newly named music department head, as night director of station operations. Also due to increased commercial accounts, Fred Taylor moves into continuity editing and Byron Ray takes on additional duties auditing commercial transcribed shows. Five recently named staff members, in addition to microphone work, have been appointed to the production department as associates to handle the business increase.

The 50,000 watt CBS affiliate this fall will begin its 16th year of operation.

Prepare for Ohio Fair Program

COLUMBUS, Aug. 29.—WBNS, Columbia outlet, has installed microphones in various buildings and locations on the Ohio State Fair grounds, and staff announcers will interview celebrities attending the fair this week.

The "Street Reporter" program also will be aired from the grounds and special interviews will be conducted "For Women Only."

Will Observe "Radio Day"

CINCINNATI, Aug. 29.—"Radio Day" will be a feature of the third annual Fall Festival sponsored by the Cuvier Press Club Oct. 17, commemorating recognition of broadcasting by the press. A national hillbilly band contest will be held. Contestants must be accredited representatives of radio stations.

WKY to Have Mobile Unit

OKLAHOMA CITY, Aug. 29.—WKY will put a mobile transmitter mounted on a truck into commission about Nov. 1 to cover spot news events in the state. The unit will have the call letters of KAXB and will have 200 watts power, with four channels, 1,622, 2,058, 2,150 and 2,790 kilocycles.

Plan Exhibition Broadcast

SAN FRANCISCO, Aug. 29.—Plans for a broadcast Sept. 12 from the site of the Golden Gate International Exposition on Yerba Buena Island have been made by Paul White, CBS director of special events.

Hollywood Town Pump

HOLLYWOOD, Aug. 29.—Beginning Aug. 30, Listerine will sponsor "The Newlyweds," now a sustainer on KNX and the Pacific Coast network stations. The program will continue to be heard Mondays through Fridays from 2:30 to 2:45 P.M., P. S. T. The show is written by Howard Swart, who also stars in it. The cast includes Mary Lansing, Elvia Allman and Charles Lung.

Happy Jack Kay brings his daily Breakfast Club over to KFI Friday to open the station daily at 7 a.m., P. S. T., for 45 minutes except Mondays, when he will be on for only a half hour. . . . KECA has signed with Kay's Credit Department store, through Eddie Handley's agency, for a series of "weather reports" starting Sept. 22 and ending Dec. 31. There will be 35 announcements per week. . . . Pat O'Malley will be a guest for the third time on Benny Goodman's "Swing Show" this month with an appearance Aug. 31. Red Norvo and Mildred Bailey are set for the Sept. 7 show.

"Frank Watanabe" discards "Professor Hipplewater" and takes on "Rudolph" starting this week on KHJ and Mutual-Don Lee. Grover Jones joins Eddie Holden as co-author of the new series, which will have "Watanabe" trying to get a break as scenario writer in a studio. Other members of the cast will be Georgia Fiefield and David Kerman, with Holden doing "Watanabe" and "Rudolph," the latter a young verbitwisting Mexican. . . . Douglas Moores, formerly district sales manager for Seagram's, joins KHJ's sales staff.

KFWB will inaugurate early in September a new show "Let's Go Hollywood," to be sponsored by Clairol, beauty product manufacturer. Owen Crump will be master of ceremonies. Film contracts will be offered as prizes in a series of beauty contests to be conducted regularly. . . . Jackie Cooper will be the guest of Al Pearce and His Gang on "CBS": "Watch the Fun Go By" Aug. 31.

Don Lee has ironed out the regional sponsorship problems on the new George Jessel program which will be aired over the 11 Lee stations on the coast Sundays starting Sept. 26 from 3:30 to 4 P.M., P. S. T. Gaffers and Sattler will sponsor the KHJ presentation. Norma Talmadge (Mrs. Jessel) will present fashion hints and Tommy Tucker and his orchestra, the music.

KFWB has switched about its entire "Curtain Calls" program, starting Sunday, and making it "Behind Scenes in Radio." Johnny Murray, master of ceremonies of the "Curtain Calls" 9 P.M. (P.S.T.) program, has left and as yet KFWB has not lined up the complete setup. . . . Gordon L. McDonough, Los Angeles County supervisor, was the guest of Hal Styles' "Help Thy Neighbor" program on KHJ Sunday. The job-getting program, according to the station, has helped 2,000 persons find employment. . . . Stu Wilson draws the announcing chore on "House Undivided," daily script show on Mutual-Don Lee. . . . C. P. Phiemonge, business agent

of the Birmingham musicians' union, is in town for a visit. . . .

KFWB has started a new twice weekly program, "The People Cast," sponsored by Richard LeBon Cosmetics. It will be conducted by Nona Croft and will present interviews with film players, and cabled style reports from Madame Nicole, Paris fashion authority. Broadcasts will be heard Tuesdays and Thursdays from 9:55 to 10:10 A.M., P.S.T. . . . Sara Langmen began writing and producing a new series of weekly dramatic presentations on KFWB Saturday from 8 to 8:45 P.M., P.S.T.

With another local station scheduled to open in October and more broadcast hours to be filled, the C.B.C. is auditioning everything and anything for possible new programs. . . . Report has it the Imperial Tobacco Co. will give their coast-to-coast Sunday show "Canada, 1937" another try this season, although no studio time has been booked as yet.

Omaha Town Pump

OMAHA, Aug. 29.—Harry Brader, former local theatre pit orchestra leader who has been conducting the Omaha Symphony Orchestra's broadcasts over KOIL this summer, returns to Minneapolis late in September or early in October to resume with the Minneapolis Symphony. . . . Maurice and Lucille Valentine, the latter formerly being known to local radio fans as Lou Williams, are in town on a visit before returning east to resume in dramatic stock. . . . Lou Blake's band has gone into the Chez Paree, East Omaha night club. . . . Lawrence Welk's band reopens the Chermot ballroom here shortly.

San Francisco Town Pump

SAN FRANCISCO, Aug. 29.—Buddy Twiss, Hollywood announcer for NBC, is spending two weeks vacation here. . . . KSFO has installed lines to the Fairmont Hotel, to broadcast Joaquin Grill's band five nights a week. . . . KPO's Helen Kleeb, actress, is broadcasting with one hand in a splint, and an ankle tightly bound, due to a fall while skating. . . . Dorothy Dumont, "scat" vocalist formerly at a local supper club, is the newest addition to KYA's staff. . . . Pianist Edna Fischer (KGO) has left for a month at Downieville.

St. Louis Town Pump

ST. LOUIS, Aug. 29.—Brad Simpson, script writer and producer, has joined the Wesley K. Nash agency to develop a radio advertising department for the agency. . . . Alex Buchan, WTMV announcer now vacationing in Scotland will return to his air duties shortly. . . . Charles Barnhart has taken over the emcee position for Seidal, local department store, on WTMV. He replaces Ted Hunter, who is now in New York. . . . Gail Reese, vocalist, has joined the staff at WIL.

KPO-KGO Add 5 Programs

SAN FRANCISCO, Aug. 29.—New accounts using KPO-KGO include Pro-Ker Laboratories, Oxydol, Howe's Hand Lotion, Gas Appliance Society of California, and Arthur Clippinger's "English As She Is Spoke."

Labor Affiliations Seen Aid to Ascap

(Continued from page 1)

months ago as a means of combating the increasing litigation and adverse legislation aimed at its activities, and which resulted in the introduction of 22 measures designed to curb the society's operations in as many state legislatures during the sessions just closed. It was intimated, however, that the special advantage of such an affiliation was expected to come from labor's state and national assistance in opposing anti-Ascap measures, rather than from the automatic immunity which would come to the society in the event it attained a labor union status.

The plan for a union affiliation has made but little progress in recent weeks and no moves of significance are anticipated in advance of the next meeting of the Ascap board, late next month, and the clearing up of the current negotiations of the A. F. of M. with radio networks on a work-spreading program for radio musicians.

Technicians Approve

Members of the Independent Film Technicians Union approved the formation of a new laboratory workers' union embracing both its own membership and that of Local 669, I.A.T.S.E., a tabulation on Saturday of the ballot cast revealed. Under the plan, Local 669 will be dissolved and a charter will be issued by the I.A. to the new autonomous union. The contracts negotiated with laboratories last spring will be fulfilled by the new union until their expiration next April 13.

Pick Miss Wong's Next

HOLLYWOOD, Aug. 29.—In a shift of assignments for Anna May Wong "East of Shanghai" has been picked by Paramount for her next. It is described as a story of the modern Orient, but without any background of the current Chinese-Japanese conflict.

Wall Street

"U," Eastman Best Board Gains

	High	Low	Close	Net Change
Consolidated Film.	3	3	3	
Eastman Kodak	161	161	161	+1
Loew's, Inc.	80 1/2	79 1/2	79 1/2	-1 1/2
Paramount	21 1/2	21 1/2	21 1/2	
Paramount 2 pfd.	19 1/2	19 1/2	19 1/2	- 1/2
Pathe Film	10 1/2	9 1/2	9 1/2	- 1/2
RKO	8 3/4	8 1/4	8 3/4	+ 1/8
20th Century-Fox	35 1/2	35 1/4	35 1/2	+ 1/8
Universal, pfd.	61	61	61	+1
Warner Bros.	14 1/2	13 3/4	13 3/4	- 1/4

Technicolor Up 1 1/2 Points

	High	Low	Close	Net Change
Grand National	2 1/2	2 1/2	2 1/2	+ 1/8
Sonotone	2	2	2	
Technicolor	30 1/2	29 3/4	30 1/2	+1 1/2
Trans Lux	4 1/2	4	4 1/2	
Universal Pictures	6 1/2	6 1/2	6 1/2	- 1/8

Bonds Rise Lightly

	High	Low	Close	Net Change
Loew's	99 1/2	99 1/2	99 1/2	+ 1/8
Paramount Broad-	66 3/4	66 3/4	66 3/4	
way 3s '35	100 3/4	100 3/4	100 3/4	
Paramount Pic-	95	94 3/4	95	+ 1/4
tures 6s '35	95	94 3/4	95	+ 1/4
Warner Bros. 6s	95	94 3/4	95	+ 1/4
'39 wd.	95	94 3/4	95	+ 1/4

(Quotations at close of Aug. 28.)

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VOL. 42. NO. 52

NEW YORK, TUESDAY, AUGUST 31, 1937

TEN CENTS

Price Levels In Many Spots Are Increased

New Season Tendency Is Toward Higher Rates

Indicative of a general tendency over the country toward an increase in admission prices with the opening of the fall season, are reports from such widely separated points as Milwaukee, Kansas City, New Haven and Seattle. In each case, price increases either had been made effective in some houses already or were being discussed.

In most cases it was pointed out that generally higher operating costs were dictating moves in the direction of proportional increases in box-office prices. Several of the instances were noteworthy in that exhibitors who had increased prices found no decrease or were being discussed.

The following reports, received yesterday, show the trend:

MILWAUKEE, Aug. 30.—Fox has increased admission prices for the Wisconsin and Palace here from 50 to 60 cents top. This is the second jump in the past six months, the previous (Continued on page 15)

Estimate Roxy Net For Year \$270,686

The Roxy Theatre Corp., in a tentative report, for the 52 weeks ending Aug. 19, estimates a profit of \$270,686.32 after taxes, lobby rent and interest on receiver's certificates outstanding, but before interest on funded indebtedness and other charges, as compared with the profit for the same period of 1935-36 of \$159,434.81—an increase of 69.77 per cent.

The average weekly attendance at the theatre showed an increase of more than 15 per cent.

Screen Is Power in Culture, Forum Told

WILLIAMSTOWN, MASS., Aug. 30.—The screen has taken rank with the home, school and church as a power in setting the pattern of American culture, Fred Eastman, professor of literature at the Chicago Theological Seminary, said here today at the Institute of Human Relations at Williams College.

He criticized the men controlling (Continued on page 15)

Radio—Page 18

Screen Actors' Guild Again Delays Eastern Closed Shop

The Screen Actors' Guild yesterday set back for the second time the date for placing the "guild shop" in effect in eastern studios. After once postponing the effective date from Aug. 1 to Sept. 1, the guild's eastern office said yesterday that the closed shop deadline would be deferred again, with no new date being set.

Indications are that the guild will complete its negotiations with Educational, March of Time and other important eastern producers and may wait until a plan for making theatrical union cards interchangeable among all Four A unions has been approved before declaring the closed shop in effect here. This will mean several more weeks and may possibly defer the guild shop here until Oct. 1.

Kenneth Thomson, executive secretary of the guild, left for Hollywood by plane last night after four days here for meetings of the international council of the Associated Actors and Artistes of America.

New Charter Given By AAAA to AGMA

The Associated Actors and Artistes of America last night granted a new charter to the American Guild of Musical Artists giving that organization complete jurisdiction over the grand opera, concert and recital field.

Earlier in the day the Grand Opera Artists' Ass'n relinquished its A.F.L. charter for the grand opera field to the 4 A's at a membership meeting which voted unanimously to align itself with the A.G.M.A.

Producers Discuss Studio Men's Wages

Representatives of eastern producing companies met yesterday to discuss new wage and hour demands and work spreading plans for eastern studio technicians and mechanics submitted by Local 52, I.A.T.S.E. A report of the discussions and possible recommendations is to be submitted to Pat Casey, studio labor representative, today for further action.

Local 52 has asked appreciable wage (Continued on page 4)

Painters Apologize To I.A.; Peace Near

HOLLYWOOD, Aug. 30.—Presaging the signing of a contract with the producers for pay raises and better working conditions the executive committee of the makeup men's local of the Painters' Brotherhood tonight (Continued on page 4)

May Get \$45,000

The Roxy is heading for a \$45,000 week with "Love Under Fire."

U.S. Firms in Mexico Facing Strike Threat

By JAMES LOCKHART

MEXICO CITY, Aug. 30.—A serious labor problem again is confronting the eight major American distributing companies with offices here. The move has taken the form of the demands of the organized distribution employees for wage increases ranging between 30 and 35 per cent over present salaries.

The companies affected are Paramount, 20th Century-Fox, United Artists, M-G-M, RKO, Columbia, Universal and Warners. The percentage of increase demanded depends upon the classification of worker and the length of service. The employee group has threatened to strike unless the companies yield to the demand for increases.

The union has adopted the method of tackling each distributor individually instead of a major attack on all the companies, which tactics, in the (Continued on page 4)

Production Levels Show Little Change

HOLLYWOOD, Aug. 30.—With seven pictures winding up and six starting, productions before the cameras this week totalled 35, one less than last week. Twenty-nine are preparing and 77 editing.

The starts are: U. A., "The Goldwyn Follies;" M-G-M, "The Last Gangster;" Paramount, "Hold 'Em, Navy;" RKO, "It Never Happened Before;" 20th Century-Fox, "Borrowing Trouble;" and Warners, "The Patient in Room 18."

Columbia finished one and is shooting three, preparing three, editing five; Goldwyn, zero, three, zero, zero; Grand National, zero, zero, three, four; M-G-M, zero, two, five, five; Monogram, one, zero, one, two; Paramount, one, seven, three, 13; Principal, zero, one, zero, one; Republic, (Continued on page 15)

Expect Empire To Take "U's" Canada Sales

Nathanson Understood to Control Company

TORONTO, Aug. 30.—The understanding is definite here that Universal distribution will clear through Empire Films, Ltd., of which Oscar R. Hanson is president, but of which N. L. Nathanson, president of Famous Players Canadian Corp., is believed to have control.

Canadian Universal in which Nathanson has purchased a substantial interest maintains a small number of salesmen and has six branch managers, one each in charge of exchanges in Calgary, Toronto, Montreal, St. John, Quebec and Vancouver. Clair Hague, for years, has been general manager of the company and is dean of the exchange contingent in the Dominion. It is understood this staff will remain intact and that distribution will be turned over to Empire. Shortly, it is anticipated the Universal exchanges will be absorbed by this latter company, but control of sales and approval of contracts, it is believed further, will continue to be exercised by James R. Grainger, general sales manager of the parent company, out of New York.

Paul Nathanson, son of N. L., is vice-president of Empire. His father openly is in control of Regal Films, (Continued on page 15)

M-G-M May Acquire Own English Studio

M-G-M probably will acquire a studio of its own in England, through the lease of an existing plant, it was indicated yesterday by Lawrence Weingarten, M-G-M producer, on his return to New York on the *Normandie*.

The present leasing arrangement for the production of "A Yank at Oxford," first M-G-M English film scheduled, is with Alexander Korda, head of the Denham studio of London (Continued on page 15)

Wilby-Kincey Talks With Para. Delayed

Final negotiations on a new operating deal for the Wilby-Kincey circuit have been deferred indefinitely after preliminary discussions held here last week with Y. Frank Freeman, Paramount theatre head, it was stated at Paramount yesterday.

Robert Wilby and H. F. Kincey (Continued on page 15)

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DAILY

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Looking 'Em Over

"Fit for a King"

(Loew-RKO)

The supposedly critical audience which yesterday previewed "Fit for a King," the latest, but not too monumental work of the wide-mouthed Joe E. Brown, under the sponsorship of David L. Loew, alternated between chuckles and guffaws and an occasional bellow. Their reactions served to indicate that there has been produced a portion of comedy close to the Brown standard, if not beyond it, which means an entertaining picture for audiences that go for Brown.

This time Joe E. is an office boy kicked up to reporter, who succeeds, quite by accident, in getting into the thick of an intrigue involving a mythical kingdom and its American princess, getting himself scooped and re-scooped, and finally emerging with a real story and a real romance, all for himself. En route he indulges in most of the expected and a few unexpected antics, practically all of which should make the patrons forget the mortgage and the grocer's bills.

In support are Helen Mack, princess and romance; Paul Kelly, rival reporter and Joe's nemesis; John Qualen, bicycle shop owner who tries—endlessly—to repair a much-needed telephone, and assorted others who fill in the gaps satisfactorily. Edward Sedgwick directed and the screenplay was the work of Richard Flournoy.

Brown is assigned by an irate boss to interview an archduke visiting New York and ascertain why he has been the target for so many would-be assassins. Brown stows away, and Kelly, aboard, succeeds in making a monkey of him. The pursuit, via comedy sequences, wanders over Europe, to a resort, where Brown bumps into and falls in love with Miss Mack, later revealed as the princess going to reclaim her title as queen. Mistakenly, Brown persuades her to do her duty, despite love, and then realizes he is sending her to a death in a political plot. Then the comedy highlight as Brown races to the rescue on foot, bicycle, motorcycle and on a hay wagon, which ends its share of the race as a chariot. He wins, and in so doing, saves the day, Miss Mack, his story and his romance.

"Forty Naughty Girls"

(RKO)

HOLLYWOOD, Aug. 30.—For that vast army of detective story followers who keep buying the pulp magazines week after week, and who go to theatres for further mystification, "Forty Naughty Girls" will provide satisfactory film fare. It will more than satisfy the fans of James Gleason, again brought to the screen as "Police Inspector Oscar Piper," and fluttery fingered ZaSu Pitts. "Forty Naughty Girls" is another of the Stuart Palmer detective stories, and the film version of the backstage murder drama is interspersed with singing, dancing and comedy which the screen handles so much more ably than the printed word would be able to do.

Windy, a philandering and blackmailing press agent for a stage play, is murdered when Inspector Piper and Hildegard Withers (Miss Pitts) are watching the show. Piper investigates and rounds up a half dozen suspects, all of whom are innocent. Then Hildegard, after a series of hilarious incidents, finds out who the murderer is. In addition to Gleason and Miss Pitts, the cast has Majorie Lord, George Shelley, Joan Woodbury, Frank M. Thomas, Tom Kennedy, Alan Edwards, Alan Chase, Edward Marr, Ada Leonard, Donald Kerr and Barbara Pepper.

John Grey adapted the Palmer story. Edward Cline directed and William Sistrom produced.

Running time, 63 minutes. "G."

Bans Game Insurance

RACINE, Wis., Aug. 30.—District Attorney Oscar M. Edwards has warned the Racine Novelty Co. to discontinue selling Bank Night insurance, declaring it violates the state insurance laws. The Racine firm has been selling the insurance for 15 cents a week.

Fox Plaza Goes Dual

KANSAS CITY, Aug. 30.—The Fox Plaza, last stronghold of single bills, and said to be the only theatre in Kansas City that has never shown a double, has inaugurated the two-feature policy. The new policy will be given a thorough test.

R. Schoenstadt Suicide

CHICAGO, Aug. 30.—Leaving a note saying that he was tired of life, Ralph Schoenstadt, 32, cousin of Arthur and Henry Schoenstadt, theatre circuit owners here, was found dead this morning, having shot himself. He was manager of the People's Theatre and son of the late Alexander Schoenstadt.

No Paramount Action

SAN FRANCISCO, Aug. 30.—A special meeting of the I. T. O. of Northern California, called last week to discuss the proposed Paramount playdate strike, adjourned after heated discussion but without coming to a decision.

Purely Personal

JAMES R. GRAINGER is poising a trip to Seattle the end of the week, but may not get away as per current schedule. In the meantime, MRS. GRAINGER is leaving for her usual sojourn in Hollywood and will return in October.

LOUIS D. FROHLICH, attorney, leaves for Lincoln late this week to prepare for the hearing there next week of Ascap's application for an injunction to restrain Nebraska officials from enforcing the state's new anti-Ascap law.

JAMES DUNN is at Ritz Towers from Hollywood. LOUELLA O. PARSONS, motion picture editor of the Hearst newspapers, has left Ritz Towers for Hollywood accompanied by her husband, Dr. HARRY MARTIN.

LEONARD FIELDS has left Hollywood after an extended stay for Minneapolis, his home town. In the fall, he plans to produce "Sunup to Sundown," a play by FRANCIS FARAGOH.

LAWRENCE WEINGARTEN, GILBERT MILLER, JACK BENNY and MARY LIVINGSTONE, LESLIE BANKS and BOB HALL returned yesterday on the *Normandie*.

CHARLES SCHWARTZ of the law firm of Schwartz & Frohlich is back at work following a siege of illness.

JULES LEVY is back on the job. He was out for a few days last week while his tonsils were removed.

C. K. STERN, assistant treasurer of Loew's, Inc., will sail tomorrow for a 10-day vacation in Bermuda.

JACK ALICOATE, publisher of *The Film Daily*, returned from Europe on the *Normandie* yesterday.

HAROLD YOUNG, who directed "52nd Street," is en route east. He will sail shortly for Europe.

NATE BLUMBERG and NED E. DEPINET are flying to the coast today for a short visit.

KENNETH O'BRIEN of the United Artists publicity staff is home ill.

DAVID LOEW left for the coast last night.

... Pittsburgh

The HAROLD W. COHENS—he's the drama and movie editor of the *Post-Gazette* and she's STEPHANIE DIAMOND of radio—just celebrated their first wedding anniversary.

JOE FELDMAN's youngsters, WALLY and JIMMY, had their tonsils removed the other day.

JOHN GORING and his partner captured first prize in the Pennsylvania State golf open at Oakmont.

RAY WHEELER, manager of the State, and MELBA SCOTT, the dancer, have been married.

MRS. RICHARD MILLS (SHIRLEY HELLER) is home from Chicago visiting her parents.

MAX HENRICI is vacationing in Alaska for a couple of months.

Pemberton on Board
Of Theatre Council

Brock Pemberton, producer, was elected to the board of the American Theatre Council, new legitimate stage promotional organization, at a meeting of the board yesterday.

The meeting appropriated \$500 for the use of the committee on suburban promotion, which will be used in determining methods of encouraging theatre attendance by suburbanites. An appropriation of \$250 was granted the committee in charge of establishing an apprentice theatre for young actors. A meeting of the organization's road committee is scheduled for later in the week.

Monogram Finishing 21

HOLLYWOOD, Aug. 30.—W. Ray Johnston, president of Monogram, declared here that 21 pictures, one-half of the company's product for the year, will have been completed by Oct. 1. Here the past 10 days in close supervision of studio operations, Johnston leaves this week for a swing around the San Francisco, Seattle and Portland branches and will arrive in New York Sept. 10.

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MOTION PICTURE DAILY

**First in
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VOL. 42. No. 52

NEW YORK, TUESDAY, AUGUST 31, 1937

TEN CENTS

Para. Listing 12 B.O. Films First 5 Months

New Releases Impress by Their Strength

Closely following the box office success of "Artists and Models" and "Souls at Sea" Paramount is now definitely set to release a group of twelve sure-fire hit pictures of equal box office calibre during the first five months of the new season.

The group consists of: Bing Crosby and Martha Raye in "Double or Nothing"; Irene Dunne and Randolph Scott in "High, Wide and Handsome"; Marlene Dietrich in "Angel" with Herbert Marshall and Melvyn Douglas; "This Way Please" with Fibber McGee and Molly, Betty Grable, Ned Sparks and Mary Livingston; "Ebb Tide" a Technicolor production with Oscar Homolka. "Blossoms on Broadway" with Edward Arnold and Shirley Ross; "The Barrier" with Leo Carrillo, Jean Parker and Jimmy Ellison; Carole Lombard and Fred MacMurray in "True Confession"; W. C. Fields in "The Big Broadcast of 1938." Also "Thrill of a Lifetime" with Dorothy Lamour, Yacht Club Boys, Judy Canova and Ben Blue; "Everyday's a Holiday" with Mae West, Edmund Lowe and Charles Butterworth and "Wells Fargo" with Joel McCrea, Frances Dee and Bob Burns.

"High Wide" Lauded At London Premiere

LONDON, Aug. 30 (Via Cable).—The premiere of "High Wide And Handsome," Paramount production at the Plaza Theatre here, was ushered in with an enthusiastic reception from both public and press. Public showed their appreciation by long and generous applause.

One Out of Four

Peekskill, Aug. 30.—"Artists and Models" Paramount production starring Jack Benny in its first day at the Paramount Theater here played to more than 4,000 admissions, setting a new attendance and receipt figure. With the population of this town of 17,000 it is estimated that at least one of every four persons saw the picture.

40 Key City Runs Place "Artists" in Hit Class

Half a Million People Pay to See

'Artists and Models' at Paramount

Smash business was done at the New York Paramount Theater with "Artists and Models" which in its four weeks played to more than half a million persons, according to a box office check-up. With the local population six and a half million the Paramount Theatre certainly got its share of the picture-going public. The third and fourth week's business was on par with the take recorded for the first week and all indications point to the picture remaining at the theater until September. That's some business!

'Souls at Sea' SRO at Phila. And Portland

Despite terrific rain, Paramount's mighty drama of the sea, "Souls at Sea," was ushered in at its first three popular price engagement at the Fox, Philadelphia; State, Portland and Paramount, New Haven, to unprecedented business. The SRO sign was in evidence at three houses, which drew capacity crowds for the opening performances.

At the Fox Theater, Philadelphia, the picture rolled up the biggest opening day's gross of any picture this year. In Portland at the State "Souls at Sea" cracked all records for the year at that house, "Souls At Sea" at the Paramount in New Haven opened to the best business of the year. All engagements definitely demonstrated the drawing power of this Paramount smash hit.

Para Signs Benny On Four Year Pact

Following the phenomenal reception accorded his last production, "Artists and Models," Paramount production executives concluded negotiations with Jack Benny for a new four-year contract. In this new pact Benny will make eight productions for the company. The first picture, tentatively titled "Music Over America," and now being prepared by Preston Sturges, will be produced by Arthur Hornblow, Jr.

Preview Slant Indicates "Ebb Tide" a Winner

HOLLYWOOD, Aug. 30.—Audience reaction at a sneak preview of "Ebb Tide," Paramount Technicolor production with Oscar Homolka, Frances Farmer and Ray Milland, definitely stamps that attraction as another box office winner from Paramount. Unsuspecting audience applauded the exceptional portrayals of the various players in the cast and the dramatic highlights of the production, the gripping storm scenes which were photographed in Technicolor in this screen version of the Robert Louis Stevenson story. James Hogan directed this Lucien Hubbard production.

"Artists" Makes B. O. History in Newark

NEWARK, Aug. 30.—Box office history was made at the Paramount Theater here when Paramount's outstanding musical sensation "Artists and Models" was held for a fourth consecutive week at this theater. This is the first time since the house was built that any film achieved that distinction and registered handsomely at the box office. The picture got off to a sensational first week with crowds lining the house to capacity. Business on the first day of the fourth week was \$100 better than the first day of the third week.

The success of "Artists and Models" in Newark is typical of the reception achieved in other situations.

Added Playing Time Given Paramount Musical Smash

Conclusive evidence of the fact that Paramount's new musical production "Artists and Models" will be among the top grossers of this season is gleaned from box office reports now reaching the Paramount home office from forty key city engagements.

Every important key city opening on "Artists and Models" has resulted in additional playing time. Among the highlights of the holdovers are:

At the New York Paramount now in its fourth big week and playing to the biggest gross in the history of the house. Second day of the fourth week far ahead of the second day's take of the third week. For the first time in the history of the Paramount Theater in Newark "Artists and Models" has been held for four consecutive weeks. First day of the fourth week was \$100 better than first day of third week.

In Philadelphia at the Stanley Theater the picture rolled up the biggest first week's gross in three years. At the Fox Theater in San Francisco "Artists and Models" garnered the normal week's receipts in the first three days. The picture is now in its second week at the Paramount Theater in Seattle after hitting the biggest first week's business in two years. Picture is now at the Music Hall in that city for third week.

At Chicago, Chicago Theatre "Artists and Models" grossed \$25,000 in its first three days for a record take, while at the Detroit Theatre in that city the picture rolled up \$5,000 in its first day of a record-breaking opening.

From Indianapolis the Circle Theater reported the picture hit the average week's take in its first three days.

Exhibitors who have played this smash hit pass the word along to other showmen who have this picture booked to save extra playing time.

Best in 2 Years!

Erie, Aug. 30.—Paramount's musical "Artists and Models" played to the biggest gross of any picture in two years at the Warner Theatre here. Opening day's business broke the house record with the picture being held for a second week.

U.S. Firms in Mexico Facing Strike Threat

(Continued from page 1)

previous organization demand for adjustment of working conditions, resulted in a strike which tied up distribution here for four months.

The new demands for heavy pay increases have been made despite the generous raises in wages which were allowed in the settlement of the general strike. Distributors are worried over the situation. Business has been much improved recently, and there are indications that the American companies will yield, as did many exhibitors here when their employees demanded a 25 per cent wage increase.

It is reported that Paramount and M-G-M pacified their workers with an increase, the amount of which remained undisclosed.

The Government fears a row climaxing the strike sentiment. Official circles are inclined toward a policy of averting a business tieup if at all possible, in view of the fact that Mexico has had more than its share of labor disturbances, and the fear that any conflicts of that nature would take a toll of Government revenues and work a hardship on the public.

Union Fights Discharge

NEW HAVEN, Aug. 30.—A. F. of L. exchange employees' union here has sent representatives to the RKO home office to plead the cause of Homer Downey, poster clerk and assistant shipper, first member of the unit to be discharged. The group seeks his reinstatement, claiming that the charge of inefficiency was unreasonable after almost five years of continuous employment.

Chicago Settlement still Pending

CHICAGO, Aug. 30.—The operators' union contract with Chicago exhibitors expires tomorrow but the men will continue on the present terms pending settlement of a new agreement in which the union is asking a 20 per cent salary increase which theatre men seem very reluctant to give.

Seek New St. Louis Union

ST. LOUIS, Aug. 30.—Bert Tavenner, local C. I. O. director, has declared that a group has filed an application with him seeking a C. I. O. charter for a new projectionists' union to compete with the M. P. Machine Operators' Local Union No. 143, a branch of the I. A. T. S. E. and affiliated with the A. F. of L.

Birdwell in New York

Russell Birdwell, publicity director for Selznick International, is in New York for the opening of "The Prisoner of Zenda" at the Music Hall. Later he will fly to Bermuda for the opening there, and then will proceed to Ontario and Ottawa for the premieres there.

Making Short on Spain

Modern Film Corp. is preparing a two-reel version of the film, "Fury Over Spain," which will be available for national distribution shortly. A Spanish version is also being prepared for Latin America.

Producers Discuss Studio Men's Wages

(Continued from page 1)

increases for all classes of studio mechanics here and is also seeking a work spreading agreement which will provide employment for a larger number of studio mechanics and technicians in the east.

Two Operators Paroled

Two projectionists were paroled yesterday by Magistrate Anna M. Kross in Bronx Magistrates' Court for a hearing Sept. 21. They were charged with disorderly conduct as a result of sit-down strikes.

The prisoners were Samuel Balaban of the Melba, Boston Road and Seymour Ave., and Arthur Schwab of the Craft, White Plains Road and 238th St.

306 Meeting Postponed

The meeting of representatives of Local 306, projectionists' union, with major circuit executives, to discuss terms of a new two-year working agreement, scheduled for yesterday, was postponed. It probably will be held tomorrow.

Kendis Files Denial

J. D. Kendis yesterday filed a general denial in U. S. District Court in answer to a \$5,000 breach of contract suit brought against him and Jay Vee Kay Prod. by Principal Film Exchange, Inc. The plaintiff claims that it received exclusive rights to distribute "Crusade Against Rackets" and was to get 50 per cent of the gross after deducting the cost of prints. Kendis denied making the contract and asked for a dismissal of the complaint.

Lorens Asks \$2,500 Fee

Louis Lorens, special tax counsel for the Flatbush Ave. and Nevins St. Corp., owners of the Brooklyn Fox, which recently went through reorganization proceedings, yesterday filed a request in U. S. District Court for an additional \$2,500 for legal fees.

Critic Breaks Ankle

PITTSBURGH, Aug. 30.—Florence Fisher Parry, film critic and columnist for the *Press*, suffered a broken ankle last week in her home town of Punxsutawney, Pa., while attending the funeral of a relative there. She is confined there to a hospital and is expected to be away from her desk for at least a month.

Wm. Darling Vacationing

HOLLYWOOD, Aug. 30.—For the first time in his 19 years of association with the industry, William Darling, art director at 20th Century-Fox, is taking a vacation. Bernard Herzbrun is pinch hitting for him.

Biechele on Vacation

KANSAS CITY, Aug. 30.—R. R. Biechele, operator of the Osage, Kansas City, Kan., and secretary of the K. M. T. A., is vacationing in the east with his family.

Open Newsreel Sept. 10

The Newsreel Theatre on East Fordham Road, Bronx, is scheduled to open about Sept. 10.

Cake for Capitol

HOLLYWOOD, Aug. 30.—M-G-M is sending a three-layer, 100-pound cake approximately five feet in height and autographed by its stars and featured players to the management of the Capitol in New York for the celebration of its 20th anniversary and simultaneous re-opening of the newly-redecorated house Sept. 2. "Broadway Melody" will be the first picture to be played with the reopening.

Painters Apologize To I. A.; Peace Near

(Continued from page 1)

issued to the press a formal apology for attacks made upon the I.A.T.S.E. during and since the recent strike. It is understood that William Bioff, representative of George E. Browne, I.A.T.S.E. president, will aid the makeup men's local committee in drawing up a contract with the producers. The apology read:

"We, officers and members of the makeup artists' local, desire to render a formal apology to you, the officers personally, and to the members collectively, for statements made and allegations and innuendoes inferred and state that they are without foundation."

The contract calling for retroactive wage raises to August 2, when the initial tentative contract was blocked by the I.A.T.S.E., and other conditions are to be signed this week. The I.A.T.S.E. reportedly is dropping its claims for jurisdiction over makeup men.

Plans Completed for Rogers Shrine Rites

COLORADO SPRINGS, Aug. 30.—Before a large gathering which will include statesmen, actors, aviators, cowboys and Indians, the Will Rogers Shrine of the Sun on Cheyenne Mountain will be dedicated on Labor Day. Dedication will open with a brief eulogy by Thurston J. Davies, president of Colorado College, who will be introduced by U. S. Senator Edwin C. Johnson of Colorado.

The honor of christening the memorial will go to a full-blooded Osage Indian, Fred Lookout, son of the chief of the Osage tribe.

Preceding the dedication a three-day rodeo will be held on the polo field of the Broadmoor Hotel here at which prizes totaling \$10,000 will be awarded.

Rosenthal to New York

HOLLYWOOD, Aug. 30.—Aaron Rosenthal, comptroller of Grand National has gone to New York to work out a plan of consolidating the accounting systems of the New York and the Hollywood offices.

LeRoy Signs Sinclair

HOLLYWOOD, Aug. 30.—Mervyn LeRoy has signed Robert Sinclair, Broadway stage director, to a writing-directing contract. He will collaborate with LeRoy on "Food for Scandal."

Rocky Mountain Men Conclude Convention

DENVER, Aug. 30.—Urged to fight against further unionization in the theatres, the members of the Rocky Mountain Theatre Owners and Managers today brought to a close their convention here without passing any resolutions.

Harry Huffman warned against the danger of daylight saving to the theatres and Rick Ricketson urged an increase in admission prices, pointing to the value and quality of present-day product and to the rising prices of commodities generally. He pleaded for better distribution and called for cooperation of exhibitor with distributor.

Officers for the new year, most of whom were reelected, are: A. P. Archer, president; Charles Gilmour, first vice-president; Harold Rich, second vice-president; Louis Finske, third vice-president, and E. P. Briggs, treasurer.

Directors are Howard Federer, Archer, Ricketson, Dave Davis, Dave Cockrill, Mickey Gross, Ed Schulte, B. P. McCormick, Russell Bradwick, Charlie Klein and John Greve. Emmett Thurman was continued as secretary-counsel.

About 145 were registered for the convention. Most of these will attend the Screen Club picnic at the Cherry Hills C. C. tomorrow.

The convention of Fox Intermountain will open here tomorrow but will adjourn its session early in order that these delegates may also attend the Screen Club picnic.

Shooting "Cantor's Son"

Exterior shooting on "The Cantor's Son," produced by Eron Prod., Inc., has been completed and additional work will be continued at the Film Art Studios after the Jewish holidays. Oisha Moisha, well-known star of the Jewish stage, is starred with Sidney Golden directing. Artie Block is production manager and John T. Doran is supervising.

Wall Street

Eastman Makes Best Board Gain

	High	Low	Close	Net Change
Columbia	26 5/8	26 1/8	26 1/8	- 3/8
Consolidated	3 1/8	3 1/8	3 1/8	+ 1/8
Eastman	186	185	186	+ 3
Eastman, pfd.	161	160 3/4	161	
Loew's, Inc.	80 1/2	79	80 1/2	+ 1 1/4
Loew's, pfd.	105 3/4	105 3/4	105 3/4	
Paramount	22	21 3/4	21 3/4	+ 1/8
Pathe	9 1/2	9 1/4	9 1/4	
RKO	8 1/4	8 1/8	8 1/4	- 1/8
20th Century-Fox	36	35 3/4	36	+ 1/2
Universal, pfd.	60	60	60	- 1
Warner Bros.	14 1/2	14	14 1/2	+ 1/8
Warner, pfd.	58	58	58	- 4

Technicolor Rises on Curb

	High	Low	Close	Net Change
Grand National	2 3/4	2 3/4	2 3/4	+ 1/8
Sonotone	2	2	2	
Technicolor	32 3/4	31	32 1/4	+ 1 1/4
Universal Corp.	3	3	3	

Fractional Bond Advances

	High	Low	Close	Net Change
Keith B. F.				
6s '46	98 1/2	98 1/2	98 1/2	
Loew's 6s '41 ww				
deb rights	100	99 1/2	100	+ 1/2
Paramount B'way				
3s '55	66 3/4	66 1/2	66 3/4	+ 1/8
Paramount Pict.				
6s '55	100 1/2	100 1/2	100 1/2	- 7/8
Warner Bros. 6s				
'39 wd	95 1/4	95	95 1/4	+ 1/4

(Quotations at close of Aug. 30)

DO THE TRADE PAPERS KNOW WHAT THEY'RE TALKING ABOUT?



A FRANK STATEMENT BY LEO
WHO TALKS RIGHT OUT!

*"Be careful Leo,
the whole industry
is listening!"*



*"Don't worry,
Mama! Every-
body wants to
know!"*



"LET THERE BE LIGHT!"

Oh Boy, do the trade paper boys
know what they're talking about?
You said it, industry, listen!

August 14, 1937

THE *Hollywood* REPORTER

NEW 'B'WAY MELODY OF '38' PEAK OF EXTRAVAGANZAS

**Tucker, Garland,
Murphy Highlights**
"BROADWAY MELODY OF 1938"
(MGM)

Producer.....Jack Cummings
Director.....Roy Del Ruth
Screenplay.....Jack McGowan
Original.....Jack McGowan, Sid Silvers
Music and lyrics: Nacio Herb Brown,
Arthur Freed.
Musical Presentations.....Merrill Pye
Musical Director.....Georgie Stoll
Musical arrangements.....Roger Edens
Vocal and orchestral arrangements:
Leo Arnaud, Murray Cutter.
Dance Director.....Dave Gould
Recording Director.....Douglas Shearer
Art Director.....Cedric Gibbons
Associates: Joseph Wright, Edwin B.
Willis.

Gowns.....Adrian
Photographer.....William Daniels
Montage effects.....Slavko Vorkapich
Film Editor.....Blanche Sewell
Cast: Robert Taylor, Eleanor Powell,
George Murphy, Binnie Barnes,
Buddy Ebsen, Sophie Tucker, Judy
Garland, Charles Igor Gorin, Ray-
mond Walburn, Robert Benchley,
Willie Howard, Charley Grapewin,
Robert Wildhack, Billy Gilbert,
Barnett Parker, Helen Troy.

Metro-Goldwyn-Mayers "Broadway
Melody of 1938" is a gigantic musical
extravaganza that should click heavily
at the boxoffice.

Both previous "Broadway Melodies"
are to be remembered for having de-
veloped new screen stars. The 1938
edition will prove no exception. There
are no less than three whose perform-
ances here should carry them to the
top. The sensational work of young
Judy Garland causes wonder as to why
she has been kept under wraps these
many months. She sings two numbers
that are show stoppers and does a
dance with Buddy Ebsen. Hers is a
distinctive personality well worth care-
ful promotion.

George Murphy comes into his own
at last. He plays his role with effort-
less ease, and his dancing is nothing
short of a smash. No doubt that
Murphy has arrived.

Sophie Tucker makes a debut that
is surefire. A grand trouper and song
stylist, she appears to excellent ad-
vantage all the way. She sings "Some
of These Days" as only she can, and
performs a neat chant in the finale.
Her handling of dialog is excellent.

Singling out these three surprise
performances is not intended as a re-
flection upon the work of others in
the large expert cast. Robert Taylor
and Eleanor Powell are co-starred.
Taylor is just as his huge following
likes him, playing a romantic with
pleasing humor.

Miss Powell has added warmth and
beauty to her magnificent dancing.

Too much credit cannot be given
the splendid production by Jack Cum-
mings and the polished direction by
Roy Del Ruth. Weaving the many
diverse elements of this pretentious
musical into such an entertaining
whole called for adroit craftsmanship.
Del Ruth allows no slow moments to

Surprise For FDR

Eddie Cantor will fly to Wash-
ington next month to show "Ali
Baba Goes to Town" to President
Roosevelt. The picture kids the
New Deal.

halt the smooth pace. The piece is
perfectly balanced.

Jack McGowan wrote the screen-
play from an original upon which Sid
Silvers collaborated. Their plot is
cleverly constructed of several themes
that find backgrounds in the Broad-
way theatrical district and at race-
tracks. The writing job is a highly
creditable musical comedy book.

Nacio Herb Brown and Arthur
Freed contribute five songs for the
tuneful score. "I'm Feeling Like a
Million" is smartly staged in the rain
to feature a dance by Powell and
Murphy. "Your Broadway and My
Broadway" serves as an elaborate
finale wherein the entire cast per-
forms upon a glass staircase, a striking
creation by Merrill Pye who did the
musical presentations. "Yours and
Mine" is a ballad that will endure,
and "Follow in My Footsteps" is a
fast dance number. Judy Garland does
"Everybody Sing," by Brown and
Freed; then a sock novelty probably
called "Dear Mr. Gable," based on
the well-remembered "You Made Me
Love You." The patter for this was
authored by Roger Edens, also cred-
ited with the excellent musical ar-
rangements. The fine vocal and or-
chestra arrangements are by Leo
Arnaud and Murray Cutter. Georgie
Stoll's musical direction distinctively
stands out. Well-conceived dance en-
sembles are by Dave Gould.

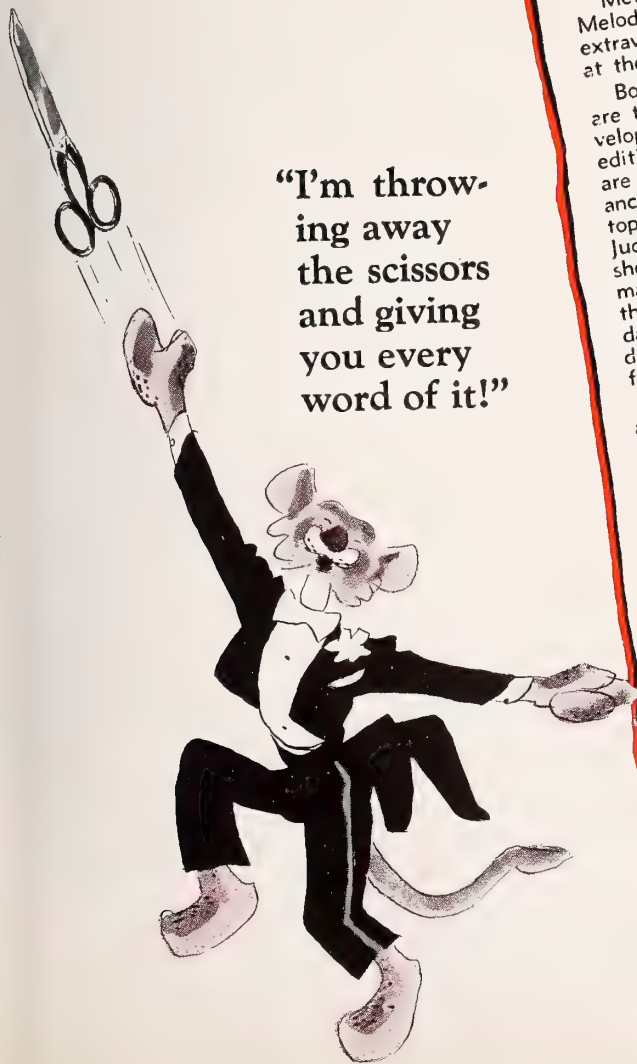
Buddy Ebsen is a shining light, both
in his dancing and his comedy. A
swell running gag has Charles Igor
Gorin and the very funny Billy Gilbert
as a couple of barbers, trying to col-
lect money owed them. Gorin sings
two operatic arias superbly. Binnie
Barnes plays one of the few straight
roles to score, and Raymond Walburn
is outstanding as her husband.

Cast in small but decisive incidental
parts are Robert Benchley as a polluted
press agent; Robert Wildhack, deliv-
ering his sneezing routine; Willie
Howard as boarding house waiter, a
panic of a bit; Barnett Parker, scoring
as usual; Charley Grapewin as a train-
er; and Helen Troy, doing her tele-
phone girl.

Photography by William Daniels is
of his sterling standard, as are the
montage effects by Slavko Vorkapich.
Gowns by Adrian are striking, and
bows are due Blanche Sewell as film
editor, and Cedric Gibbons as art di-
rector, with Joseph Wright and Ed-
win B. Willis as associates.

"The Broadway Melody of 1938"
will unquestionably repeat the success
of its two former "Melodys," causing
heavy traffic at the boxoffice. Ex-
hibitors would do well to give heavy
billing to Sophie Tucker and do plenty
of talking about Judy Garland and
George Murphy, as all three are cer-
tain new picture stars and the show-
man's build now will cash heavily for
their later pictures.

"I'm throw-
ing away
the scissors
and giving
you every
word of it!"



Film Preview

Broadway Melody of 1938

Metro production and release. Produced by Jack Cummings. Stars Robert Taylor and Eleanor Powell. Director, Roy Del Ruth. Features George Murphy, Binnie Barnes, Buddy Ebsen, Sophie Tucker, Judy Garland, Charles Igor Gorin, Raymond Walburn, Robert Benchley, Willie Howard, Charley Grapewin, Robert Wildhack. Screen play by Jack McGowan from the original story by Jack McGowan and Sid Silvers. Music and lyrics by Nacio Herb Brown and Arthur Freed. Musical presentations by Merrill Pye. Musical direction, Georgie Stoll. Musical arrangements by Roger Edens. Vocal and orchestral arrangements by Leo Arnaud and Murray Cutter. Dance ensembles by Dave Gould. Art direction by Cedric Gibbons; associates Joseph Wright and Edwin B. Willis. Gowns by Adrian. Photographed by William Daniels. Montage effects by Slavko Vorkapich. Film editor, Blanche Sewell. Cast: Billy Gilbert, Barnett Parker, Helen Troy. Previewed at Village theatre. Aug. 13. Running time: 115 mins.

A big, glittering, variegated show, elegantly produced and parading an array of insured money names, this third annual edition of Metro's 'Broadway Melody' tops the series and will be a b.o. cleanup.

As in the 'Melody' of two years ago, Eleanor Powell and Robert Taylor, then newcomers destined to be skyrocketed by that picture, are again in the top bracket. Both here give their mature talents full play in persuasive romance and brilliant dancing as pace makers for a galaxy of show folk including George Murphy, Buddy Ebsen, Judy Garland, Sophie Tucker, Binnie Barnes, Robert Walburn, Willie Howard and Robert Benchley, Raymond Walburn, Willie Howard and half a dozen others fitted with roles and specialties to their measure in the two-hour musical extravaganza.

Miss Powell is given wide latitude for her spirited and fascinating dancing and puts warmth and beauty into every rhythmic routine, both in the the solos and in the duets with Murphy. She also stands forth as a splendid actress, skillful in her modulations and performing with appealing sincerity, a star by every right.

Taylor upholds his best standards in the love tale which dominates the proceedings, playing with accustomed ease and scoring with the peculiar appeal his name stands for in an elegantly tailored role.

George Murphy contributes his full share to the lavish entertainment in the hoofing numbers and performs effectively in the material story part allotted to him. Buddy Ebsen interpolates his languid drolleries neatly. Judy Garland scores in song and reads with fine ingenuous sentiment a girlish fan tribute to Clark Gable's photo—one of the novel scenes of the show.

Sophie Tucker puts over a solid hit in the role of an old Broadway favorite, playing herself. To the old timers she will bring a tear of recollection in her tribute to the phantom favorites as a prelude to the production number, 'Your Broadway and Mine.' Charles Igor Gorin delivers effectively several song classics. Robert Benchley gets a chance to flip in some of his characteristic dry quips as a publicity man.

Binnie Barnes, Raymond Walburn, Charley Grapewin, Barnett Parker, Helen Troy carry parts of the story

which has to do with the production of a Broadway show and the efforts of those who seek to thwart Taylor and his protege, Miss Whitney, from carrying the venture through. Miss Barnes is well cast as the wife of Walburn, the show angel, whose jealousy of Miss Powell provides the chief stumbling block. All carry their roles ably.

Robert Wildhack gets the biggest laughs with his sneeze routine. Willie Howard clocks guffaws with his trained dogs on a rampage in the theatrical boarding house run by Sophie Tucker. Charley Grapewin has a good short part as keeper of Miss Barnes' stables.

Jack McGowan ably integrates his many diverse entertainment elements in the screen play, from an original for which he shares credit with Sid Silvers. Story, romance, comedy and divertissements are well balanced with a wealth of material offering something for almost every taste. Much of the comedy and the thrills are provided in the race horse element which is mingled with the show venture for plot.

Major responsibility for the quality of the offering is the smart and knowing direction of Roy Del Ruth. Expert and seasoned in the guidance of this type of musical, Del Ruth excels himself in collating and pointing his detail and the big production numbers for swaggering and sparkling effect. From his cast he gets top response, and the tempo, considering the multifarious ingredients, is well sustained. It is a decided coup for Del Ruth.

Jack Cummings has guided the production with an intelligent and lavish hand and adds measurably to his producer prowess in one of Metro's outstanding offerings of the season.

Nacio Herb Brown and Arthur Freed supply a distinguished score of songs to give the piece color. 'Your Broadway and Mine' is a big sock number. 'I'm Feeling Like a Million' is diverting; 'Everybody Sing,' vocaled by Judy Garland and ensemble is musically exciting; 'Follow in My Footsteps' is rhythmically fine. The average merit is high. Sharing in the musical credits are Georgie Stoll for his splendid musical direction, one of the top merits of the piece; Merrill Pye for presentations; Roger Edens for arrangements and Leo Arnaud and Murray Cutter for vocal and instrumental arrangements.

Dave Gould's dance direction deserves special commendation, topping in the Powell-Murphy number in the rain, and the 'Broadway' finale, a strikingly picturesque creation. The art direction is notably fine, gowns are striking and photography by William Daniels and montage by Slavko Vorkapich of high standard.

BOX

MOTION PICTURE DAILY

Wednesday, August 18, 1937

'Broadway Melody of 1938'

starring Robert Taylor, Eleanor Powell with George Murphy, Binnie Barnes, Buddy Ebsen, Judy Garland, Sophie Tucker, Robert Benchley, Willie Howard 115 Mins.

M-G-M (HOLLYWOOD PREVIEW) POWERFUL BOX-OFFICE MUSICAL STUDDER WITH FINE ROMANCE, DANCING AND COMEDY.

This is a grand load of entertainment and should click handsomely at the box office. It has a bright, cheery atmosphere, splendid dancing, romance and comedy. Roy Del Ruth's direction is tops, while Jack Cummings rates credit as the producer. Robert Taylor and Eleanor Powell, head the cast, and, of course, do excellent work, but the picture gives George Murphy and Judy Garland their best opportunities to date and they register strongly. Grand trouper Sophie Tucker scores, too, and delivers her popular "Some of These Days" in splendid voice. Buddy Ebsen, Billy Gilbert, Willie Howard, Robert Benchley, Barnett Parker, Robert Wildhack, with his sneezing routine, and Helen Troy handle the comedy material effectively. Nacio Herb Brown and Arthur Freed furnished five songs, with "Yours and Mine" and "Everybody Sings" scoring solidly. McGowan and Sid Silvers wrote the original story and McGowan furnished the direction and William Daniels for photography. Eleanor Powell is given the leading role in the Broadway musical, which Taylor is producing, with Raymond Walburn as the backer. Walburn's wife, Binnie Barnes, is jealous of Eleanor, and the last moment forces her husband to give his money from the show. How-

the show can go on.

Cast: Robert Taylor, Eleanor Powell, George Murphy, Binnie Barnes, Buddy Ebsen, Judy Garland, Sophie Tucker, Charles Igor Gorin, Raymond Walburn, Robert Benchley, Willie Howard, Billy Grapewin, Barnett Parker, Robert Wildhack

Producer, Jack Cummings; Directors, Roy Del Ruth, Arthur Freed; Screenplay, Jack McGowan and Nacio Herb Brown; Music, Dave Freed; Musical Direction, Roger Edens; Musical Arrangements, Georgie Stoll; Vocal and Instrumental Arrangements, Leo Arnaud and Murray Cutter; Art Direction, William Daniels; Montage, Slavko Vorkapich; Film Editor, Blanche Sewell; Gowns, Adrian

Direction, Topsy



OFFICE!

VARIETY

B'WAY MELODY OF '38

(MUSICAL)
Hollywood, Aug. 17.

Swell entertainment and will do smash business everywhere. Much better than its predecessor of '36, and not far behind the original 'Broadway Melody' of a decade ago which featured Bessie Love, Charles King and Anita Page. This one is red hot merchandise, with some blazing names for the come-on displays. Both stars, Robert Taylor and Eleanor Powell, have increased their voltage since their last joint appearance, and the supporting cast includes George Murphy, Binnie Barnes, Buddy Ebsen, and Sophie Tucker and Judy Garland. Special niche for these last two, who, with much less to do than the others, stand out like traffic lights.

Music and lyrics by Nacio Herb Brown and Arthur Freed are first rate, and will go right from the film to the air. Already they're enjoying wide etherization.

No use getting into the details until Sophie Tucker and Judy Garland are disposed of. Former is somewhere past 40, but when she walks on the screens something happens. You can hear what the others are saying, but Miss Tucker is the only one you see. It's as if all that energy of more than a score of years in vaudeville has been recharged and served up in one package. Then she steps back and pushes Judy Garland, still in her teens, into the camera foreground. Young Miss Garland gives them 'Everybody Sing,' with a Tucker undertone, and it's worth a letter to the homefolks. Coming near the picture's opening, these two give the film a great kickoff. Each does numbers solo later on. Judy sings a plaint to Clark Gable's photograph which is as close to great screen acting as pictures have furnished. Then, to top it off, Soph does 'Your Broadway and My Broadway,' with lyrics which bring in the great names of the past generation. It's sentimental enough to padlock every pineapple joint on the stem.

Bright lights will give 'Melody' to Taylor and Powell. The audience hands it to Tucker and Garland. In combination it's okay b.o. *Flin.*

MOTION PICTURE HERALD

Broadway Melody of 1938

(MGM)

Musical Comedy

In common with the pyramids of Egypt, the Grand Canyon of the Colorado and, to come a little nearer the subject, the late Florenz Ziegfeld's chronological Follies, the Broadway Melody brought forth annually by Metro-Goldwyn-Mayer is first of all an institution and may happen to be. For the showman to omit use of exploitation pressure upon the master title is or should be unthinkable, since mere mention of it sets certain tunes and images aflutter in ear and eye memory. However, this year, as always, the sponsors have supplied exhibitors with substantial additional material with which to work his box office magic upon the public.

The dancing of Eleanor Powell is again a prime factor and the name of Robert Taylor is an item of known marquee marketability. But this time there is also the powerful presence of one Sophie Tucker, the same and only one whose name has been ticket sales tonic for two generations, to tack up snugly alongside the toppers. There is also Charles Igor Gorin, whose air following is given a chance here to see, as well as hear him, and there is Willie Howard in a brief but advertisingly mentionable burst of characteristic comedy.

There are, too:

GEORGE MURPHY, dancing opposite Miss Powell;

BUDDY EBSEN, ditto and also clowning;

JUDY GARLAND, singing one solo number in rafter-shaking manner and another a revival of the old favorite "You Made Me Love You," for a vocal response second only to La Tucker's;

RAYMOND WALBURN, wheedled into backing the inevitable show;

ROBERT WILDHACK, the incomparable snorer, sneezing;

ROBERT BENCHLEY, drunk again as a Broadway press agent;

BILLY GILBERT, brokenly voluble in a Greek barber assignment; and

BINNIE BARNES, under wraps, as Mrs. Moneybags.

Produced by Jack Cummings, the picture lacks nothing that money could provide to make it big. Director Roy Del Ruth's seasoned experience is evident in the cohesion of widely varied elements to the narrative thread. Original music and lyrics are by Nacio Herb Brown and Arthur Freed. Dave Gould's direction of the dance numbers is outstanding.

SHOWMEN'S

TRADE REVIEW

Broadway Melody of 1938

MGM Musical Drama 115 mins.

Here's a Box Office Banquet Done to Perfection and Ready to Serve For a Clean-Up

Cast: Robert Taylor, Eleanor Powell, George Murphy, Binnie Barnes, Buddy Ebsen, Sophie Tucker, Judy Garland, Charles Igor Gorin, Raymond Walburn, Robert Benchley, Willie Howard, Charley Grapevin, Robert Wildhack, Billy Gilbert, Barnett Parker, Helen Troy. Screenplay by Jack McGowan. Original story by Jack McGowan and Sid Silvers. Music and lyrics by Nacio Herb Brown and Arthur Freed. Director Roy Del Ruth.

Plot: George Murphy and Buddy Ebsen have jobs in the stables of the rich Binnie Barnes. There they meet Eleanor Powell, the former owner of one of Binnie's horses. Robert Taylor is producing a show on Broadway backed by the wealthy Raymond Walburn. Eleanor Powell stows away on the train which is transporting her pet horse to an Eastern track. She is discovered by Ebsen and Murphy hiding in the stall. They persuade her to dance with them, when Taylor, traveling on the same train, sees them and goes hook, line and sinker for Eleanor. He puts all three in a show and they are a sensational success.

SUMMARY: A glorious musical extravaganza "Broadway Melody of 1938" is a tremendous infusion of scintillating entertainment that should reach box office heights. Some of the sets are almost indescribable in their wealth of magnificent splendor. The music, the singing and the dancing had the preview audience gurgling with delight. Robert Taylor and Eleanor Powell excellently top a cast of outstanding merit. George Murphy demonstrates his remarkable dancing skill in a performance that verges on the sensational. Judy Garland in her rendition of her songs captivated her listeners. She has charm and ability. Much credit must be given Roy Del Ruth for his smart box-office direction. For exploitation see Showmanalysis in this issue on pages 8 and 9.

Catchline: "Latest of 'Broadway Melodys' is a scintillating, star-studded musical extravaganza."

(FAMILY) GRAY CRANE, Hollywood

**MORE OF IT
ON NEXT PAGE!**



AND ALL THE CRITICS AGREE!

(Brief flashes from Magazine and Press Correspondents)

ED SMITHSON, HOLLYWOOD MAGAZINE—

"Best musical this reviewer has seen in a long time. George Murphy-Eleanor Powell dance team is something to rave about."

JOHN LEROY JOHNSTON, MOTION PICTURE MAGAZINE—

"Firmly establishes Eleanor Powell as our number one dancing star and recognizes George Murphy's claim of early stardom. Murphy is one of the outstanding sensations of the current season and a triple-threat man in the next popularity poll. The finale presents a remarkable third dimensional quality and a spectacular curtain scene."

SHEILA GRAHAM (North American Newspaper Ass'n)—

"First honors go to Judy Garland who scores sensationally in her song to Clark Gable."

GEORGE FISHER, LOS ANGELES EVENING NEWS—

"Where others leave off Broadway Melody begins. It is the greatest film musical of the year."

IVAN SPEAR, BOX OFFICE MAGAZINE—

"A cast loaded with established marquee names and the popularity of preceding Broadway Melodies guarantee that this one cannot miss scoring heavily at the turnstiles. Convincingly elaborate extravaganza and will deliver a full measure of entertainment to the cash customers."

JIMMY STARR, LOS ANGELES HERALD EXPRESS—

"Superb entertainment. Dancing and music are the tops."

MILTON HARKER, INTERNATIONAL NEWS SERVICE—

"One of best musicals I have ever seen bar none. Powell is tops."

HOWARD SHARPE, PHOTOPLAY MAGAZINE—

Hollywood's best musical talent at its best."

HARRY MINES, LOS ANGELES DAILY NEWS—

"An outstanding addition to a topnotch series. George Murphy establishes himself as a top screen personality."

HOMER McCOY, ASSOCIATED PRESS—

"Powell and Murphy are a sensational dance team. Sophie Tucker and Judy Garland are excellent."

HARRISON CARROLL, KING FEATURES—

"Broadway Melody is another step toward stardom for Judy Garland and George Murphy. Contains this year's most unique dance numbers."

JOE BLAIR, HOLLYWOOD MOTION PICTURE REVIEW—

"All Broadway Melodies have been good money-makers. This one will follow in line."

WHITNEY BOLTON, LITERARY DIGEST—

"A bright, brisk and altogether worthy new version of the entertaining Melody series."

LLOYD PANTAGES, COLUMNIST AND RADIO COMMENTATOR—

"Broadway Melody is up to its usual high standard. Always the productions one should not miss."

JAY EMANUEL PUBLICATIONS—

"Excellent musical extravaganza. This should repeat the success of former 'Broadway Melodys'. A showman's picture that can be sold for the money. Musical numbers are the kind the customers whistle on the way home. Preview audience enthusiastic."

THE GREATEST OF ALL "BROADWAY MELODIES!"

In 1929—MGM's first giant song-and-spectacle comedy-romance "Broadway Melody" was born!

In 1936—the new edition of this famous extravaganza set an entertainment milestone.

NOW—MGM tops not only the previous "Broadway Melodies," but every other MGM musical hit—"Great Ziegfeld," "Maytime" and the others.

Don't take our word! See it! You'll be amazed!



Sweethearts Again! The girl who was born to dance... the boy who was born to romance!

ROBERT TAYLOR ELEANOR POWELL

The grandest aggregation of stars, spectacle, music, romance, laughs and entertainment that you ever thrilled to!

In the Big Cast

- GEORGE MURPHY
- BINNIE BARNES
- BUDDY EBSSEN
- SOPHIE TUCKER
- JUDY GARLAND
- CHARLES IGOR GORIN
- RAYMOND WALBURN
- ROBERT BENCHLEY
- WILLIE HOWARD
- ROBERT WILDHACK
- CHARLEY GRAPEWIN

Screen play by Jack McGowan
Directed by ROY DEL RUTH
Produced by Jack CUMMINGS
An M-G-M Picture



BROADWAY MELODY of 1938

Song hits by those famous "Broadway Melody" composers, Brown and Freed
 "I'm Feelin' Like a Million"
 "Yours and Mine"
 "Everybody Sing"
 "Your Broadway and My Broadway"

SMASH AD CAMPAIGN!

HOW'S BUSINESS? See Next Page!

"EXTRA!" 'BROADWAY MELODY' STEALS VARIETY!"



LOOK!
ALL THOSE BOX-
OFFICE HEADLINES
(on opposite page)
IN ONE ISSUE OF
VARIETY (AUG. 23rd)!

P. S. And all over the nation M-G-M's Mammoth Star Studded Musical is far ahead of previous "Broadway Melodys" and topping "Ziegfeld," "Maytime" and the VERY BIGGEST OF M-G-M BIGGIES!

'MELODY' 15G TOP BUFF.

Buffalo, Aug. 24.
Box office figures are hitting high ceilings again here this week.

Great Lakes (Shea) (3,400; 30-50)—'Broadway Melody of 1938' (MG). Showing strong and looks to do over line of \$5,000.

'B'way Melody,' 24G, Sweet and Hot In Frisco, but Other B.O.'s Chilly

San Francisco, Aug. 24.
'Broadway Melody of 1938' is the top money maker on Market Street this week.

Paramount (F-WC) (2,470; 35-55-75)—'Broadway Melody' (MG) and 'She's No Lady' (Par). Upped the ad budget considerably. Biz near record-breaking proportions. Expect to take in the nabe of \$24,000 during the first week, which means that 'Melody' will stay on here for at least three stanzas.

'Melody,' 20G, Socko in Washington

Palace (Loew) (2,363; 25-35-60)—'Broadway Melody' (MG). Heading toward sock \$20,000.

'B'WAY MELODY' LOOKS TO 25G, PITT RECORD

Pittsburgh, Aug. 24.

Sock product, moon-pooing heat again here this week and downtown, running into record warm-weather grosses to wind up this season as best in years. 'Broadway Melody' smashing out Penn's top figure for all time and moves on Thursday (26) to Warner to give latter house a h.o. from Penn fourth time in five weeks.

Penn (Loew's-UA) (3,300; 25-35-50)—'Broadway Melody' (MG). A smashing smash, and heading for a new house record. Should wind up the week at \$25,000 or slightly under that. Weekend heat didn't mean a thing and house had the ropes up from the word go. Moves Thursday to Warner to continue downtown run.

PORTLAND'S H. O.'S

All OK—'Broadway Melody,' New Entry, Big \$7,500.

Portland, Ore., Aug. 24.

'Broadway Melody' is going great guns at the Broadway. 'Good Earth' is in a second strong week at Parker's UA.

'Melody' with \$36,000, Easy L. A. Tops;

Los Angeles, Aug. 24.

Several bright spots in town currently, with most of the rest of the field holding its own. Particularly outstanding are 'Broadway Melody of 1938' at the day-date State and Chinese, with a smash \$36,000 combined take in sight.

IMAGINE!

These box-office headlines are from just one single issue of Variety. And "Broadway Melody" has barely started.

'Melody' Strong \$19,000 in Philly;

Philadelphia, Aug. 24.

Best thing in town this week is 'Broadway Melody' at the Stanley and despite the fact that it opened when the hot wave was at its peak, this new revue which ends its first week tonight will hit \$19,000 and ride through for a second week without any trouble at all. Prices very good and pic should do better than its predecessor, 'Artists and Models'.

Stanley (3,700; 40-55-65)—'Broadway Melody' (MG). Starting second week tomorrow with first giving it a very nice \$19,000, heat and all.

'B'way Melody' Most Tuneful in Cincy, \$20,000; Others NSH

Cincinnati, Aug. 24.

'Broadway Melody of 1938' is the gayest b.o. tune along cinema lane currently, ringing out a great \$20,000 for the Palace, that theatre's merriest till tinkle for quite a spell.

Palace (RKO) (2,600; 35-42)—'Broadway Melody' (MG). Great, \$20,000.

'MELODY' SOCK \$9,000

Louisville Biz on Upswing—

Louisville, Aug. 24.

Biz is on the upswing hereabouts, and the rise can be attributed to first class product. Folks here are pic shoppers.

Two holdovers currently, with hefty biz keeping the wicket busy at Loew's State, where 'Broadway Melody of 1938' is pulling bulk of the trade.

Loew's State (3,000; 35-45-40)—'Broadway Melody' (MG). Musical enjoying lines at the wicket, and headed for sweet \$9,000.

FAR INTO THE NIGHT!

"After delivering a flock of hits all summer long M-G-M tops off the year with 'BROADWAY MELODY OF '38'-Biggest of all!"

"BROADWAY MELODY" is the greatest film musical since the tintypes began to leap!"

"And they start the new season with a Road-Show hit 'THE FIREFLY' and week after week the Fall Season packs one M-G-M wallop after another."
(For instance below!)

Big Ones Soon!

"Big City" a thrill-hit starring Luise Rainer, Spencer Tracy; "The Bride Wore Red" starring Joan Crawford with Franchot Tone, Robert Young; "Conquest" starring Greta Garbo, Charles Boyer (the industry is due for a sensation when this one comes!); "Double Wedding" starring William Powell, Myrna Loy; "Live, Love and Learn" starring Robert Montgomery, Rosalind Russell; "The Last Gangster" starring Edward G. Robinson. Just the first of 1937-38!

Price Levels In Many Spots Are Increased

(Continued from page 1)

top having been 40 cents. Two other price brackets remain the same, 35 cents to 1 P. M. and 40 cents to 6 P. M.

The Warner, which has been operating on a 35-cent to 6 P. M. policy on weekdays and 50 cents thereafter, has as yet announced no increase.

With the adoption of a new policy by Fox whereby all theatre managers will be responsible for their own publicity and advertising, James Keefe, advertising manager of the circuit, has been named manager of the Wisconsin, succeeding Jack Levois, resigned.

Talk Price Rise in K. C.

KANSAS CITY, Aug. 30.—With the approach of Labor Day, talk of increased admissions among both first run and subsequent run theatres grows. With the average admission at 18 cents for the two Kansas Cities, and both operating and film costs rising, the problem is considered vital by both independents and circuit operators.

J. F. Rigney, who operates the independent Westport, has hiked his price from 20 to 25 cents on Sunday, Monday, and Tuesday, to cover the big weekend pictures, and reports that it did not cost him patronage. Rigney favors both an increase in admission and a decrease in use of giveaways. He has cut the number of premium nights from four to one, without decreasing patronage. Jay Means has gone from 20 to 25 cents at the Oak Park on Sunday-Monday-Tuesday.

New Haven Rise Discussed

NEW HAVEN, Aug. 30.—Although circuit heads report that first run admissions in the city will not be increased, further discussion on subsequent runs is scheduled for this week. B. E. Hoffman of Warners reports that hikes may be tried in a few spots outside New Haven to determine whether grosses can thereby be increased to meet higher operating costs.

Drops 15-Cent Policy

SEATTLE, Aug. 30.—John Hamrick's Blue Mouse has abandoned its 15-cent matinee policy, inaugurated six weeks ago. Effective this week, the house will operate on a basis of a 25-cent admission for any seat at any time, day or night. The theatre's policy of two "B" first run pictures with weekly changes will continue.

Wilby-Kincey Talks With Para. Delayed

(Continued from page 1)

were called south over the weekend before the discussions had been concluded without a date being set for their return here to resume the negotiations. Their operating agreement with Paramount expired last June 26. The new deal being discussed is reported to be for one year and on substantially the same terms as those of the old agreement.

Up to Minute

Hollywood, Aug. 30.—M-G-M's publicity department has solemnly announced that the studio commissary was now equipped with two of the most modern cafe devices in the West, to-wit:

Two electric fly killers.

The machines are each six by eight inches and consist of a flat panel to which the flies are attracted. The flies are electrocuted.

Screen Is Power in Culture, Forum Told

(Continued from page 1)

films for "having had until recently too little regard for the effect of their pictures upon the minds and characters of the people who saw them, and too little sense of responsibility for protecting America's good name abroad." Eastman offered four suggestions for making better films, greater selectivity by patrons, education in the community to look for better films, ending block booking, empowering the State Dep't to withhold pictures for export which give a false impression of American life.

The industry's portrayals of racial and vocational stereotypes was criticized before the forum in an address by Dr. Edgar Dale, of the Bureau of Educational Research of Ohio State University. He cited examples of what he considers harmful stereotypes. He called the screen "a powerful conditioner of information and attitudes," which not only entertains, but educates as well.

See Empire Taking "U" Canadian Sales

(Continued from page 1)

Ltd., which handles M-G-M and London Films in Canada. Henry Nathanson, a brother of N. L., is general manager.

Empire, the control of which has never been declared to be openly vested in N. L. Nathanson, handles Republic, Educational G. B. and other British product.

Lightman Gets RKO List

The M. A. Lightman circuit of 58 houses in Arkansas, Tennessee and Mississippi has closed with RKO for the showing of that company's 1937-'38 product. Jules Levy, RKO general sales manager, yesterday stated that negotiations were consummated by Cresson E. Smith, J. H. MacIntyre and P. M. Baker, branch manager at Memphis.

Close Prudential Deal

Warners have closed a deal with the Prudential Circuit for the playing of the entire product list of the company, including Vitaphone shorts, during the coming season. Joe Seider acted for Prudential and Ben Kalmenson for Warners.

Flash Preview

"Escape by Night"—An excellent film; the story of a newcomer to the city who becomes embroiled in a murder case.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

M-G-M May Acquire Own English Studio

(Continued from page 1)

Films, and is for the one picture only, Weingarten declared. Definite arrangements have not been made for future production as yet, he indicated. Production will begin on "A Yank at Oxford," which will star Robert Taylor, in about a week, the producer said, and should be completed in about five weeks.

Several studios are available to M-G-M on a leasing arrangement, Weingarten said. He spent about two and one-half months abroad, vacationing, and visited the south of France and Holland, although he spent most of the time in England. He said he saw several good French pictures while abroad, indicative of improved production in that country.

He will remain in New York for about a week, he said, and then go directly to the coast.

Rites for Robert Horn

Private funeral services for Robert Horn, assistant eastern division sales manager for Erpi, who died Saturday night at Bay Ridge Hospital, Brooklyn, of complications following an operation, will be held this afternoon from the residence at 7,012 Ridge Crest Terrace, Brooklyn.

Horn, who was 49 years old, had been associated with Erpi for the past nine years and had held other positions within the industry for more than 18 years. Prior to joining Erpi he was with Pathe for more than 14 years and had also been associated with Powers Projection, International Projector and other concerns.

Burial will be at Holy Cross Cemetery, Brooklyn.

Production Levels Show Little Change

(Continued from page 1)

one, two, five, five; RKO, zero, three, four, seven; Selznick, zero, one, zero, zero; 20th Century-Fox, zero, six, two, six; Universal, one, two, one, one; Wanger, zero, zero, zero, three; Warners, two, five, two, 25.

Two short subjects were started, and two finished, leaving one, at Columbia, shooting. Two are preparing at M-G-M, and 14 are being edited—three at Columbia, five at M-G-M, five at RKO, and one at Roach.

"Dr. Antonio" Started

ROME, Aug. 30.—Production has started on "Dr. Antonio" with Maria Gambarelli at the new studios recently built by Premier Mussolini near here.

Frank Sanucci to G. N.

HOLLYWOOD, Aug. 30.—Frank Sanucci has been signed as musical director for the eight Tex Ritter westerns which Edward Finney will produce for Grand National.

RKO Books 2 in Rivoli

RKO has booked two films into the Rivoli. "The Life of the Party" will follow "Dead End." "Make a Wish," latest Bobby Breen production, will be the second.

Foreign Film House

The Acme, formerly the Artef on 48th St. off 8th Ave., will open Sept. 6 as a foreign film theatre under the management of Gilbert Josephson who operates the World.



\$10,000 EXTRA LUXURY PER PLANE

TWA presents the Nation's mightiest Skyliners—the largest, most luxurious at the service of the air traveler . . . planes weighing 24,800 pounds . . . 2440 horsepower . . . flying 200 miles an hour with 45% power reserve . . . The fastest transcontinental schedules . . . coast to coast in fifteen hours over the most beautiful scenic routes . . . Planes that cost \$10,000 extra to provide perfect comfort for you. 17 seats in space licensed for 25 . . . air conditioned . . . sound proofed . . . and complimentary, full course, meals served enroute.

Ship By

General Air Express

Member National Safety Council



For All Airline Information
Call Your Nearest TWA Office
. . . or Any Hotel, Travel Bureau,
Postal Telegraph or Western
Union Office.

SHORTEST, FASTEST—OVERNIGHT COAST TO COAST

She stepped out with

Ramon

The
SHEIK
STEPS OUT

The critics step out in their praises with "One of the best offerings from Republic."—Variety. "Enjoyable romantic comedy bringing back Novarro should be well received."—Film Daily. "Colorful."—Hollywood Reporter. "Here is the best picture from Republic in a long time."—Jay Emanuel Pub.

★ ★ ★ ★

with **LOLA LANE**
GENE LOCKHART
KATHLEEN BURKE
STANLEY FIELDS
and **BILLY BEVAN**

Directed by **IRVING PICHEL** • Original story and screen play by **ADELE BUFFINGTON**
Associate producer **HERMAN SCHLOM**



The **SHEIK**

NOVARRO



"ONE MORE PEEP OUT OF YOU."



"YOU PACKHORSE . . ."



"IS THAT ANOTHER
MOHAMMEDAN CUSTOM?"



"SHALL I TAKE YOU TO
THE SHEIK'S CAMP NOW?"



"HERE'S WHERE WE STOP
FOR THE NIGHT."



"WELL, HE HAS HIS MOMENTS."



"YOU ARE BEAUTIFUL."



"OH, SAM . . . HE TRIED
TO MAKE LOVE TO ME."



"HE COULDN'T BE THAT MUCH OF A
BARBARIAN—TO CUT OUR THROATS."

REPUBLIC

Stay Halts Any But NBC Fight Program

Justice Ferdinand Pecora in N. Y. Supreme Court yesterday granted an injunction restraining Transradio Press Service and the Radio News Ass'n from giving a round-by-round description to broadcasting stations and others of the Louis-Farr bout at the Yankee Stadium last night. The injunction was obtained by the boxers, by Mike Jacobs, the 20th Century Sporting Club and NBC over whose stations the event was broadcast under the sponsorship of the Buick Motor Co.

The court pointed out that the plaintiffs have legitimately arranged and advertised that the ringside blow-by-blow description of the fight would be broadcast exclusively by them, meanwhile, evidence showed, the defendants had notified their station customers that they would furnish them "up to the minute" descriptions from the ringside.

Justice Pecora decided that the "tips" upon which the defendants allegedly planned to base their information necessarily would have to come from the plaintiffs' broadcast.

"Obviously," the court said, "such action by the defendants would constitute an unlawful appropriation of the exclusive property rights of the plaintiffs."

Justice Pecora pointed out that unless the injunction was granted, the defendants would be able to enjoy profits at little or no expense, since their income from the venture would be wholly at the expense of the plaintiffs.

End CBS Shakespeare Series

The final broadcast of "Twelfth Night" last night marked the conclusion of the current CBS Shakespearean cycle. The program emanated from local Columbia Playhouse No. 3 instead of Hollywood as in the past. The Bard's drama was performed by Tallulah Bankhead, Orson Welles, Helen Menken, Sir Cedric Hardwicke and Estelle Winwood.

The affair was a gala "last night" and in attendance were civic officials, literary lights, diplomats and various editors and publishers.

Kostelanetz Is Signed

Andre Kostelanetz and a 45-piece concert orchestra will be featured in a new CBS Chesterfield cigarette program which is set to start on Sept. 29. The period will have as guests vocalists and soloists. Liggett & Myers is sponsoring. The period will be heard from 9 to 9:30 P.M., E.S.T. Deems Taylor will be commentator.

NBC Will Air Two Races

NBC will broadcast the Thompson Trophy airplane races from Cleveland Sept. 6, from 5 to 5:15 P. M., on the Red network and again from 6 to 6:30 P. M. On the same day the Gold Cup hydroplane race at Detroit will be aired from 2:15 to 5:45 P. M., E. D. S. T.

Five Stations Busy At Iowa State Fair

DES MOINES, Aug. 30.—Five stations are in operation at the Iowa State Fair, giving visitors at the fair a chance to see as well as hear their favorite stars and announcers.

E. F. Brown, communication officer of KGHO state police station, has arranged loud speakers so that all state police broadcasts may be heard during the fair by fair visitors. KSO and KRNT, Des Moines, and WMT, Waterloo and Cedar Rapids, will broadcast a number of their local shows direct from the Iowa Broadcasting Systems' studios at the fair grounds. One of the most outstanding was the children's program on August 27 when an hour long show by talented Iowa children was broadcast at 2 P. M. over KSO. This was sponsored by the Colonial Baking Co. Every one in Iowa has been invited to attend the Iowa Broadcasting Systems' programs.

In WHO's Crystal studio at the fair grounds the broadcasting starts at 10:45 A. M. each day with a news flash followed by 10 minutes of fair news. Practically every artist and announcer at WHO's studio appear in the studio some time during the fair. A special feature was the barkers' contest Aug. 28 at 1:15 P. M., all midway barkers with the Beckmann and Gerity shows participated in the contest broadcast over WHO. The winner was awarded a gold medal.

Radio Artists Again Seeking a Secretary

The American Federation of Radio Artists, the new A. F. of L. radio talent union, today will make its third attempt to select an executive secretary for the national organization. The position is reported to pay \$15,000 annually and with several candidates in the field, backed by influential figures in the Associated Actors and Artistes of America, parent organization for the entertainment unions, no agreement was reached at two earlier meetings.

According to report, the Screen Actors' Guild is backing its own candidate for the post on the theory that a substantial part of the membership will be drawn from Hollywood.

To Warn Drivers

Philadelphia, Aug. 30.—Barnes & Aaron Agency of Philadelphia have scheduled for the Governor's Highway Safety Council of Pennsylvania 40 one-minute spot announcements over 26 Pennsylvania stations, including the entire Quaker State regional network. Warning the motorist, as well as the pedestrian, on common hazards encountered on the highways, there will be two one-minute spots during the evening each week day for four weeks, starting Sept. 15.

Music Corp. to Test New Record Program

HOLLYWOOD, Aug. 30.—Music Corp. of America has launched a program of building radio musical variety show units for possible commercial and sustaining programs. With Harold Hackett, head of the M. C. A. radio department in New York, here to work out details, the first of the programs will be heard Wednesday on KHJ and the Don Lee network from 7 to 7:30 P.M., with Charles "Buddy" Rogers as master of ceremonies.

The name of the new program is "Script Teasers." It is based upon the old parlor guessing game, except for the variation of it by presenting two-minute skits in which the radio audience will be asked if it has managed to discover from the dialogue the name of the song about to be played. Pat McKay and Tommy Harris are two of the eight vocalists to be signed for the program. A 19-piece orchestra will be used.

M. C. A. plans to build the show units, and then turn over the production reins to the agencies or stations buying the programs.

Hammond Organ Signs

The Hammond Organ Co. will go on the air for the first time Sept. 9 on WQXR. C. A. J. Parmentier and occasional guest artists will be featured Thursdays from 8:30 to 9 P. M. J. Walter Thompson Co. is the agency.

Files Suit to Keep Operation of XEBG

SAN DIEGO, Aug. 30.—A. B. Fernandez, owner of XEBG in Tijuana, today was sued in Superior Judge Gordon Thompson's court by Si Rubens, lessee of the station, in an action designed to restrain Fernandez from interfering with the station's operation by Rubens.

According to the suit, Rubens was allegedly given full power to improve, operate and solicit advertising for the Tijuana station March 1 at a monthly rental of \$100 and a \$600 guarantee that he would improve the station. Rubens claims that after he had put the business on a paying basis, Fernandez took over the station.

Lee Postpones Takeover

LOS ANGELES, Aug. 30.—The takeover by Don Lee-Mutual of 14 stations in Washington and Oregon has been put off until Sept. 26 by Lewis Allen Weiss, Don Lee general manager. Weiss would not divulge the call letters of the new stations but said that the units are in Tacoma, Yakima, Wenatchee, Bellingham, Aberdeen, Seattle, Spokane and Olympia—all in Washington—and Portland, Salem, Eugene, Klamath Falls, Roseburg and Eureka, in Oregon. Change in the call letters of the stations is still pending.

Dooley in Football Series

Eddie Dooley, football commentator, will be featured in a period of pigskin comment and forecast starting Sept. 16 over the CBS network. Liggett & Myers is sponsoring for Chesterfield cigarettes. The period will be aired from 6:30-6:45 P.M. Paul Douglas will act as master of ceremonies. Various prominent coaches will appear as guests.

Kivlan Heads Hartman Radio

CHICAGO, Aug. 30.—Tom Kivlan, former WBBM sales executive, has accepted the position as director of the radio department to be established as a part of the George H. Hartman Agency. The agency's plans call for a broadcast studio and clients' booth, also transcription facilities and a projection room for 16mm sales films.

Danzig Interviews Swimmer

Jerry Danzig of the WOR special events staff interviewed Samuel Zimner, the legless Albany to New York swimmer on Sunday night at 11:30 P.M. off 125th St. in the Hudson River. The interview was recorded and was put on the air at 12:30 A.M. A repeat broadcast was aired yesterday morning at 8:20 A.M.

Crime Series Starts Sept. 11

A new CBS series, "Fighting Crime," will be heard starting Sept. 11 from 6:45-7 P.M. James V. Bennette, director of the bureau of prisons of the Dept. of Justice, will be heard on the initial program.

Coveny for Blair on Coast

CHICAGO, Aug. 30.—Carlton E. Coveny has been named manager of the Los Angeles office of the John Blair Co. The new office will be opened in September.

WHO Installs News Wires

DES MOINES, Aug. 30.—WHO has installed two more news wires, the United Press trunk wire and the Trans-Radio News.

Radio Personals

NORMAN Siegal, radio editor of the *Cleveland Press*, is in town on a vacation. . . . Ben Larsen, Ruthrauff & Ryan radio executive, leaves today via United Airlines for the coast where he will act as program consultant on the Lifebuoy and Al Jolson CBS shows. . . . Ted Husing is due to spend eight hours before the mike broadcasting the Men's and Women's National Singles Tennis Championship Matches on Sept. 2. . . . Lester Gottlieb, Mutual's publicity coordinator, is the father of a baby girl born to Mrs. Gottlieb yesterday at the Peck Memorial Hospital in Brooklyn. . . . Peggy Morris, secretary to Chief Engineer Jack Poppele at WOR, is vacationing for two weeks in New England and Canada.

+

Martin Block's new question program over WNEW drew over 400 letters after Friday's broadcast, ac-

cording to Larry Nixon . . . Harry A. Woodman, general manager of KDKA, who has been transferred to the NBC New York offices was honored with a parchment scroll containing signatures of the entire KDKA staff on Saturday . . . Alan Courtney, head man on the WNEW "Jockymakers" program, is conducting one of those drives for public office. He wants to be Borrow President of Queens. It is heard from 11:30 to 12:30 noon weekdays.

Josephine Halpin, KMOX news commentator, is in New York contacting prominent women to talk on her program, "One Woman's Opinion," heard daily at 1:45 P.M., C.S.T. . . . Carol Gay, KMOX stylist, also is in town arranging for Lucien Lelong's visit to St. Louis, Sept. 14 . . . William Hargrave, dramatic baritone of the Hippodrome Opera Co., will make his solo debut today in "Story of the Song," sustaining program on WABC.

LEO SAYS:
C. Houston Goudiss tells millions what to eat and why—listen to him tomorrow at 9:30 a.m.
WHN DIAL 1010
AFFILIATED WITH M-G-M-LOEW'S



Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 53

NEW YORK, WEDNESDAY, SEPTEMBER 1, 1937

TEN CENTS

Film Function To Entertain, Says Quigley

**Only Public Mandate, He
Tells Williams Forum**

WILLIAMSTOWN, Mass., Aug. 31.—“The only mandate which the motion picture industry has any right to assume that it has received from the public is to produce entertainment films,” Martin Quigley, editor-in-chief of *MOTION PICTURE DAILY* and *Motion Picture Herald*, declared in an address before the Institute of Human Relations at Williams College here today.

Emphasizing his belief in the prime function of the film to entertain, Quigley declared, “I am opposed to any scheme which involves the theatre screen in propaganda of any character.”

The “dawn of an intellectual interest in the social and moral significance of the motion picture,” Quigley described as “not precisely an un-mixed blessing.” That situation is attributable to the fact that much of the opinion about the screen has been contributed by two particular groups, he said, “neither of which has aided a clarity of understanding of the problems and purposes of the industry.”

In one group he placed the professional writers—“those artful fabricators of paragraphs and pages who treat with equal facility all subjects that strike their attention.” In the second group Quigley classed “many persons important in the intellectual life of the nation who are well-equipped to discuss motion pictures and contribute sound opinions about them, except for the fact—which they seem joyfully to reiterate—that they never see motion pictures; at least never see any representative number of them.”

“In the sponsorship of the entertainment film there is a conscience and

(Continued on page 6)

Warners Form Unit For London Theatre

LONDON, Aug. 23.—Warner Theatre, Ltd., has been formed with a capital of £5,000 in £1 shares as the holding company of the key house Warners are erecting on the site of the old Daly's Theatre.

Radio—Page 10

Directors Reaffirm Bargaining Action

HOLLYWOOD, Aug. 31.—The Screen Directors' Guild has reaffirmed the earlier decision of the board of directors of both the junior and senior branches to present a united front in collective bargaining with producers who have been insisting that negotiations should be with separate organizations for directors, assistant directors and unit managers.

Members of the junior and senior branches voted separately to hold together and to order the negotiating committee consisting of Howard Hawks, John Ford and Edward Sutherland to talk to the producers' committee again on working conditions and concessions desired.

The resolution voted by both groups

(Continued on page 5)

Emily Holt, Heller Divide Radio Jobs

Mrs. Emily Holt, former associate counsel of Actors Equity Ass'n, yesterday was appointed executive secretary of the newly organized American Federation of Radio Artists at a meeting of the organization's board of directors.

George Heller, treasurer of the organization and one of the active organizers of radio talent in the east,

(Continued on page 10)

F. & M. to Stay at Roxy Pending Deal

F. & M. Stageshows, Inc., will continue the operation of the Roxy on the same basis as heretofore until a new operating contract has been negotiated with 20th Century-Fox, it was stated yesterday at the latter's offices.

No contract has been granted to the operating company yet, although preliminary discussions concerning one

(Continued on page 5)

No Pictures

Toronto, Aug. 31.—An interesting incident in connection with the current Ontario provincial campaign for elections to the legislature on Oct. 6 occurred when Premier Mitchell F. Hepburn ordered news cameramen to stop taking his picture during an election speech at Enterprise, Ont.

Hepburn put punch to his stop order by announcing that, as appeal judge of the Ontario Board of Censors, he would bar films of candidates or speakers for any political party, including his own. The big audience was astounded.

Studios' Scale Talks May Start Next Week

A meeting may be set early next week with representatives of Local 52, I.A.T.S.E., to discuss further proposals for new wage and hour schedules for eastern studio mechanics, designed to increase employment by spreading the available work in local studios, Pat Casey, major company labor representative, said yesterday.

Casey received a report on the union's proposals together with suggestions from eastern producers' representatives yesterday and said that he expected the joint meeting to be set for some time next week.

Chicago, L. A. Wage Scales Up Tomorrow

Negotiations of wage and hour scales will be opened here tomorrow with representatives of the Chicago and Los Angeles exchange employees' unions who will meet with the distribution companies' negotiating committee at the Warner home office.

The Chicago and Los Angeles schedules are the last of the larger exchange unions still to be set.

Columbia Net For Year Is \$1,317,770

**Total Is \$251,090 Below
Previous 12 Months**

Columbia's net earnings for the fiscal year ending June 26 were \$1,317,770.92 after all charges, including provision for Federal income tax and other taxes. This was equivalent to \$3.26 per share on 340,944 shares of common outstanding after deducting dividends on preferred stock.

The net was \$251,090 below the \$1,568,860.92 for the fiscal year ending June 27, 1936. For that year the net equaled \$4 per share on the same number of common shares.

Current assets are listed at \$11,557,626.11, of which approximately \$1,448,000 is cash. Current liabilities are given as \$1,669,856.87 and working capital as approximately \$9,887,000.

The statement says Columbia has just completed a number of important pictures, “The Awful Truth,” “I'll Take Romance” and “It's All Yours,” and has “Lost Horizon” booked at popular prices. The prediction is made that grosses will show marked gains for the current quarter.

Gross income from films rentals and sales of accessories was \$19,066,100.42. Amortization of production costs, share to producers and participants and costs of accessories and prints cut this by \$11,199,595.06. Earned surplus is given as \$4,420,607.43.

Dividends of \$2.75 were paid on the preferred convertible stock. These totaled \$206,260.41. On the common stock a total of \$478,475.50 in cash was paid and \$215,890.67 in stock.

Capra vs. Columbia Dispute Is Widened

HOLLYWOOD, Aug. 31.—Frank Capra's difficulties with Columbia finally have come out into the open with the filing of a suit by Capra in Superior Court asking declaratory relief from his contract.

Columbia is silent on the details of the rift, but indicated in a statement today that it hoped to reach an agreement.

Capra alleged specifically that the contract was breached when the company twice refused to pay \$100,000 on demand. He claims that the payment was overdue after February 16. Another cause of complaint stated by Capra is that “If You Could Only

(Continued on page 6)

Says Booers Are a Help

Tifton, Ga., Aug. 31.—A temporary injunction against booing of commercial ads on theatre screens drew a spirited reply from John Herring, publisher of the *Tifton Gazette*, who ran an ad saying the booing was to take place at the local theatre. The ad was placed by Local No. 3 of the Society for Booing of Commercial Advertising in Motion Picture Theatres.

“We carried the ad Wednesday and there was a full turnout of the club Wednesday night,” said Herring. “They all bought tickets, too.”

“Thursday night there was a bigger crowd.

“Friday night there was standing room only and all the policemen in town were standing in it.” (The injunction was issued Friday.) “I tell you. . . . The patrons were mighty disappointed because there wasn't any booing Friday night.”

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

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Population of Zenda
Due to Arrive Today

If all goes well, the entire population of Zenda, Ont., will arrive at Floyd Bennett field at 1 o'clock today in a TWA plane headed by Mayor Vernon Fewster. There'll be 12 of them. Motorcycle policemen will escort the visitors to the summer city hall at College Point where they will be greeted by Mayor LaGuardia.

Zenda, it seems, was named in 1895 by some enthusiastic reader of Anthony Hope's novel "The Prisoner of Zenda," and an enthusiastic researcher in Monroe Greenhal's exploitation department discovered the fact and it was acted upon immediately.

All the Zenda citizens will attend the opening of the picture tomorrow at the Music Hall.

A TRAILER ON
EVERY PICTUREProduced by Experienced Showmen
HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

Insiders' Outlook

By RED KANN

THE apologies sent aloft by the producing industries in other countries continue to amuse and to be as completely ineffectual as ever they were. The course has been pursued somewhat relentlessly in England and now it comes into the open in France. There the production branch of the General Confederation of the French Cinema, by resolution, rules "cooperative measures will be taken against French stars and technicians working abroad." Aimed at Hollywood, of course, the penalties look well on paper, but even the French industry which now concocts a sort of punishment code, itself doubts that the measures can be effectively applied. . . .

"The systematic departure for foreign countries of French players and technicians" it regards as harmful to the French industry. Not much room for doubt on that point. As a brake, it is proposed talent accept no contracts abroad beyond one picture a year and agree to work in at least one a year in France. This is nonsense, complete and utter, and the facts in the case establish it as nonsense beyond all doubt. Hollywood is opulent and extravagant where new talent is concerned. It has the money and, moreover, it spends that money—too lavishly, no doubt—in bringing over the mountains the players it reaches out to get. . . .

Chevalier was imported and had a pretty good run in the Hollywood market. He made a fortune for himself, did all right by Paramount and was returned to Paris when his vogue slipped into the discard. There will be other Chevaliers from time to time, exactly as there will be other Laughtons and about it and them long-winded and fruitless resolutions will be pointless. The producing industries in other lands will have to turn to a more convincing excuse to explain why they cannot compete with Hollywood. They must learn, for one thing, that they are engaged in a highly competitive business where drawing power is paid on a seven-league overtime basis because it has brevity, if it has nothing else. . . .

The apologist attitude struck in Paris the other day reminds of the favorite pastime of a number of New York stage producers and some of the local dramatic critics who endeavor to

hurdle the shortcomings of past theatre seasons by seeking to transfer the blame to Hollywood moneybags. Overlooked in that direction, for instance, has been the dropping off in worthwhile playwriting by the dramatists themselves for whatever reason it may be. But even where occasional recognition is accorded this truth, the usual, and very tiresome, way out leads to west coast wangling in terms of four salaried figures each and every week. If Hollywood, because it makes product for a vast and popular market, can afford to outbid a competitive entertainment medium, we argue here that this is very swell indeed for Hollywood and the public which purchases its output and much too bad for those who cannot. . . .

In Miami and also in New York, Adolph Zukor gave it as his opinion that an effective way to eliminate double features would be to produce pictures strong enough to stand extended playing time. The late Irving Thalberg had stressed this very observation time without end and constantly had placed the burden of duals and poor pictures, not on pressure induced by the menace of release dates but on the inadequacies of Hollywood. Zukor's comment, at the minute, emerges from "another statement" category into the comfortable regions of established performance in the guise of an "Artists and Models." The hold-over record is a lengthy one and would run to more space than is available here. However, a quick dipping in and out demonstrates this:

Held over in its first thirty-five key city engagements.

Will total five weeks at the Paramount, New York.

First picture to play the Paramount, Newark, N. J., four weeks.

Biggest first week in two years at the Paramount, Seattle.

New first week record at the Denham, Denver.

And similarly in enough scattered spots to make an *ad infinitum* closing observation strictly in order. . . .

Extend "Dallas" Contest

United Artists has extended the \$1,000 prize exploitation contest on "Stella Dallas" to Nov. 1. It was originally scheduled to close Oct. 1.

Capitol Will Have
Elaborate Opening

All the formalities in connection with the reopening of the Capitol will start tomorrow night at 8:15 o'clock, but the house will actually be open to the public from 9:15 in the morning. The big new electric sign will be turned on for the first time during the evening ceremonies.

Harry Moskowitz has had men working 24 hours a day since the start of the alterations and predicts the work will be completed eight hours before the house opens. A long list of screen, stage and radio celebrities has been invited to the opening.

It's a big week for openings. Tonight "The Firefly" will be started at the Astor also with a list of celebrities invited.

Chicago's Aldermen
Delay Moves on Tax

CHICAGO, Aug. 31.—At a meeting of the City Council Tuesday the matter of theatre license fees did not come up. It was learned that the aldermen are awaiting a proposal from the theatremen as to the best plan for a revenue raising scheme.

Meetings between the theatremen and city officials will be held after Labor Day, it is reported, and a plan of some sort which will be workable and agreeable to all is expected to be ready for adoption by Oct. 1.

N. J. Allied Board Meets

Plans for the annual convention of Allied of New Jersey, which will be held in Atlantic City, Sept. 22, 23 and 24, were discussed yesterday at the monthly meeting of the board of directors at the Hotel Lincoln here. Apart from the convention discussions only routine organizational business was transacted, Allied officers said.

"U" Has Chinese Reel

Universal Newsreel will release pictures of the recent bombings in Shanghai on Thursday. The shots were filmed by George Krainukov and Howard Winner. Scenes of the battle at Peiping are included as well as the bombings in Shanghai, Universal states. A total of 900 feet of film is included in the material.

Pick Laemmle's First

HOLLYWOOD, Aug. 31. — Carl Laemmle, Jr.'s first picture for M-G-M will be "Fight Back," a football story by Richard Schayer and Jerry Horwin.

Warner Golf Sept. 24

The annual golf tournament of the New York Warner Club will be held at the Old Oaks Country Club, Purchase, N. Y., on Sept. 24. Leonard Palumbo is making the arrangements.

Another Jewish Talker

Joseph Green, president of Sphinx Film Co., has just completed an all-Jewish talking picture in Poland and will bring it back with him when he returns in three weeks.

Hoffberg Takes Shorts

J. H. Hoffberg has acquired the world distribution rights to a series of Magnacolor shorts. The first three releases will be ready Sept. 15.

BIG CITY

is coming!



"Hold tight to your seats! We're going around the curve of thrill!"

RED HOT!

That's why movies were born! The public is crying for high-voltage entertainment (after a diet of wisecracks) M-G-M with shrewd showmanship gives the screen an electrifying change of pace with the year's most exciting film.

"BIG CITY"

*Perfect team-work for
Luise Rainer, Spencer Tracy!*

ALSO IN THE CAST: CHARLEY GRAPEWIN, JANET BEECHER, EDDIE QUILLAN, VICTOR VARCONI. A FRANK BORZAGE PRODUCTION. Screen Play by Dore Schary and Hugo Butler. Directed by Frank Borzage. Produced by Norman Krasna.

Wednesday, September 1, 1937

Directors Reaffirm Bargaining Action

(Continued from page 1)

ended with "should the producers through their committee, or otherwise, decline to bargain collectively with the committee hereby designated, the board of directors of the guild shall forthwith call a general meeting of the guild to take whatever collective action as may be necessary to protect and safeguard the rights of the guild."

Frank Capra, president of the Academy, was one of those who spoke in favor of action by the negotiating committee.

Concern Over I. A.—S. A. G. Row

Heads of theatrical unions in New York yesterday expressed apprehension over the reported rift between the I. A. T. S. E. and the Screen Actors Guild in Hollywood, frankly admitting that if the breach were not healed all hope of effecting an amalgamation of theatrical unions, both talent and craft, for the entertainment world would have to be abandoned.

The amalgamation was first discussed formally at a joint meeting of the unions' representatives here several weeks ago, and was informally supported at that time by both Kenneth Thomson, executive secretary of the Screen Actors Guild, and George Browne, president of the I. A. T. S. E. It contemplated a cooperative working and assistance agreement among all unions having to do with entertainment. Of such unions, the I. A. and Screen Actors Guild, with the American Federation of Musicians, Actors Equity Ass'n and the newly organized American Federation of Radio Artists, are admittedly the most potent. No workable co-operative agreement for the entertainment world could be effected with the I. A. or the Screen Actors Guild on the outside, theatrical labor leaders here believe.

The belief that the breach would be healed in due course was expressed by Mrs. Florence Marston, head of the S. A. G. eastern office, when questioned yesterday.

However, Thomson asserted on Monday night just prior to his departure for Hollywood by plane that the Guild would not alter its stand

◀ Purely Personal ▶

NED E. DEPINET and NATE BLUMBERG have postponed their Hollywood trip until next Tuesday, although scheduled to shove off last night. The purpose is to take a look at six or seven of the new RKO lineup now finished. Out there only three or four days.

I. E. LOPERT, president of Pax Film, returned yesterday after a six-weeks business trip to Europe. While abroad, LOPERT bought the American rights to the Nero Production, "Princess Tarakanova," starring FRANCOISE ROSAY.

DOUGLAS FAIRBANKS and MRS. FAIRBANKS are sailing today on the *Normandie*. FAIRBANKS is taking along a print of "The Prisoner of Zenda" which will be screened during the crossing.

WILL H. HAYS plans to leave the coast next week and will stop off at his Indiana farm en route east, arriving in New York shortly after the middle of the month.

HARRY GOLDBERG, head of the Warner theatre advertising department, is in Albany and Erie for campaigns on "The Life of Emile Zola."

D. E. GRIFFITHS, managing director of First National Pictures, Ltd., of England, will leave today on the *Aquitania*.

on Miss Tallent and that her suspension would not be revoked.

It was assumed at the Guild's office here that Thomson and William Bioff, coast head of the I. A. T. S. E., would discuss the situation further on Thomson's arrival in Hollywood and that some mutually satisfactory agreement would be worked out between them eventually.

Southern Labor Meet Set

LOS ANGELES, Aug. 31.—A meeting of representatives of all types of film workers in this section of the South has been called for Labor Day in an attempt to formulate uniform wage scales.

F. & M. to Stay at Roxy Pending Deal

(Continued from page 1)

have been held. There is no indication at this time when the pact will be closed or the length of time for which it will run, it was said. Harry Arthur and Jack Partington head the management of the operating company.

The Roxy formally passes into possession of 20th Century-Fox at midnight tonight. Under the reorganization plan for the house, it obtains a 20-year film franchise from 20th Century-Fox and thus becomes that company's Broadway "show window."

Reports that F. & M. would lease the house from 20th Century-Fox instead of entering into an operating agreement with that company were denied by the latter.

Fight Film to N.O. Spot

NEW ORLEANS, Aug. 31.—The Orpheum here has been given first run on the Joe Louis-Tommy Farr fight film.

BARNEY BALABAN, FRANK FREEMAN and SPYROS SKOURAS as three-some at the Plaza yesterday. At another table were BILL MORRIS and JOE MOSKOWITZ. At a third, JAMES R. GRAINGER and BILL HEINEMAN.

GILBERT MILLER's initial stage offering of the season will be "French Without Tears." It will open Sept. 28 at the Henry Miller. FREDERICK LONSDALE's "Half A Loaf" goes on the boards later.

ALFRED HITCHCOCK sails on the *Georgic Saturday* for London. En route, he will continue to work on the script for his next G.B. picture which will star NOVA PILBEAM.

DORIS DUDLEY, film player and wife of JACK JENKINS, restaurant proprietor, became the mother of an eight and one-half pound boy yesterday at St. Vincent's Hospital.

MAJOR F. L. HERRON has returned from a vacation spent in Connecticut.

JOSEPH SCHILDKRAUT will arrive today on the *De Grasse*.

GABRIEL HESS has recovered from an attack of neuritis.

Navy Officer Leaving On W. B. Assignment

WASHINGTON, Aug. 31.—Lieut. A. J. Bolton of the public relations branch of the Navy Dept. will leave for Hollywood tomorrow to cooperate with Warners in the production of "Submarine D-1." The shooting of the scenes at Annapolis for M-G-M's "Navy Blue and Gold" were completed this morning, releasing Lieut. Bolton for his coast assignment.

Under the regulations of the Navy Dept., as revised last April, pictures based on navy themes in which naval equipment and personnel are used must be made under the supervision of naval officers assigned to that duty.

NSS Opens at Capital

WASHINGTON, Aug. 31.—National Screen Service formally opened its new Washington office yesterday, tossing a housewarming for some 200 exhibitors, exchangemen and friends.

Arthur Jacobson is in charge, after spending several years in the territory as the NSS representative.

From the New York office have been transferred Edward Bouton and Ray Reid, shippers, and Betty Morris, who handled the Virginia accounts there. Mary Weaver has been transferred from the Atlanta office to the accounting department here.

Denies St. Louis Deal

St. LOUIS, Aug. 31.—Louis J. Cella, owner of the Shubert-Rialto, dark for several months, has denied reports that Fanchon & Marco have taken a three-year lease on the house. He declared that F. & M. failed to exercise their renewal option by Aug. 14, the deadline set in the present lease which expires Sept. 14.

Ineligible to Hear Bank Night Appeals

LINCOLN, Aug. 31.—Supreme Court Justice Fred W. Messmore, recently elevated from the district court bench at Beatrice, Neb., where he ruled Bank Night a lottery in the Fox-Midwest case, will be ineligible to hear the two Bank Night appeals coming before the Nebraska Supreme Court in the fall term.

First appeal is on his own decision. The other is the appeal by the M. P. Exhibitors' Ass'n of Omaha on the Supreme Court's temporary injunction against Bank Night in Omaha.

Columbia Asks Court Order

Counsel for Columbia Pictures will ask Justice Charles Poletti in N. Y. Supreme Court today for an order that will permit the appointment of a commission to take testimony in Los Angeles of persons who can give information concerning a relationship once allegedly existent between Columbia and Ferdinand Votour, a writer.

Votour is suing the former for \$1,000,000. He charges Columbia rejected his story, "Resurrection Morning," and later used substantially the same material in "The Man Who Died Twice." Persons whom Columbia would examine are: Tom Van, Fred Niblo, Arthur Strawn, W. M. Griffith, Harry Altimus, Harry Lockman, Frances Manson and Selma Stein.

Orders Green Testimony

Sanford Green, a composer now in Hollywood, must come to New York on Dec. 1 to submit to examination before trial of his suit for \$5,250 against Vitaphone. The order was signed yesterday at the request of Vitaphone by Justice Ferdinand Pecora in N. Y. Supreme Court. Vitaphone is accused of having broken an employment contract extending into last November.

Para. Hearing on Sept. 2

MINNEAPOLIS, Aug. 31.—The Federal court hearing here on Paramount's application for an injunction against local exhibitors participating in the "buyers' strike" against the company will be held on Thursday instead of Sept. 1, as previously reported.



FILMDOM'S FAVORITES—UNITED'S NEW SLEEPERS

* In addition to its famous overnight Continental (lv. New York and California at dinner hour), United offers a second coast-to-coast sleeper service, The Overland Flyer. Leave New York shortly before midnight... California next afternoon. Equally fast service West-East. United's sleeper service is really different!

TICKETS: United Offices, Travel Bureaus. Telegraph Offices

UNITED AIR LINES



MERCURY SKYSLEEPER
OVERNIGHT—3 STOPS ONLY
THRU SERVICE—NO CHANGE OF PLANES
COOL, AIR-CONDITIONED CABINS
MERCURY—Lv. 5:10 pm; SOUTHERNER—Lv. 8:30 pm.
Call your Travel Agent, or VANDERBILT 3-2580
Ticket Offices: 45 Vanderbilt Ave. and Rockefeller Center, 18 W. 49th St.



Film Function To Entertain, Says Quigley

(Continued from page 1)

perhaps even an intelligence," Quigley declared.

"There is a practice to attribute to it (the screen) objectives which it does not entertain, coupled with criticism of the non-attainment of objectives which it has never sought," he said.

There is also a practice to accuse the screen of failure in provinces it has not entered and where judgment indicates it should not enter, Quigley continued.

"There are those who damn the motion picture industry for an alleged lack of social consciousness; for failure to give pictorial expression to the great political, social and economic issues of the day. These critics deny or ignore the deliberately expressed policy of the entertainment film, which, simply stated, is: To entertain.

"They ignore or deny also that the industry is upon thoroughly solid and proper grounds in centering upon this policy."

Companies "Are Showmen"

The companies in the organized motion picture industry are engaged in the business of providing entertainment, Quigley declared, and the executives of these firms do not envision themselves as teachers, statesmen, churchmen or economists. "They are showmen; at least they seek to be."

"It is the industry's judgment and mine that the entertainment film belongs in the province of entertainment and nowhere else. If there are others who wish to use this medium for a message which they imagine the world is yearning to hear, the obvious course for them is to get a camera and go to work," Quigley said.

The industry is entirely aware of the influence of the screen, Quigley

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"First Lady"

(First National)

HOLLYWOOD, Aug. 31.—"First Lady" is a conversation piece of high order satirizing politics, practices and personalities of backstage Washington as publicized during recent years in newspaper columns syndicated from the national capital. Kay Francis has a new kind of role in the light comedy lead and is evenly matched with Verree Teasdale in sparkling repartee. Walter Connolly, Grant Mitchell, Louise Fazenda and Marjorie Rambeau supply other deeply etched caricatures of Washington types, while Preston Foster, Anita Louise and Victor Jory handle straight assignments ably.

The successful Broadway play by George S. Kaufman and Katharine Dayton is designed primarily for intelligent and liberally minded urban audiences, but should encounter apathy in no community where the sheer humor, dialogue and variety is appreciated. Stanley Logan directed the Harry Joe Brown production from a screenplay by Rowland Leigh.

Miss Francis plays the politically active wife of Secretary of State Preston Foster, who has presidential ambitions. Miss Teasdale plays the youthful wife of Supreme Court Justice Connolly, who finds himself abruptly in line for nomination through a miscarriage of Miss Francis' plans. The competing wives match wits in much the manner of two not so different ones still living, but the outcome does not too closely parallel the factual case. Miss Fazenda's performance of a club woman representing 5,000,000 votes and Mitchell's portrayal of a publisher with 20,000,000 readers are superb achievements. Connolly's handling of the Supreme Court justice is immensely amusing without reflecting indignity upon the office. The picture abounds in scintillating quips, jests and wisecracks, many of which moved the preview audience to laughter loud and long enough to drown out the ensuing lines.

It looks like sure-fire stuff for the city trade and about an even bet in the provinces.

Running time, 82 minutes. "G."

pointed out. He stressed the industry's awareness of the screen's appeal to virtually all classes of people the world over, its "powerful impact upon audiences," its effectiveness "in creating acceptance for modes, manners and merchandise." He pointed out further that there is no lack of appreciation of the potentialities of the screen for propaganda.

There is within the industry, however, a recognition of the "grave responsibility that would devolve upon him who would attempt to use this most popular of all amusements for the purpose of propagating social, political and economic ideas, many of which must necessarily be of untried and experimental character."

Calls Controversy Out of Place

To attempt any policy other than that of providing entertainment, Quigley declared, would be to lessen the popularity of the screen "and to create additional confusion in the public mind. It would make the theatres hotbeds of friction and controversy instead of places of refreshment and recreation. There are many places appropriate to the discussion of these issues. The theatre is not one of them."

Quigley attacked the efforts of certain producers who seek to capitalize on the efforts of public health authorities campaigning to control venereal disease, with films they declare have a valuable lesson for the public.

Praising the work of regulation within the industry, Quigley declared, "This system known as the Production Code is an expression of the corporate conscience of a great indus-

try, the nature of whose business in the natural course confronted it with a great moral problem." He added, "I think it may rightly be said that the industry's process of regulation is more thorough and is geared to higher moral standards than regulatory measures adopted and executed by any other popular media of expression."

In another address, W. P. Montague of Paramount News, speaking on "Public Opinion and the Newsreels," declared that the newsreels never take sides on a controversial issue. He said further that the newsreels are honest, and stressed the fact that a final obligation rests with the newsreels if they are to consider themselves a news medium, that is to edit the news with a far-sighted view to its ultimate effect on human relations."

Lunceford on Tour

Jimmie Lunceford and his orchestra leave tomorrow on a series of one-nighters, booked solid for six weeks which will take him across the entire country en route to the Sebastian Cotton Club in Los Angeles where he will open an eight-week engagement. Harold F. Oxley, personal manager for Lunceford, stated this is the latter's initial appearance on the coast where he will also appear in several features.

Heatter for Para. News

Gabriel Heatter, WOR-Mutual commentator, has signed a contract with Paramount News. The pact is for three years and calls for Heatter's vocal comment on international and local political affairs.

Short Subject

"Louis-Farr Fight"

(Super-Sports Attractions)

The fight fans will attend the theatre in droves to contemplate this exhibition of boxing for a half-hour and leave highly satisfied and full of personal comment on what has taken place. The flood of post-bout opinion makes natural exploitation and it looks as if these films will reap the same sensational box-office crop of dollars as did a certain heavyweight bout last year. The battle is well photographed and every blow, feint and clinch is clearly viewed. Running time, 30 mins. "G."

Capra vs. Columbia Dispute Is Widened

(Continued from page 1)

"Cook" was advertised through the company's British subsidiary as a Capra production. He maintains he had no share in its production.

Columbia issued the following statement today: "Columbia Pictures Corp. has no desire to try the legal action filed by Mr. Capra through a newspaper controversy. We regret that a difference has arisen between ourselves and a valued employee of the organization and we trust the differences will eventually be cleared up either legally or through a clarification of the present misunderstanding. The company will set out its position in the answer it will file shortly."

Judge Lester W. Roth of the M. B. Silverburg office, Columbia counsel, told a MOTION PICTURE DAILY reporter that the date of filing of the reply had not been determined, but indicated that he will set forth that Columbia has repeatedly offered Capra payment of the compensation in controversy.

Columbia sales forces were told at the convention here June 30 that the company had Capra under contract for three pictures, but no statement was made as to what season or seasons these would be released.

Wall Street

General Theatre in Board Gain

	High	Low	Close	Net Change
Columbia, vtc ...	25½	25½	25½	— ¼
Consolidated	3½	3½	3½	
Eastman	187	186	186	
Eastman, pfd.	160½	160½	160½	— ½
Gen. T. Equip. ...	25½	24½	25½	+1½
Loew's, Inc.	82	80½	80½	
Loew's, pfd.	105¾	105¾	105¾	
Paramount	22¼	21¾	21¾	
Paramount 2 pfd. ...	20½	20	20	+ ¾
Pathe Film	10	9½	9½	— ¼
RKO	8½	8¼	8¼	
20th Century-Fox. ...	36¼	36	36	
Warner Bros. ...	14½	14	14	— ¼

Little Trading on Curb

	High	Low	Close	Net Change
Grand National	2¼	2¼	2¼	
Sonotone	2	1¾	2	+ ¼
Technicolor	33¾	32½	32½	+ ¾
Trans-Lux	4	4	4	— ¼
Universal Corp. ...	7¼	6¾	7¼	+ ¾

Para. Bonds Up ¼ Point

	High	Low	Close	Net Change
Keith B. F. 6s '46	100	100	100	
Paramount B'way 3s '55	67½	67½	67½	+ ¼
Paramount Pict. 6s '55	100	100	100	
Paramount '47	89½	89½	89½	— ¾

(Quotations at close of Aug. 31)



AIR EXPRESS, now speeds shipments—2500 miles overnight! Complete day and night service to 216 cities, and all points between, in the U. S. and Canada. Direct to Latin-America, Honolulu, and the Far East. For service, telephone any office of Railway Express and say "AIR EXPRESS DIVISION!"



LEO IS FIRST!

(as usual)

**THE
WORLD
PREMIERE!**

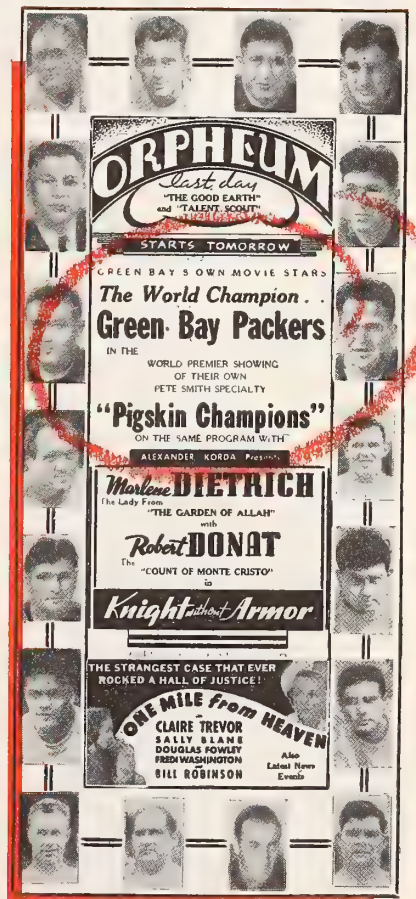
The World Premiere of "Pigskin Champions," M-G-M's amazingly different and FIRST football picture of the year, was a RIOT at the Orpheum Theatre, Green Bay, Wis. It was the opening gun in the greatest campaign that ever launched a Short Subject.

And now newspapers are flooded with publicity about the Season's FIRST FOOTBALL GAME at Soldiers Field, Chicago:

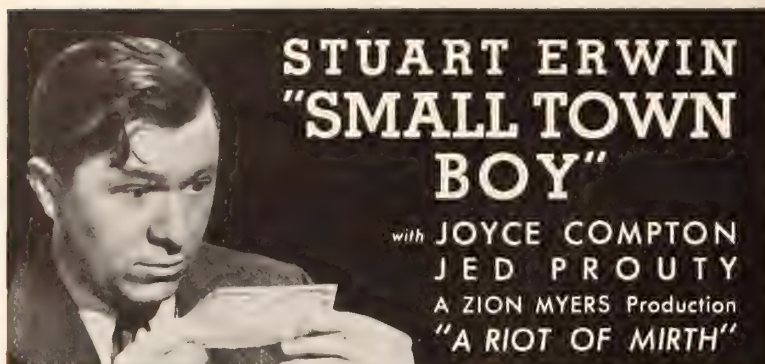
(COLLEGE ALL STARS versus GREEN BAY PACKERS)
(Stars of "Pigskin Champions")

Tag on to this marvelous advance plug! Make tie-ups with Sports Pages. The first one always gets the break. The nation will soon be football hungry and you've got a swell dish all ready!

**Book
it fast!
Capitalize
on the
publicity!**

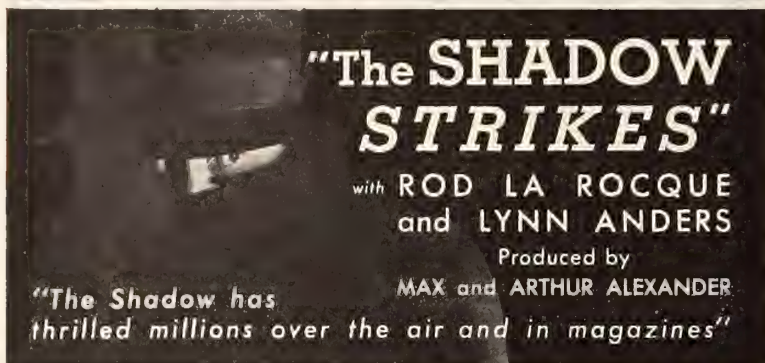


LOOK! Advertised
above TWO Features!



STUART ERWIN "SMALL TOWN BOY"

with JOYCE COMPTON
JED PROUTY
A ZION MYERS Production
"A RIOT OF MIRTH"



"The SHADOW STRIKES"

with ROD LA ROCQUE
and LYNN ANDERS
Produced by
MAX and ARTHUR ALEXANDER

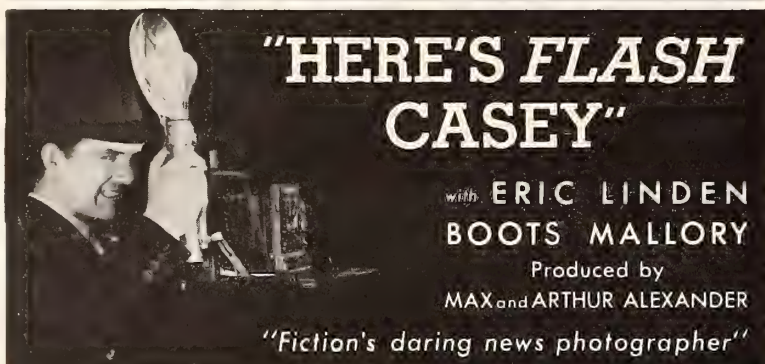
"The Shadow has
thrilled millions over the air and in magazines"



BRUCE CABOT "LOVE TAKES FLIGHT"

with BEATRICE ROBERTS
A CONDOR Production
Produced by GEORGE A. HIRLIMAN

"Blazing Romance of the Airways"



"HERE'S FLASH CASEY"

with ERIC LINDEN
BOOTS MALLORY
Produced by
MAX and ARTHUR ALEXANDER

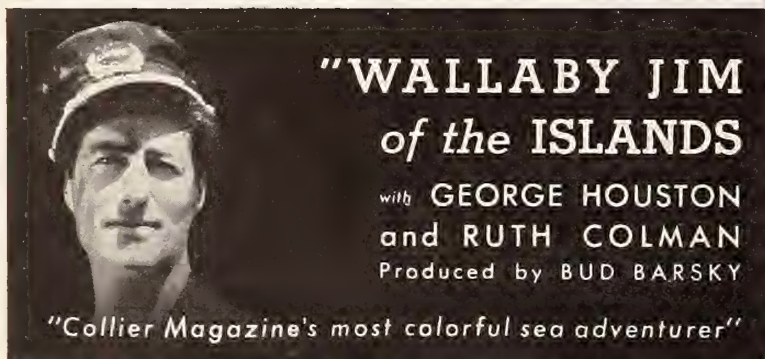
"Fiction's daring news photographer"



"RENFREW of the ROYAL MOUNTED"

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and CAROL HUGHES
Produced and directed by
AL HERMAN

"Radio and Fiction's famous hero now on the screen"



"WALLABY JIM of the ISLANDS"

with GEORGE HOUSTON
and RUTH COLMAN
Produced by BUD BARSKY

"Collier Magazine's most colorful sea adventurer"

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EDWARD L.
ALPERSOHN
presents

JAMES

CAGNEY

DANCING... ROMANCING...
REAL WALLOP IN HIS GREAT

SOMETHING TO SING ABOUT

A VICTOR SCHERTZINGER
PRODUCTION

with EVELYN DAW • WILLIAM

MONA BARRIE • GENE LOCKHART • JAMES NEWILL
CULLY RICHARDS • CANDY CANDIDO • William
Tucker • Marek Windheim • Johnny Arthur • Dwight
Screenplay by Austin PARKER Orchestra C. BAKALEINKOFF Dances Arranged by

Original story, music and direction by

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YORK GILBERT & SULLIVAN Play
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Presented by EDWARD L. ALPERSOHN

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SEPTEMBER

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BEST ROLE!

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HARRY BARRIS
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ye • Philip Ahn
arland DIXON
MYERS

GIRL SAID NO"

Wise Guy Who Fell In Love With a Dime-a-Dance Siren
ARMSTRONG • PAULA STONE • ED BROPHY • And an All Star Cast of the Original NEW
WILLIAM DANFORTH • VERA ROSS • VIVIAN HART • FRANK MOULAN • with ALLAN
Directed by ANDREW L. STONE • Screenplay by BETTY LAIDLAW and ROBERT LIVELY
GILBERT & SULLIVAN ON THE SCREEN FOR THE FIRST TIME • HEAR AGAIN:
"Three Little Maids from School" • "Poor Little Buttercup" • "The Wandering Minstrel" • "The Mikado's Song" and many others



Hear These
NEW SCHERTZINGER
SONG HITS

"Loving You"
"Right or Wrong"
"Something To Sing About"
"Out Of The Blue"
"Any Old Love"



Soubier NBC Pact Binding, Court Holds

LOS ANGELES, Aug. 31.—In a precedent-setting decision, Superior Judge Joseph Sproul today held valid and binding the managerial contract of Cliff Soubier, actor signed in 1931 in Chicago with the NBC Artists Service Bureau. The case is the first of its kind in the California courts.

The defendant claimed his contract legal in Illinois where it was executed and invalid in California under the state agency law. Judge Sproul ruled the contract valid and binding and the bureau entitled to commissions for the duration of the term. Soubier appeared in Warners' "Black Legion" after leaving the radio field. The decision unless appealed, affects the entire artist field insofar as out-of-state employment contracts are concerned.

No Boxing Bout on WDSU

NEW ORLEANS, Aug. 31.—Thousands of fight fans were disappointed here last night when WDSU, which advertised a broadcast of the Joe Louis-Tommy Farr fight, was prevented from airing the bout by the New York injunction against Transradio. A night ball game was substituted.

WSMB furnished returns of the fight.

Gene Ford Dinner Guest

WASHINGTON, Aug. 31.—Gene Ford, new production aide for WHN, who for five years was manager of Loew's Capitol here, was given a testimonial dinner here last night. More than 150 attended at the Willard Hotel.

Ford was presented a portable typewriter and a fishing outfit.

"Les Miserables" to End

Orson Welles' "Les Miserables" series over WOR-Mutual will close Friday night. Jean Valjean, as well as the role of the narrator, is played by Welles and the supporting cast includes Martin Gabel, Alice Frost, Ray Collins and Virginia Welles.

Three Coaches on WOR

An added feature of WOR-Mutual's broadcast of the Allstar-Green Bay Packers football game tonight at 9:30 will be comment by three well known coaches, Bob Zupke, Bo McMillan and Charlie Bachman.

David Young Plans Vacation

SAN DIEGO, Aug. 31.—David Young, program manager of KGB, will leave Sept. 3, for a two-week vacation in Utah. Young will be accompanied by his wife, Vivian Merrill, who is known to listeners as Barbara Lane.

Pilot Radio Takes News Series

Pilot Radio Corp. will sponsor a series of news broadcasts on WMCA beginning Sept. 13. The period will go on from 10:45 to 11 P. M.

WMCA Renews on Vic Arden

Vic Arden and his orchestra will be featured on the renewed transcribed "Musical Moments" program on WMCA starting Sept. 13.

Television Is Featured at London Show

LONDON, Aug. 25.—Three separate television demonstrations daily, of an hour each, are a feature of Radiolympia, radio trade annual exhibition, which has opened at Olympia.

The sessions are 11:30 A. M. to 12:30 P. M., from films; 4 P. M. to 5 P. M. and 9 P. M. to 10 P. M., actualities. Every afternoon, until Sept. 4, when the exhibition closes, there will be transmissions of the Pet's Corner of the London Zoological Gardens. Horse-riding displays, power-boat racing, a fire-fighting display, and an open-air woman's health movement demonstration are other items.

Variety items introduce popular radio and stage turns and orchestras. There also will be dancing and skating displays by experts. In the evening sessions newsreel and cartoon films, with a liberal helping of Mickey Mouse, are featured. It is considered the biggest public demonstration of television to date.

Will Air the "Kol Nidre"

There will be a special world wide broadcast on Sept. 14 of "Kol Nidre," traditional hymn chanted by Jews on that day. The number will emanate from Cincinnati under the sponsorship of The National Federation of Temple Sisterhoods and will be heard over the CBS network and international facilities. Ruth Best and her choir will handle the vocal end.

Broadcast New Year Service

The Jewish New Year service will be broadcast over WNEW on Monday from 10 A. M. to 12 noon. It will be broadcast from the Free Synagogue at Carnegie Hall. The sermon will be delivered by Rabbi Stephen S. Wise. The Atonement Night service will be broadcast Sept. 14, from 7 to 9 P. M.

Rosh Hashonah Airing Set

Rosh Hashonah services at the Mt. Nebo Temple will be broadcast Sunday evening and Monday morning over WMCA. Rabbi Abraham L. Feinberg will conduct the services from 8 to 9 P. M. Sunday and from 10 to 10:30 A. M. Monday.

Zimmy on Ripley Program

Robert L. Ripley will have Charlie Zimmy, the legless swimmer, as his guest Friday night at 9 P. M. on the WJZ-NBC net. The contract, made before the start, was contingent upon Zimmy reaching his goal, 125th St., after swimming from Albany.

Thomas on Ford Hour

John Charles Thomas will be guest soloist on the first Ford Sunday Evening Hour Sept. 12 over the Columbia network at 9 P. M. Jose Iturbi will conduct.

To Judge Air "Traffic School"

SAN FRANCISCO, Aug. 31.—Superior Judge Frank Dunn will be the judge of KJBS's Traffic School next Saturday morning. Prizes are being given for the best suggestions on how to improve traffic conditions.

Plan Traffic News

Road bulletins on traffic congestion Labor Day will be broadcast by WOR at 3:15, 4:15, 5:15 and 7:15 P. M.

An effort is now being made to have sponsors permit the broadcasts at 6:15, 8:15 and between 9 and 9:15 P. M.

The arrangements have been made with the New Jersey State Police.

"Hams" All Set for California Meeting

STOCKTON, CAL., Aug. 31.—More than 2,000 "hams" from all parts of the west will attend the American Radio Relay League convention here Sept. 4-5-6.

A five-meter DX contest will feature the opening day, with exhibits, open house at KWG and KGDM, and special radio programs.

The Sunday schedule includes a five-meter transmitter hunt, with a code speed contest for Mondays.

Elaborate entertainment plans have been made for the three-day meeting.

King to Describe Race

Cameron King, who described the America's Cup yacht races off Newport, will describe the international lifeboat races between nine steamship crews Sept. 11 from 3 P. M. to the close of the race over WOR. The race will be rowed in the lower bay for the Powell trophy.

"Armchair Quartette" on WJZ

"Armchair Quartette" is the title of a new program starting Oct. 5 over WJZ only. Father John's Medicine is the sponsor. The period will be heard twice weekly from 9:30 to 9:40 A. M. for 26 weeks. The John W. Queen agency of Boston placed the program.

Williams to Describe Race

Major Al Williams, holder of a number of air records and an aviation writer, will describe the finish of the \$28,000 Thompson Trophy Race, main event at the National Air Races in Cleveland on Sept. 6. The event will be heard over the CBS network from 6 to 6:30 P. M.

Lengthen Anti-War Program

"We, the Living," anti-war broadcasts, will be expanded into a full hour over WNYC next Sunday from 12 to 1 P. M. The first edition will present scenes from Humphrey Cobb's novel, "Paths of Glory." Sidney Howard did the adaptation.

Lewis and Green on Air

John L. Lewis and William L. Green, opposing American labor leaders, will be heard on two half-hour broadcasts over a WABC-Columbia network. Lewis will speak on Friday from 10:30 to 11 P. M. and Green will be heard Sept. 17 from 11:30 to 12 midnight.

Grieg Memorial Planned

A memorial program to Edvard Grieg, Norwegian composer, will be heard on a special international broadcast from Oslo, Sept. 4, from 4:10 to 4:40 P. M. over the NBC Red.

Emily Holt, Heller Divide Radio Jobs

(Continued from page 1)

was appointed associate executive secretary.

The dual appointments represent a compromise between rival factions which warred for several weeks over the appointment of an executive secretary to the new radio union. One faction was led by the Screen Actors Guild, whose Hollywood membership and finances will be important factors in the development of the new radio union, and the other by eastern factions which were instrumental in the organizing work here. The Guild backed Mrs. Holt while the last named factions sponsored Heller. The rivalry delayed the naming of the executive secretary at two previous meetings of the radio union's board. The compromise resulting in the dual appointments was reported to have been reached here on Monday night just prior to the return of Kenneth Thomson, executive secretary of the Guild, to Hollywood.

The post of executive secretary will pay a salary of \$7,500 a year and that of associate secretary, \$5,000, it was reported.

Taylor Signed for WMCA

M. Sayle Taylor, the "Voice of Experience," has been set on a WMCA period. The new program, starting Sept. 13, will be heard five days a week, Monday through Friday, from 1:30 to 1:45 P. M. The Erwin Wasey Agency handled the deal.

"Big Apple" Done Over Air

"The Big Apple," the current craze in eccentric dancing circles, was put on the air last night. NBC in cooperation with Consolidated Radio Artists staged the program over WJZ at 9:25 P. M. Ed Kirkedy produced the show.

To Discuss Immigration

SAN FRANCISCO, Aug. 31.—The home of an immigration officer, Bertrand Couch, will be the point of origin of Jerry Belcher's "Our Neighbors" broadcast Sept. 5 over KGO and the Blue network at 1:30 P. M., E.D.S.T.

Ellenstein, Moore on Air

Mayor Meyer C. Ellenstein of Newark and U. S. Senator A. Harry Moore will be heard over WNEW tonight from 8 to 8:15 P. M. at the ceremonies for the opening of the new Hearn store in Newark.

Bulova-WEAF Deal Closed

The Bulova Watch Co. has closed a deal with NBC for the announcement of daytime time signals over WEAF for 52 weeks beginning Sept. 5. The Biow Co. handled the arrangement.

Hall on "Hometowners"

Cliff Hall, comedian, will act as master of ceremonies on the "Hometowners" program, when it moves into a half-hour spot beginning Saturday, 8 to 8:30 P. M. over the NBC Blue.

Comedians to Join Flippen

Jay C. Flippen will bring "Molasses and January" to the "Summer Stars" program next Sunday from 7:30 to 8 P. M. over a WABC-Columbia hookup.

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Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief.
Accurate
and
Impartial

VOL. 42. NO. 54

NEW YORK, THURSDAY, SEPTEMBER 2, 1937

TEN CENTS

Hertz Drops Para. Holding In Debentures

**Also Sells 500 Shares of
Second Preferred**

By BERTRAM F. LINZ

WASHINGTON, Sept. 1.—John D. Hertz, New York, through Lehman Bros., during July disposed of 32,000 3/4 per cent Paramount debentures, his entire holdings of such securities, and 500 shares of second preferred stock, reducing his holdings to 5,000 shares, it was disclosed today in the S.E.C. semi-monthly summary of transactions of officers and directors in the stocks of their corporations.

The report also showed that Manufacturers Trust Co., New York, held 3,000,000 Paramount 3/4 per cent convertible debentures when the company's registration became effective July 26. Maurice Newton, New York, disposed of 2,000 six per cent sinking fund debentures, reducing his holdings to 95,000.

Further reduction of 20th Century-Fox securities held under escrow agreement by the Chase National Bank was reported in the sale of 280 shares of common and 560 shares of preferred. At the close of the month the company still held 346,111 shares of common and 692,422 of preferred.

Other reports filed with the S.E.C.

(Continued on page 10)

Omaha Paramount Is Under Blank Control

OMAHA, Sept. 1.—The closed 3,000-seat Paramount, de luxe house, has returned to control of A. H. Blank through settlement of differences on the lease and bonds, according to Attorney Henry Monsky here.

The Omaha National Bank became receiver for the theatre last May after filing a petition alleging that the A. H. Blank Theatre Corp. of Nebraska

(Continued on page 10)

Fox Midwest Theatre Men Meet Next Week

KANSAS CITY, Sept. 1.—Approximately 125 executives and managers of Fox Midwest Theatres from Illinois, Iowa, Nebraska, Kansas and Missouri will meet here Sept. 9 and 10 at the Hotel President. Operating details will be discussed Thursday. Friday morning will be devoted to a

(Continued on page 9)

Radio—Page 13

General K.C. Scale Boost Now Impends

**Move Hinges on Action
By Loew's Midland**

KANSAS CITY, Sept. 1.—Providing that Loew's Midland eliminates 25-cent balcony prices at night, an immediate general increase in admissions here is assured. Other first runs, the RKO Mainstreet, B. & K. Newman, and the Fox Uptown would follow the Midland in making night price a straight 40 cents.

Fox Midwest has a general raise scheduled for its 11 subsequent run houses, awaiting Midland action. The Plaza, Fox's ace subsequent, is slated to advance from 25 to 35 cents; other of its subsequents would go up from five to 10 cents in each case, including the Rockhill, now 15 cents, which would go to 25 cents. Theatres like the Warwick, now charging 25 cents, would go to 30 cents. The minimum for Foxsuburbans would be 20 cents.

Of course, action by independents will have some bearing on the extent of Fox Midwest's increase for its sub-

(Continued on page 9)

More Trust Probing Reported Imminent

LOS ANGELES, Sept. 1.—Albert J. Law, special assistant to U. S. Attorney General Cummings, is reported to be en route here from Washington accompanied by two assistants for the purpose of continuing the anti-trust probe started here some months ago. Law has been in Washington during the past two months studying informa-

(Continued on page 10)

"Firefly" Gets One of Those Long Island Estate Openings

By J. M. JERAULD

It was one of those kind of openings that bring men and women in from their Long Island estates in spite of the heat. At one time Bernard Sobel had so many celebrities lined up in front of the WHN microphone in the Astor lobby that policemen were ordering prominent citizens inside instead of the hoi polloi. It was one of those thrills that come once in a lifetime for a policeman.

Si Seadler, or Howard Dietz, or whoever it is that gives the orders for bulbs at the M-G-M openings, set

Lauds Ad Men

Hollywood, Sept. 1.—Making his initial appearance before studio publicity directors here, Will Hays lauded them for keeping advertising and publicity copy clean in accordance with the provisions of the production code. He also stated that they should share in the credit for the current increase in attendance.

Paramount, Goldwyn Settle Cooper Action

HOLLYWOOD, Sept. 1.—Paramount and Samuel Goldwyn have settled out of court the action for \$5,000,000 brought some time ago by Paramount against Goldwyn for allegedly attempting to bring about the transfer of Gary Cooper from Paramount to the Goldwyn studio while the player was still under contract to Paramount. The terms of the settlement were not revealed. The action named Samuel Goldwyn, Ltd., Inc., and Samuel Goldwyn.

Adolph Zukor, chairman of the board of Paramount, issued the following statement today:

"I am pleased to announce that cordial relations between Paramount and

(Continued on page 10)

Contracts Near for W. E. Sound Licenses

Final forms of licensing agreements under which International Projector and Motiograph will be authorized to manufacture projection machines with sound heads under Western Electric patents were completed with Erpi yesterday and may be signed today or tomorrow, it was learned.

Details of the agreements with the

(Continued on page 9)

Para. Attacks North Dakota "Divorce" Law

**Calls It Invalid; Seeks
Permanent Injunction**

FARGO, N. D., Sept. 1.—Paramount's action to test North Dakota's affiliated theatre "divorce" law was filed in the U. S. District Court here today, attacking the law on the grounds that it violates both the Federal and North Dakota constitutions. The company's complaint asks the court to declare the "divorce" law to be unconstitutional and void and asks that a permanent injunction be issued restraining state officials from enforcing the law against the company and its subsidiaries in the affected territory.

The plaintiffs in the action in addition to Paramount Pictures, Inc., the parent company, are Minnesota Amusement Co. and American Amusement Co. The latter two plaintiffs are affiliated with Paramount and operate a total of 10 theatres in North Dakota. The defendants named in the action are William A. Langer, Governor of North Dakota; P. O. Sathre, Attorney General of the state; A. R. Bergesen, state's attorney for Cass County; W. B. Arnold, state's attorney for Grand Forks County; Roy A. Ilvedson, state's attorney for Ward County, and Russell D. Chase, state's attorney for Stutsman County. The officials are named as state officers who will be charged with the enforcement of the theatre "divorce" law

(Continued on page 10)

RKO Files a Denial In Newburgh Action

RKO Radio Pictures yesterday filed a general denial in U. S. District Court in answer to the \$225,000 triple damage anti-trust suit brought by Orange County Theatres, Inc., operators of the Academy, Newburgh, N. Y.

The plaintiff claims an alleged conspiracy by major producers through the use of clearance provisions in favor of other Newburgh exhibitors

(Continued on page 9)

Peskey Predicts 10 Million G. N. Sales

Edward J. Peskey, vice-president, observed the first anniversary of Grand National yesterday by predicting sales in the domestic market for 1937-'38 would total \$10,000,000.

Work has been completed on the

(Continued on page 9)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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U. A. Product Taken
By 3 More Circuits

The Wilby, Interstate and Kinney circuits have signed for United Artists' entire 1937-'38 product, it was stated yesterday by George J. Schaefer, vice-president and general manager of the distributing organization.

In the negotiations, Bob Wilby, Bob O'Donnell and Mike Kinney represented, respectively, the Wilby, Interstate and Kinney circuits while Andrew W. Smith, general sales manager, and Bob Mochrie, southern division manager, acted for United Artists.

R. C. Cropper Recovering

BOSTON, Sept. 1.—R. C. Cropper, manager of the Boston branch of RKO, is recovering from his recent illness and is expected back at his desk within six weeks.

Warner-Shea Deal Closed

Warners have closed a deal with the Shea Circuit for the entire 1937-'38 list, including Vitaphone shorts, states Gradwell L. Sears, general sales manager. Roy Haines acted for Warners and E. C. Grainger and Ed Kearney for the circuit.

Capitol Gets Face Lifted
And Acquires New Marquee

By CHARLES S. AARONSON

The Capitol, which will be 20 years old in a couple of years, not only has had its face lifted, it has had a massage, a shampoo, a marcel and has donned a new and tremendous tiara, to top off its new beauty treatment. For an old gal, she's looking all right, or will by this morning, when the last hectic rush of carpet sewers, electricians, property men and upholstery specialists get through their jobs and depart.

And just so that there would be no mistake about it, Major Edward Bowes invited a select group of trade and newspaper men around to his apartment yesterday afternoon to eat turkey, plus the fixings, and drink this and that, in the very shadow of the M-G-M cake, which reaches toward the ceiling, and incidentally, take a peek at the renovation—and the major's paintings. They make his fifth floor apartment more than slightly resemble an art gallery.

Divans Still There

The seats are all new, red, comfortable and handsome, and in an effort to make for greater comfort by widening aisles and broadening the space between seats, a few seats have been sacrificed. Sight lines have been improved in the process. Those moneyed people who use them will be more than pleased to learn that those divans, which rate with the most comfortable theatre seats in New York, have not been too much disturbed, merely re-upholstered, in a deep red.

The carpets are all new and deep, the matting has been replaced, the lounge rooms have been redecorated and refurnished, in the Major's favorite old fashioned style. The Capitol has never been a modern type of house, at least architecturally, and the management has not the slightest intention of starting now. The orchestra pit has been removed and covered over, the screen has been set back, giving greater depth of stage,

Too Many "Firsts"

The Capitol, as part of its reopening ceremony, advertised in the personal columns for the purchaser of the first ticket to the theatre when it was opened in 1919 by Messmore Kendall.

The result was a veritable flood of replies, each one written by the man, woman or child who insisted he, she or it was the first to buy a ticket to Capitol "way back when." A little research, however, developed that the real "first" was Kendall's partner, and he's been dead these several years.

and if and when they quit striking, there will be considerable brush-weilding by the painters. The lobby fittings have been redone or replaced—attractively.

Last, but far from least, is the marquee, topped by a new vertical electrical sign, which proclaims in large letters that the Capitol is the Capitol. The marquee will probably call for a lot of electric bulb-capacity statistics in comparison with other marquees, past, present and future, when it begins to warm the weary traveler down Broadway of a hot summer evening. It stretches across the front of the theatre—completely—then takes to wandering around the corner into 51st St., before it stops. It is, in effect, quite a marquee.

Incidentally, the regular opening will be resumed this morning, with something a little more gala planned for this evening. At that time, under the usual fire of arc lights and considerable etc., the theatre will be really reopened. WHN will broadcast from the lobby from 9 to 9:30 P. M., and the celebrities will include some of the guests of Messmore Kendall in 1919, when the house opened.

Set 20th-Fox Dividends

The board of directors of 20th Century-Fox yesterday declared a cash dividend of 37½ cents per share for the third quarter of 1937 on the outstanding preferred stock, payable Sept. 30 to stockholders of record at the close of business Sept. 15. A cash dividend of 50 cents per share was declared on the common stock, also payable Sept. 30 to stockholders of record Sept. 15.

U. A. Theatres to Pay

The board of directors of the United Artists Theatre Circuit, Inc., yesterday declared a quarterly dividend of \$1.25 on the preferred stock. It is payable Sept. 15 to stockholders of record as of Sept. 1. Other business transacted during the meeting was described as routine.

Loew's Board Meets

A regular meeting of the board of directors of Loew's, Inc., was held yesterday. Only routine business was transacted, according to company officers.

K.C. Party Draws Crowd

KANSAS CITY, Sept. 1.—Approximately 500 attended the annual Variety Club M. P. Relief Fund picnic at Fairland Park. It was the largest attendance in the history of the affairs. Exchange employees arranged for their own picnic dinners. The sponsors provided each employee with a card of tickets good for trade at games, rides, swimming, etc., and the affair wound up in the evening with a dance in the ballroom.

General chairman in charge of the event was Robert F. Withers.

Gloria Blondell Signed

HOLLYWOOD, Sept. 1.—Gloria Blondell, 22-year-old sister of Joan Blondell, has been given a term contract by Warners. Her first part will be in "Money Talks," a Carleton Sand story which John Farrow, now in England, will direct.

Acquire "Kol Nidre"

Principal Film Exchange has acquired the U. S. distribution rights to "Kol Nidre" a short subject.

Purely
Personal

BEN BERNIE and his gang leave for the coast today. On Sept. 13 they start work in a new 20th Century-Fox musical in which WALTER WINCHELL also will appear. HERMAN, BEN's brother, leaves for the west a week from tomorrow.

ALFREDO GUARINI, director for Cines, leading Italian producing organization, arrives today on the *Rex*. Other passengers include JOHN F. ROYAL, NBC vice-president and program director, and ISA MIRANDA, Italian film actress.

ADOLPH POLLAK, general manager of Theatre Trailer Corp., will leave tomorrow for Dallas where he will open the company's new branch office. He will make several stops en route.

HENRY HATHAWAY, Paramount director, is due tomorrow from the coast. He will be here for a two-week vacation and will return to the studios Sept. 15.

MORT BLUMENSTOCK back from St. Louis, reporting it was as hot there as the hinges of that well-known place.

"DODO" BLUMBERG returned from Maine yesterday and now the BLUMBERGS are completely reunited.

T. NEWMAN LAWLOR of O'Brien, Driscoll & Raftery has returned from a vacation in the southwest.

JOE PINCUS, playing around with a Labor Day weekend idea, may light upon Atlantic City.

JOSEPH SCHILDKRAUT will arrive today on the *De Grasse*.

TED SCHLANGER in from Philadelphia yesterday.

Lesser Signs Cline

HOLLYWOOD, Sept. 1.—Eddie Cline, now directing "High Flyers" for RKO, will join Sol Lesser as producer-director as soon as his current assignment is over. It is understood that Cline will handle production reins, and possibly direct, the Bobby Breen pictures, although Kurt Neumann has been tentatively set for "Fisherman's Wharf," the next Breen vehicle.

Attorney Condemns B.N.

LINCOLN, Sept. 1.—Assistant Attorney General Francis Robinson told the Nebraska Supreme Court in a brief filed here today that if it approves Bank Night the "door is opened wide to further unfair competition in other businesses."

Robinson declared Bank Night a lottery and menace to good business in upholding former District Judge Fred Messmore's injunction in the Fox-Midwest case at Beatrice.

An appeal in the Supreme Court's injunction against Bank Night in Omaha only is due for hearing along with the Beatrice case next week.

Conn Signs Abe Meyer

HOLLYWOOD, Sept. 1.—Abe Meyer has been signed for the musical supervision of Maurice Conn's "Roaring Six Guns," starring Kermit Maynard.

Check the key city grosses
today or tomorrow or when-
ever you darn well please
during its run--then address
your thanks to **Warners** for
delivering as promised the one
genuine all-time sockorola
of musical money-makers!

Such Songs!

'Have You Got Any Castles, Baby?'
'You've Got Something There!'
'Moonlight On The Campus'
'Love Is On The Air Tonight'
'Old King Cole'
'On With The Dance'
'We're Working Our Way
Thru College'

By Dick Whiting and Johnny Mercer

Such a Cast!

DICK POWELL

and

FRED WARING

and His Pennsylvanians in

"VARSITY SHOW"

with Ted Healy • Priscilla Lane • Rosemary Lane
Walter Catlett • Johnny Davis • Buck & Bubbles

Directed by William Keighley

Screen Play by Jerry Wald, Richard Macaulay, Sig Herzig
and Warren Duff • From an Original Story by Warren Duff and
Sig Herzig • Finale Created and Directed by Busby Berkeley



Varsity Show

Comes in the Same Warner Month as

Bette Davis and Henry Fonda in 'That Certain Woman'
Kay Francis in 'Confession' • Pat O'Brien, Joan
Blondell and Margaret Lindsay in 'Back In Circulation'

Short Subjects

"Morning, Judge"

(RKO)

Edgar Kennedy is in and out of jail here through no fault of his own. It seems that fate always lands innocent Edgar in the jug. The farce centers around his attempt to get to a masquerade party costumed as a convict—his wife's idea. The slight plot is effectively worked to get the most laughs and although they are soon apparent, they nevertheless register. It is good standard comedy in the Kennedy style. Agnes Ayres, Bud Jamison and Fred Kelsey contribute good support. Running time, 20 mins. "G."

"Trailing Along"

(RKO)

Gene Austin and his instrumental and vocalizing troupe decide to open a trailer night club in this short and the result is a smartly presented musical effort. The music is of the swing variety and the individual numbers are well done and effective. It should provide first rate entertainment all around. Running time, 15 mins. "G."

Begin Kansas Tax Probe

KANSAS CITY, Sept. 1.—Forty investigators for the State auditor's department this week started checking practically every retail establishment in Kansas City for delinquencies in the payment of sales taxes. Investigators are checking records back to January 15, 1934, when the one-half of one per cent levy was in effect, through the one per cent levy, and on into the two per cent period beginning June this year. The state auditor's office expects to collect \$500,000 in delinquent taxes.

NYU Offers Film Course

A new film course will be offered by the New York University this Fall. Robert Gessner, a writer, will be in charge and a number of films loaned by the Museum of Modern Art Film Library will be studied. The course will embrace the historical aspect of the motion picture from Skladanowsky primitives to Frank Capra's "It Happened One Night."

Saunders in Own Service

Claud Saunders, former vice-president and general manager of Ross Federal Service, has entered the checking business on his own, operating under the name of Claud Saunders Service. Theatre admissions will be checked through Postal Telegraph, and the service plans traffic surveys, outdoor advertising and similar work.

To Press Chain Bill

MADISON, WIS., Sept. 1.—The I.T.-P.A. of Wisconsin will attempt to have a chain theatre measure introduced in the special session of the legislature called by Gov. Phillip F. LaFollette tentatively for Sept. 13. The session is to be devoted primarily to relief legislation.

Close "U"-Cooper Deal

J. R. Grainger has closed a deal with the J. H. Cooper Enterprises, Inc., of Oklahoma for the entire Universal 1937-'38 list. The circuit has 28 houses.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW**"Wife, Doctor and Nurse"**

(20th Century-Fox)

HOLLYWOOD, Sept. 1.—Here is a smart, fast-stepping piece of entertainment, with dialogue that snaps, situations which are lively and for the most part amusing, and characterizations wholly in keeping with the light and entertaining developments. "Wife, Doctor and Nurse," which title goes a long way toward telling its own story, is a yarn of a romantic triangle set against a background of a smart doctor's office, with considerable of the formula in it, but saved from triteness by speed and an unexpected conclusion.

The happily cast triangle is composed of Warner Baxter, the ultra modern doctor, highly successful; Loretta Young, his too wealthy wife, and Virginia Bruce, Baxter's too efficient assistant, who did not know she was in love with the doctor until Miss Young brought the matter to her attention. In able support are Minna Gombell, Jane Darwell and Sidney Blackmer, but they are incidental. The screenplay took the combined efforts of Kathryn Scala, Darrell Ware and Lamar Trotti. Director Walter Lang has kept things going in a lively pace throughout.

Miss Bruce has had no thought of romance with the able doctor, being too much engrossed in her work with him. Then suddenly wealthy socialite Miss Young sails into the picture and marries the doctor, which is quite a shock to Miss Bruce. But when Miss Young lunches with Miss Bruce and inquires about romance, Miss Bruce finds she loves him, then quits. Miss Young does likewise and things go from bad to worse until Miss Bruce comes back, Miss Young comes back, and the two decide that the doctor needs them both, one for work and the other for home, and both decide to stick around.

Running time, 84 minutes. "G."

"The Women Men Marry"

(MGM)

HOLLYWOOD, Sept. 1.—M-G-M mixed comedy, romance, drama, a triangle situation, rang in an imaginative religious expose, showed how a man is hanged, fixed things so that a cheating wife received her just desserts, and got a hodge podge. Like all potpourris, some of this is good; some is not. Newspaper folk are the central characters, but it's not a newspaper story. Three adapters had a hand in transcribing the originals. They, with the producer and director, seemed to have had different ideas as to how the major premise should be developed.

To enjoy Claire Dodd's company, Editor Sidney Blackmer assigns her reporter husband, George Murphy, accompanied by Josephine Hutchinson, to investigate a cult racket. Discovering cultist John Wray's financial rakeoff secrets, the pair get into a jam which results in Wray killing Photographer Cliff Edwards. Murphy's absence makes things nice for Blackmer and Miss Dodd, but eventually the outraged husband becomes aware of their perfidy. Murphy's murderous intent is stalled when Blackmer, for psychological reasons, forces him to attend Wray's hanging. The story winds up with Blackmer disappearing, Miss Dodd sent to Reno and Murphy and Miss Hutchinson planning marriage the moment a divorce is granted.

Helen Jerome Eddy contributes a weird characterization. Comedy provided by Edwards, Toby Wing and young Peggy Ryan contrasts with the triangular romance and the melodrama of Wray's killings and execution. Mitchell Fessier produced and Errol Taggart directed.

Running time, 65 minutes. "A."

(Additional Review on Page 10)

"Double or Nothing," yesterday's opener at the Paramount, was previewed by wire from Hollywood on Aug. 11.

"Varsity Show," which opened at the Strand yesterday, was previewed from the coast by wire on Aug. 11.

"Broadway Melody of 1938," which marks the reopening of the Capitol this morning, was another seen in Hollywood and reviewed on Aug. 16.

"The Prisoner of Zenda," which will be housed at the Music Hall beginning this morning, was reviewed from Hollywood Aug. 30.

"Thin Ice," opening at the Roxy tomorrow, was caught on the coast. Review date, Aug. 23.

Bankhead-Emery Wed

JASPER, ALA., Sept. 1.—Tallulah Bankhead and John Emery, stage and screen player, were married here yesterday. The couple left for a honeymoon at Norwalk, Conn.

No Chicago Theatre Ban

CHICAGO, Sept. 1.—No restrictions are to be placed upon theatres, health authorities indicated today, if the infantile paralysis spread can be prevented without this move.

Variety Club

Cincinnati

CINCINNATI, Sept. 1.—The charity fund of the local tent has been substantially augmented by proceeds from the third annual golf tournament and field day held recently. HARRY WESSEL, chief barker, assisted by JIM GRADY, JOE OULAHAN, ALLAN MORITZ, WILLIAM KERR, AL SUGARMAN, and others were responsible. BILL CHRISTIAN of the Indianapolis Tent carried off the prize for low golf score of 71.

C. E. DAVIS, Indiana exhibitor, and member of the Indianapolis Tent, was a visitor here for several days.

JOE KOLLING, property master, has returned from a week's sojourn in Chicago.

NOAH SCHECTER again is heading the publicity department at Arrowhead Inn, local night spot.

Pittsburgh

PITTSBURGH, Sept. 1.—All new and uninitiated members will ride the goat at the final initiation of the year to be held Saturday night, Sept. 18. Among the names which will be added that night are WOZNACK, STERN, LEFTON, GOLDBERG, ROONEY, BASSET, KRAMER, HAMILL, DIMLING, THONSEN, POSNER, MCSWIGAN, WOLFE, MOORE, THORPE, TABIN, HILLER and COLLINS.

The women take over the club every Tuesday from noon until six in the evening. MRS. MALONEY was queen at the last No Man's Land session.

The birthdays of LYLE HARDING and SID MARKE will be celebrated at DAVE KIMELMAN's forthcoming dinner. Seems to be a scarcity of birthdays this month, none being on the list until HARRY KALMINE celebrates on the 16th and is followed by AL WEISS, HARRY THOMAS, JACK MUNDSTUK, TONY STERN, HENRY GOLDBERG, JIM ALEXANDER and WALTER STUCKY.

Wall Street

Board Generally Off

	High	Low	Close	Net Change
Columbia	24 1/2	24	24	-1 1/2
Columbia, pfd.	39 1/2	39 1/2	39 1/2	-1 1/2
Consolidated	3 1/2	3 1/2	3 1/2	
Consolidated, pfd.	11 3/4	11 3/4	11 3/4	+ 3/4
Eastman	184 1/2	183	183	-3
Eastman, pfd.	160 1/2	160 1/2	160 1/2	- 1/2
Gen. T. Equip.	24 1/2	24	24	-1 1/2
K.-A.-O., pfd.	101	101	101	
Loew's, Inc.	80 1/2	79 1/2	79 1/2	-1 1/2
Paramount	21 1/2	20 3/4	20 3/4	-1
Paramount 1 pfd.	152	148 1/2	148 1/2	- 1/2
Paramount 2 pfd.	19 1/2	19 1/2	19 1/2	- 1/2
Pathe	9 1/2	9 1/2	9 1/2	- 1/2
RKO	8 1/2	8 1/2	8 1/2	- 1/2
20th Century-Fox.	35 1/2	34 1/2	34 1/2	-1 1/2
Warner	14 1/2	13 3/4	13 3/4	- 1/2
Warner, pfd.	55	55	55	-3

Curb Has Declines

	High	Low	Close	Net Change
Grand National ..	3	2 3/4	2 3/4	
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	31 1/2	30 3/4	31	-1 1/2
Trans-Lux	4	4	4	
Universal	7 1/2	7 1/2	7 1/2	- 1/2

Little Bond Movement

	High	Low	Close	Net Change
Loew's 6s '41				
ex war	100	100	100	
Paramount Pict.				
6s '55	100 1/2	100 1/2	100 1/2	+ 1/4
Warner Bros. 6s				
'39 wd	95	94 3/4	94 3/4	- 1/2

(Quotations at close of Sept. 1)

Samuel Goldwyn's
production of
"DEAD END"

*in its first week at the
Rivoli Theatre, New York
breaks all attendance
records established
since Christmas Week
of 1929-30!*





DE

The Dead End Kids
from the original
New York stage cast



SAMUEL GOLDWYN *presents*
AD EN D

SYLVIA SIDNEY
and **JOEL McCREA** *with*
HUMPHREY BOGART • WENDY BARRIE
CLAIRE TREVOR • ALLEN JENKINS

Based on the play by **SIDNEY KINGSLEY** • *As produced by* **NORMAN BEL GEDDES**
Screen play by **LILLIAN HELLMAN** • *Released thru* **UNITED ARTISTS**

Directed by **WILLIAM WYLER**



"ONE OF THOSE RARE FILMS YOU MAY SEE OVER AND OVER

**. . . among the talking pictures' finest achievements . . .
reflects vast credit upon Samuel Goldwyn, its producer."**

— WILLIAM BOEHNEL, *World-Telegram*

•

"Rousing, stimulating, melodramatic, profoundly touching . . . a magnificent play made into a more magnificent picture."

— Bland Johaneson, *Mirror*

•

"The picture is as vital as the play, more alive with ceaseless activity . . . Mr. Goldwyn has improved on the stage production in a variety of ways."

— Kate Cameron, *News*

•

"It's a distinctly superior, enormously stirring drama . . . an impressive and thought-provoking document."

— Rose Pelswick, *Journal*

•

"Deserves a place among the important motion pictures of 1937."

— J. T. McManus, *Times*

•

"'Dead End' is a typical Goldwyn production...breath-taking...more enjoyable than the play."

— Eileen Creelman, *Sun*

•

"More than a first-rate screen melodrama...it is excellent."

— Howard Barnes, *Herald-Trib.*

•

"Uniformly superior...highly entertaining belongs close to the top of your preferred picture list."

— Archer Winsten, *Post*

DEAD END, another smash hit from SAMUEL GOLDWYN

Thursday, September 2, 1937

Amended Complaint Filed in Bixio Suit

Henry Pearlman, attorney for Cesare Andrea Bixio, Italian composer, yesterday filed an amended bill of complaint in the action of Bixio against 20th Century-Fox for alleged infringement of the song, "Passa L'Amore," in the song "Midnight in Paris," which was used in "Here's to Romance."

The suit was brought by Foreign and Domestic Music Corp., agent for Bixio, who claimed his song was published in Milan in 1935 and registered in Washington in June, 1936. The court overruled two of the grounds for dismissal presented by 20th Century-Fox, but sustained one, that Bixio had no right to copyright here. The court gave the plaintiff the privilege of remedying the defect by filing an amended complaint. This Pearlman did, declaring that reciprocal rights of copyright exist between the United States and Italy.

RKO Files a Denial In Newburgh Action

(Continued from page 1)

and discrimination. Other defendants named in the suit are: Paramount, 20th Century-Fox, Big "U" Film Exchange, U. A., Joseph Lee, Eugene Levy, George Walsh and Netco Theatres Corp.

Seeks Order on Seattle Sale

Referee in Bankruptcy Oscar W. Ehrhorn yesterday set Sept. 8 for a hearing in U. S. District Court to review his order which denied the petition on Philip J. Snyder, as trustee and principal creditor in the Orpheum Circuit, Inc., bankruptcy, to compel Marcus Heiman, Orpheum trustee, to intervene in mortgage foreclosure proceedings of a Seattle theatre and office building.

Snyder claims that a foreclosure decree on the first mortgage against the Seattle theatre was granted in June, 1935, but that the theatre has not yet been sold. Orpheum guaranteed the mortgage bonds and is allegedly liable for a deficiency. Snyder stated that he feared "a speedy sale" would be held in Seattle in order to enable bondholders to share in a \$700,000 dividend which will be declared shortly for Orpheum creditors.

Reserve Ruling on Claim

Judge Robert P. Patterson reserved decision yesterday in U. S. District Court on a motion of Samuel Zirn, attorney for Electrical Products Co. of California, an alleged creditor of the Orpheum Circuit, to reinstate an \$8,000 claim. The claim was expunged by Referee Oscar W. Ehrhorn. Zirn stated that Ehrhorn was prejudiced. Douglas M. Black, attorney for Marcus Heiman, Orpheum trustee, declared that the claim had been expunged because Zirn failed to present proof of a guarantee upon which the claim is based. Two previous efforts by Zirn to remove Referee Ehrhorn from the case because of alleged prejudice have been unsuccessful.

Steelmen Gets More Time

Judge Martin T. Manton in U. S. District Court yesterday extended the time in which Hiram Steelman, trustee in bankruptcy for William Fox, can file a statement of liabilities allegedly owed by the Fox Theatres

"Firefly" Gets One of Those Long Island Estate Openings

(Continued from page 1)

tion to the usual gasoline generators on the street. Those who came to see and be seen were seen, but they didn't see much themselves unless they had sun glasses.

Along about 8:15 Bill Sheppard and Ray Saunders of WHN began to tell the radio audience who wrote the story and music of the picture, and Gertrude of Hollywood described the "glamour of the occasion." Imagination is a big help in describing glamour when the mercury is over 80 and the cooling system isn't breezing beyond the ticket taker.

Sobel caught celebrities by the arm and led them to the microphone while the flashlight bulbs did their stuff. Ed Wynn chuckled and giggled. Kelcey Allen looked on and tried not to be bored. Major Bowes chatted with the unseen audience and kept his eye open for likely amateurs. Irving Caesar had a word or two to say.

Monroe Greenthal strolled by without even looking at the microphone. He was slipping in to see how the competitors make 'em.

Mrs. Sailing Baruch spoke. So did Mark Hellinger, but all he had to say was: "They're taking my picture, but I can't imagine what for."

Gertrude of Hollywood made some more remarks about glamour, but whether she was talking about Mark

Here's to Romance

Universal yesterday signed an optional contract with Tommy Riggs, adjunct on the Rudy Vallee air show with a counterpart of Charlie McCarthy known as Betty Lou. Since "U" has Eddie Bergen and his closest pal, McCarthy, already signed, the suspicion is romance is on the way between Betty Lou and Charlie.

or Mrs. Baruch was not clear. They came fast after that—Georgie Price, Hope Hampton, Jules Brulatour, Eddie Davis, Arthur Hammerstein, Dorothy Dalton, Mrs. Arthur Hopkins, Claribel Walsh, Kitty Carlisle, Stanwood Mencken, Howard Dietz, Hal Horne, Lee Shubert, Clifton Webb, Ed Churchill, Conde Nast, Julia Sanderson, Fannie Hurst, Messmore Kendall, Jules Glanzer.

The radio men began to wind up the wires about 9 o'clock.

"They're coming faster than ever," one of them remarked.

"Sure, it ain't polite to be on time at an opening," his companion explained.

Even those radio men slip back in to the vernacular when the scripts are folded in the brief cases.

Contracts Near for W. E. Sound Licenses

(Continued from page 1)

licensees are not known, but it is understood that they will not be exclusive franchises and that similar licenses may be obtained in the future by other projector manufacturers. Manufacturing rights to the Western Electric horn and theatre amplifier units are not included in the licenses being issued, it is understood.

Immediate production of the complete new sound projectors is understood to be planned by both International Projector and Motiograph.

Mary Livingstone Cast

HOLLYWOOD, Sept. 1.—Mary Livingstone, wife of Jack Benny, has been assigned by William LeBaron to a leading role in "Straw Hat in Summer Time."

Lloyd Signs Daves

HOLLYWOOD, Sept. 1.—Delmar Daves has been signed by Harold Lloyd to do additional dialogue on "Professor Beware," his next starring picture for Paramount.

Delay 'Swing Your Lady'

HOLLYWOOD, Sept. 1.—Warners has postponed the start of "Swing Your Lady."

Corp. to the bankruptcy trustee. Payment of a second interim dividend to the creditors of Fox Theatres Corp. by Milton C. Weisman, equity receiver, will be delayed until a statement is filed in order to allow a reserve fund to be set up for the Steelman claim.

Fox Midwest Theatre Men Meet Next Week

(Continued from page 1)

discussion of National Theatres' "National Drive" for the 17 weeks from Aug. 29 to Dec. 25.

E. C. Rhoden, president and general manager, will direct the convention. H. E. Jameyson, district manager at Wichita, is general chairman.

LeRoy to Use Color

HOLLYWOOD, Sept. 1.—Mervyn LeRoy will use Technicolor in "Food for Scandal," which will be started next month with Carole Lombard and Fernand Gravet in the top roles. The producer did not say how many of his Warner-released pictures he would make in color.

Add Scenes to "Heidi"

HOLLYWOOD, Sept. 1.—"Heidi," Shirley Temple film recently completed at 20th Century-Fox, has gone back for added scenes in which Shirley Temple will sing a new song, "Happy Ending," written for her by Lew Pollack and Sidney Mitchell.

Prepare Shirley's Next

HOLLYWOOD, Sept. 1.—Preparations have been started by 20th Century-Fox for Shirley Temple's next, "Rebecca of Sunnybrook Farms." It will go before the cameras Sept. 15 with Alan Dwan directing.

Wolfson Back at Work

HOLLYWOOD, Sept. 1.—P. J. Wolfson, RKO producer, has returned to his desk after two months' illness.

Entirely Unionized Theatres IATSE Aim

Complete unionization of every theatre in New York was described as an I.A.T.S.E. objective by Joseph Basson, Local 306 president, speaking at a meeting of theatrical building service employees yesterday.

The meeting was sponsored by Local 54, B.S.E.I.U., for superintendents, porters, watchmen, matrons and charwomen of amusement buildings. Basson pledged the assistance of Local 306 in the organizing drive of these employees and theatre ushers, who will be organized separately under I.A.T.S.E. supervision. Organizing aid from Local I, Theatrical Protective Union, the stagehands' organization, was also pledged by a representative of that union. Lou Conway, president of Local 54, presided at the meeting.

Continue Union Talks

Representatives of Local 306, projectionists' union, met yesterday with major circuit executives, in a continuation of negotiations for a new two-year agreement, as provided in the master agreement between the circuits and the union. The meetings will be continued at an early date.

Operators Stay on Job

CHICAGO, Sept. 1.—Union projectionists are to continue working under last year's contract while negotiations are being conducted on their demand for a 20 per cent wage increase.

General Scale Boost Now Impends in K. C.

(Continued from page 1)

sequent run houses, but circuit officials indicated here this week that they are prepared to go ahead on the basis of the Midland action alone. Anyway, independents generally have already indicated a strong sentiment in favor of increased admissions, and in some instances have advanced prices.

Whatever the action of other theatres, however, the Tower, Fox's other first run which plays a feature and stage show, will go to 25c-35c-40c, from 25c-40c, with the Labor Day change.

Peskay Predicts Million G. N. Sales

(Continued from page 1)

Santa Monica Blvd. studio, Hollywood, he said, so that the company now has facilities for shooting eight or more features simultaneously. Production would be stepped up to capacity this month, he said, Edward L. Alperson, president, expects to have half the season's 65 releases completed by Dec. 1.

Newsreel Opens Sept. 10

Newsreel Theatres, Inc., will open the new house at Fordham Road and Grand Concourse Sept. 10.

Drop "Sword" Title

HOLLYWOOD, Sept. 1.—Universal has changed the title of "Mightier Than the Sword" to "A Girl with Ideas."

Mollison Is Signed

LONDON, Aug. 23.—Monogram has signed Henry Mollison to play opposite Anne Nagel in "A Bride for Henry" in Hollywood.

Para. Attacks North Dakota "Divorce" Law

(Continued from page 1)

when it becomes effective, March 15, 1938.

Paramount's complaint charges that the "divorce" measure, which would make it unlawful for any producing or distributing company to own or operate theatres in the state, violates both the Federal Constitution and the North Dakota constitution in several major respects. Among these are the charges that it would deprive the plaintiffs of their property without due process of law; that it would require the impairment of contractual obligations and that it imposes arbitrary restrictions on lawful business and arbitrarily invades property rights. It is also charged that the measure denies the plaintiffs equal protection under the law by unlawful discrimination against them and that it has no relation to the public welfare and is not a valid exercise of the police power of the state.

Ask Immediate Action

The complaint sets forth that while the bill does not become effective until next March 15, the plaintiffs are entitled to immediate legal relief inasmuch as damage to their business has or may be done by the presence of the measure in the statutes. It points out that the theatres operated in the state by its affiliates may be injured by the reluctance of distribution companies to enter into contracts with them for new season product while the validity of the "divorce" measure remains undetermined, and that the same handicap applies as well to other contracts or agreements which the theatres might wish to enter into with equipment companies or contractors for necessary supplies or improvements.

The theatres listed in the complaint as being affected by the state measure are the State, Orpheum and Strand at Minot; the Dakota and Paramount at Grand Forks; the Fargo, Grand and State at Fargo, and the Opera House and Star at Jamestown. All of these except the State, Minot, which is owned outright, are under leases of from five to 20 years' duration, and some with options for renewal. The charges that the state law would impair the contractual obligations of the plaintiffs in violation of the Federal and state constitutions is based primarily on the existence of these leases.

Estimate of Holdings Given

In establishing the potential damages to the plaintiffs from enforcement of the "divorce" measure, the Paramount complaint related that the value of the capital stock held by Paramount in Minnesota Amusement on Jan. 2 of this year was "in excess of \$290,000," and that on last Dec. 4 a dividend of \$325,000 was declared on this stock by Minnesota. It is also stated that Paramount licensed and distributed to Minnesota and American Amusement 4,186 features, shorts and newsreels for a total income of \$124,898 for the four-year period from Aug. 1, 1932, to Aug. 1, 1936. The company's revenue from North Dakota theatres other than its affiliates during the same four-year period is given as

Overseas Preview

"Jericho"

(Buckingham-British)

LONDON, Aug. 24.—Walter Futter produced and Thornton Freeland directed this Max Schach feature, a General Film Distributors release in England. American distribution has still to be finally determined.

Assets of the picture are the three names of Paul Robeson, Henry Wilcoxon and Wallace Ford, the singing of the first, which is kept well within the story limits, and a series of really striking desert scenes, filmed in the Sudan. These are not only authentic but look it; they are fine pieces of camera work. A distance shot of the "salt caravan" trekking through the sands is a masterpiece. More artificial, but also striking is a patterned grouping of thousands of Arabs about the desert grave of an airman.

The story, opening with some very effective scenes on board a torpedoed American ship, carrying black troops during the war, deals chiefly with the flight into the wilds of a colored corporal, charged with murder, and a white doughboy, also flying from justice. The former becomes a chief in the wilds, due to his medical knowledge. An officer who was cashiered in connection with the colored soldier's escape, tracks him down in an aeroplane but crashes. There is an original interlude in which the officer gets on the trail of the fugitive through seeing a film travelogue; the G-B News commentator is used skilfully in this scene.

Robeson has several songs, Wilcoxon is strong in an officer part well suited to him and Ford is a hit as the wisecracking white scallawag. Princess Kouka, Sudanese beauty discovered by Futter, and appearing as Robeson's wife in his role of desert chief, has good exploitation value.

Running time, 77 minutes. "G."

ALLAN

Paramount, Goldwyn Settle Cooper Suit

(Continued from page 1)

the Goldwyn company have been re-established. As evidence of this cordial relationship, Paramount today signed an agreement with the Goldwyn company under which Paramount will make available to the Goldwyn company the services of Henry Hathaway, one of its most important directors, for three pictures to be produced by Mr. Goldwyn. The Goldwyn company will make available to Paramount the services of Gary Cooper for a picture.

Goldwyn issued the following statement:

"I am gratified by the discontinuance of the Paramount law suit and by the resumption of the cooperation which formerly existed between the Paramount company and myself."

Claim Big "Double" Draw

Paramount reports that "Double or Nothing," in its opening day at the Paramount yesterday, had grossed \$3,500 at 5 P. M., claimed to be \$450 more than "Artists and Models" drew up to the same hour on opening day. Paramount estimates \$60,000 for the week on "Double or Nothing."

\$264,613 from a maximum of 102 theatres using a total of 32,794 Paramount films.

The value of Minnesota Amusement's investment in North Dakota theatres is given as "in excess of \$123,000," as of last Jan. 2. Minnesota, it is stated, is the sole stockholder in American Amusement and received as a dividend on the capital stock of the latter company \$92,000 on Dec. 18, 1935, and \$75,000 on Nov. 23, 1936. The value of American's investments in North Dakota theatres is given as "in excess of \$169,000."

The defendants in the action have 20 days after being served in which to file their answers to Paramount's complaint. A hearing date will be set thereafter.

Omaha Paramount Is Under Blank Control

(Continued from page 1)

was in default on \$250,000 in bonds, owed five \$1,500-a-month payments on the ground rent to Creighton University, owed \$12,600 in back taxes and was in default \$5,000 on the bond sinking fund. The receivership has been lifted after adjustment of all disputes between Blank and Creighton, adjustment of the defaulted bond payments and the disposal of their holdings to one party by most of the bond owners, Monsky said.

Set Lombard-Barrymore

HOLLYWOOD, Sept. 1.—Carole Lombard and John Barrymore will be reunited in "True Confession" by Paramount. Fred MacMurray will be featured. Una Merkel, Edgar Kennedy, Porter Hall, Richard Carle and William Carle, Sr., will be in the cast. Shooting will start tomorrow.

Fight Sunday Film Vote

BEATRICE, Neb., Sept. 1.—An appeal from City Attorney H. F. Mattoon's ruling that a 1,553 tie vote in July's special election on Sunday films automatically defeated the proposal will be heard in district court in October. It is contended that 67 last minute mail ballots which caused the tie were illegally counted.

E. M. Fadman to Arrive

Edwin M. Fadman, general manager of Films Red Star, Paris, will arrive on the *Manhattan* Friday. He will stay at the Warwick. It will be his second crossing this year for the purpose of buying product.

Filmarte Opens Sept. 13

The Filmarte will reopen on Sept. 13 with the American premiere of "Mayerling." The film, a French production, features Charles Boyer and Danielle Darrieux.

Hertz Drops Para. Holding In Debentures

(Continued from page 1)

showed the disposition by Bruno Meyers, New York, of 240 warrants for Educational Pictures common, reducing his holdings to 1,000; acquisition by A. P. Blumenthal, New York, of 400 shares of Grand National Films common, bringing his holdings to 5,402 shares, and by Kirk W. Todd, Pittsburgh, of 1,200 shares, bringing his holdings to 16,200; and acquisition by O. Henry Briggs, New York, as compensation, of 800 shares of Pathe common, comprising his total holdings, and by T. P. Loach, New York, of 14 shares, bringing his holdings to 21 shares.

Loew's, Inc., increased its holdings of Loew's Boston Theatres common to 97,622 shares during the month by acquisition of 545 shares, while David Bernstein, New York, disposed of 900 shares of Loew's, Inc., common, reducing his holdings to 9,280 shares. Samuel Carlisle, New York, disposed of 200 shares of Warner common, leaving him with 1,100 shares at the close of the month.

A report on the holdings of persons becoming officers or directors of registered corporations showed that A. P. Blumenthal, made an officer and director of Grand National Films on June 30, held 5,002 shares of the company's common stock on that date.

More Trust Probing Reported Imminent

(Continued from page 1)

tion obtained during his recent stay of several months in this section.

Reliable sources here are of the opinion that grand jury action will follow the extension of the investigation by Law and his aides.

Open at Providence

PROVIDENCE, Sept. 1.—The RKO Albee has reopened after being closed for the summer. William Brown is in charge of the house, which is being operated from the New York office. "Make a Wish" is the initial attraction.

Modern to Reopen

The Modern Playhouse, Hungarian film stand uptown, reopens tomorrow for its new season with "Meltosagos Kisasszony" (Blame It on Love). This musical was the 50th sound film produced in Hungary and was announced as a jubilee picture.

Sullivan for Skolsky

HOLLYWOOD, Sept. 1.—Ed Sullivan will succeed Sidney Skolsky as Hollywood columnist for the New York *Daily News*. Skolsky, editor of the column for four years, has resigned and will start radio work Oct. 6.

Schott Rites Tomorrow

Funeral services will be held tomorrow morning at Montclair, N. J., for Harry Sayre Schott, vice-president in charge of sales and advertising of the National Carbon Co., who died Tuesday night. He was 52.



THE WONDER AND THE LOVELINESS OF IT
have never been equalled before!

**"THIN ICE" TOPS 20TH'S
GREATEST MUSICALS IN ALL
THREE PRE-RELEASE SHOWINGS!**

At the DENVER THEATRE, DENVER, opening days
beat "One in a Million," "On the Avenue," "Wake
Up and Live." At the MINNESOTA, MINNEAPOLIS,
leads "Wake Up and Live" ..despite terrific opposition!
At the MAJESTIC, PROVIDENCE, way ahead of "You
Can't Have Everything," "On the Avenue," "One in a
Million." And that history is going to
be repeated wherever "Thin
Ice" plays!



ONLY THE GREATEST OF HITS COULD WIN PRAISE SUCH AS THIS!

"Smash! Certain of shattering box-office reception. Gorgeous production numbers." —Hollywood Reporter

"Will bring another golden shower to the pay windows! 80 minutes of tight-packed entertainment. Spectacular... has elegance and class." —Daily Variety

"A honey! Should do smash business at the boxoffice. One of the best and biggest production efforts since the inception of talking pictures." —Film Daily

"Another big hit! You'll be crazy about Sonja and Tyrone gets more and more romantic! Magnificently staged!" —L. A. Examiner

"I don't know when I have seen a more refreshing movie! The whole family should see this must-see picture!" —says the famous Jimmie Fidler in his weekly broadcast to which the whole world listens

"A winning picture under any circumstances. Surpasses 'One in a Million'... ice ballets topping everything of this nature ever filmed." —Boxoffice

"Far superior to 'One in a Million.' Sonja Henie whirls to applause." —L. A. Times

"If it doesn't equal or surpass 'One in a Million' as a money-maker, Hollywood can throw away its statistics and get a ouija board!" —M. P. Daily



Sonja
HENIE Tyrone
POWER

Thin Ice

with
ARTHUR TREACHER
RAYMOND WALBURN
JOAN DAVIS • Sig Rumann

Alan Hale • Leah Ray • Melville
Cooper • Maurice Cass • George
Givot • Directed by **SIDNEY LANFIELD**

Associate Producer **Raymond Griffith**.
Screen play by Boris Ingster and Milton
Sperling. From the play "Der Komet" by
Attila Orbok. Hit songs by Pollack and
Mitchell and another by Gordon and Revel.
Dances by Harry Losee. **DARRYL F.**
ZANUCK in Charge of Production

20th
CENTURY
FOX

THE KEYSTONE
OF YOUR FUTURE

Radio Personals

PHIL COHAN, conductor of the Saturday Night Swing Club over CBS, will leave next Tuesday for months of film work in Hollywood. . . . Ruth Carhart and Ray Heather-ton have been signed to do Chevrolet recordings. Henry Cox of Columbia Artists placed the pacts. . . . Gertrude Niesen has been booked on the American Can program, Sept. 21, by the Herman Bernie office. . . . Charles Furey has become an associate of the latter. . . . Bill Ray, newly appointed manager of the NBC central division press relations, is in town for conferences in Radio City. . . . Howard Clancy is back from a European vacation. . . . Don Lane, announcer, severed his connections with NBC yesterday. . . . Ethel Blume has the ingenue lead in "Joyce Jordan, Girl Interne." . . . Beverly Dean of WHK is in town to discuss the pending NBC-WHK affiliation. . . . Lewis Titterton, NBC script manager, is aboard the eastbound *Normandie* en route to a continental vacation. . . .

Victor Bey, conductor of the CBS Shakespearean series, is being groomed for a symphonic series. . . . Al Jolson will return to CBS Sept. 7 for Lever Bros. with George Jessel as his guest star. . . . Ed Sullivan will be a guest on Benny Davis' "Stardust Revue" over WOR-Mutual Sunday from 6 to 6:30 P. M. . . . Al Smith will speak at the Constitution ceremonies at Princeton Sept. 17 and will be heard over WOR from 10 to 10:30 P. M., E. D. S. T. . . . John Tunis will review the highlights of the Forest Hills tennis matches Sept. 9 from 7:15 to 7:30 P. M., E. D. S. T., over the NBC-Blue. . . . Gov. Herbert Lehman will deliver a message to farmers Sept. 9 from 12 noon at 12:15 over the NBC nets through WSYR at the Syracuse State Fair.

Miss Rambeau "Black Listed"

SAN FRANCISCO, Sept. 1.—Failure to keep a date for an interview on the *Call-Bulletin's* weekly drama revue over KPO or to offer explanation of her non-appearance resulted in Marjorie Rambeau landing on the sheet's "black list." All reference to the star's current vehicle at the Curran, "Story to Be Whispered," was ordered dropped from the drama page.

Wendy Barrie to Be Guest

HOLLYWOOD, Sept. 1.—George Fischer will have Wendy Barrie on his "Hollywood Whispers" program over WOR and the Mutual network on Saturday from 10:15 to 10:30 P. M., E. D. S. T. On Sept. 11 Mary Carlisle will be the guest and on Sept. 18 Dolores Del Rio will be heard. The program originates at KHJ, Los Angeles.

Will Discuss Labor's Aims

Joseph P. Ryan, president of the Central Trades and Labor Council of Greater New York and vicinity, will be heard over WMCA Monday from 1:15 to 1:30 P. M. on "Labor's Message."

Henie, Power on "Hotel"

Sonja Henie and Tyrone Power will do scenes from "Thin Ice" on the Hollywood Hotel program, Sept. 10.

FCC Receives Bids For Three Stations

WASHINGTON, Sept. 1.—Applications for authority to construct three new broadcasting stations have been filed with the F. C. C.

The applications provide for stations at San Diego, to be operated by the Union-Tribune Broadcasting Co. on 1,480 kilocycles with 5,000 watts power; Port Angeles, Wash., to be built by R. C. Atwood to operate on 1,500 kilocycles with 100 watts power, and at Rock Springs, Wyo., to be operated by the Wyoming Broadcasting Co. on 1,370 kilocycles with 100 watts power night, 250 watts day.

The commission also received an amended application from the Southern Minnesota Broadcasting Co., Rochester, Minn., proposing to change the frequency of KROC from 1,310 to 920 kilocycles and increase power from 100 watts night, 250 watts day to 500 watts night, 1,000 watts day.

Open New Tacoma Studios

SEATTLE, Sept. 1.—New studios in the Olympic Hotel have just been opened by KVI, Tacoma CBS outlet. A number of Seattle programs will be produced in the local studios to augment the CBS and Tacoma broadcasts now going out over KVI.

The Seattle staff will be headed by Mrs. Vernice Boulianne, president and general manager of the Puget Sound Broadcasting System, owners. Staff members include Dorothy Doernbecher, assistant manager; Elvin E. Evans, sales and advertising director; James Wallace, chief engineer; Edward Jansen, commercial manager, and Rueben Gaines, production director.

Take Jessel-Talmadge Series

PITTSBURGH, Sept. 1.—The George Jessel-Norma Talmadge-Tommy Tucker orchestra show, which will start in Hollywood on a special hook-up Sept. 12, has just been taken for local sponsorship by the Palace Credit Clothing Co. It will be piped in through WWSW, which has no network connections. Another new WWSW commercial will be sponsored by Father Mollinger's Indigestion Tablets and is to present 13 quarter-hour dramatized episodes in the life of Father Mollinger, the Pittsburgh priest who achieved considerable fame in the medical profession.

Browne on for Elmer Davis

Lewis Browne, author and traveler, will pinch hit for Elmer Davis who is pinch hitting for H. V. Kaltenborn on a series of news comment broadcasts, starting Sept. 9 over the CBS network. The program will originate in the studios of KNX in Los Angeles and will be heard locally from 7:30 to 7:45 P. M.

Branch Rickey to Speak

Branch Rickey, vice-president and general manager of the St. Louis Cardinals, will discuss baseball as big business in an address titled "The Score Board" on Sept. 10 from 9:30 to 10 P. M., E. D. S. T., over the NBC-Blue. The program will emanate from KWK, St. Louis.

Farr on Vallee Program

Tommy Farr, English heavyweight, will be interviewed by Jim Tully, the writer, on Rudy Vallee's program tonight at 8 o'clock.

CBS Billings Up

CBS billings for August were \$1,955,280. This is an increase of 58.6 per cent over the same month in 1936. The accumulated total for the eight months just ended is \$18,746,957. This is an increase of 36.7 per cent for the same period last year.

Sees Wire Need for Television on Farms

Wire relays will be needed to get television programs into rural homes, according to Joseph J. Weed, president of Weed & Co., station representatives. The extension of these will depend upon the possibility of cutting the cost of co-axial cables.

"Big cities," he says, "will be the first to be equipped with transmitters and, on account of the limited line-of-sight range of signals, the rural residents—who must not be ignored—cannot expect to tune in the sight programs right off the air."

"Hence there's the possibility that coaxial relays, perhaps under telephone company subsidy will 'pipe' the sight-and-sound programs directly into homes in various towns and villages where subscribers would necessarily have to pay a fee for the wired entertainment service. This would be dependent, of course, on bringing down the now prohibitive cost of coaxial wire manufacture."

Church News on WNEW

News of the churches in the New York area will be broadcast each Saturday morning over WNEW, beginning Sept. 11. Rachel McDowell, religious editor of the *New York Times*, will handle the program, "News of the Churches." The time will be 7:30-7:45. The Clergy League of America sponsors.

Postpone WICC Masses

NEW HAVEN, Sept. 1.—Catholic masses from St. Ann's Church, Hamden, will not start Sept. 5 over WICC as planned, but will begin the following Sunday, Sept. 12, from 9 to 10 A. M.

Thesaurus Signs Two More

The NBC Thesaurus yesterday signed two new subscribers and six renewals. The new applicants for the service are KZRM, Manila, P. I. and WICA, Ashtabula, O. The renewals are KANS, Wichita, Kan.; WFDF, Flint; WDRC, Hartford; WCOL, Columbus; WRGV, Westlaco, Tex., and KLRA, Little Rock.

Crosby, Herth for Carnival

Bing Crosby, Milt Herth and a number of other radio celebrities will take part in the Carnival of Entertainment, a charitable venture to be held Sept. 7 at the Yankee Stadium under the auspices of the Police Athletic League and the WPA. Mayor LaGuardia will open the affair.

Keep 24-Hour China Vigil

The NBC special events and news division is maintaining 24-hour coverage on developments on the Chinese fronts. Edward J. Higgins, formerly of the *N. Y. American*, is early morning news editor.

Planning Elaborate Dedication at KOIL

OMAHA, Sept. 1.—A series of affairs will mark dedication of KOIL's new transmitter building located in Iowa two miles east of the South Omaha bridge.

The first affair will be a noon luncheon for newspaper editors of 10 Nebraska and Iowa cities, officials of two states, the mayors of Council Bluffs and Omaha and local reporters next Friday, Sept. 3. Short talks by the dignitaries will follow the luncheon and precede inspection of the station.

Then during the week starting Sept. 12 KOIL, a Central States Broadcasting Co. station, will salute five Nebraska and five Iowa towns with special broadcasts. Flying broadcasting units will visit several towns. The new transmitter will increase KOIL's daytime power to 5,000 watts.

Exposition Programs Reach Total of 599

CLEVELAND, Sept. 1.—A total of 599 shows have been put on the air from the Great Lakes Exposition so far this summer, according to Ralph B. Humphrey, director of radio activities. They began May 29.

Network programs have totalled 288, with 273 over Mutual, 10 over CBS, three over the NBC-Red and two over the NBC-Blue. Local stations have carried 311 divided as follows: WJAY, 200; WGAR, 57; WTAM, 27, and WHK, 27.

The fair will close Sept. 26.

Broadcast "Hero Awards"

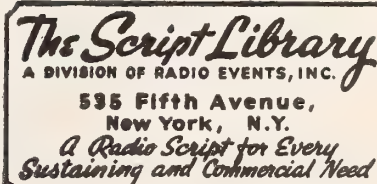
PHILADELPHIA, Sept. 1.—The *Philadelphia Inquirer's* "Hero Award," made each month for the month's outstanding deed of valor by a member of the city's uniformed forces, will be broadcast by WCAU and carried by the station's short-wave, W3XAU. Citations are made on the first Monday of each month. The September citation will be broadcast from the office of M. L. Annenberg, publisher of the *Philadelphia Inquirer*, with Mayor S. Davis Wilson making the presentation.

WBNS Using Tent at Fair

COLUMBUS, O., Sept. 1.—WBNS, Columbia affiliate, has erected a tent with seats at the Ohio State Fair and is inviting the public to witness broadcasts of many of the regular programs which are being aired from there. A free film showing a trip through the studios is being exhibited, in addition to which numerous contests with especial appeal to farmers are being staged daily.

Epidemic Cancels WOW Parties

OMAHA, Sept. 1.—Announcer Tom Chase of WOW has cancelled his Saturday morning children's parties, called "Uncle Tom's Playhouse," until the current infantile paralysis epidemic is over.



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TODAY at 2:40
Tonight at 8:40

Astor
(Air-Cooled)

Seats 6 Weeks in Advance at Box Office
45th STREET and BROADWAY

Twice Daily, 2:40, 8:40. Extra
Midnight Show Saturday, Sun-
days 3, 6, 8:40. Mat. 50c, 77c, \$1,
\$1.50, \$2. Sat. & Holiday Mat.,
Sat. Midnight & Sun. 6 P. M.
50c, 77c, \$1, \$1.50 (Plus Tax).



JEANETTE
MacDONALD'S
GREATEST ROLE!

with Allan Jones, Warren William,
Billy Gilbert, Douglas Dumbrille.
cast of thousands • famed Friml music
A Metro-Goldwyn-Mayer Picture
Directed by Robt. Z. Leonard
Produced by Hunt Stromberg

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NEW YORK
THE SIGNALS
SAY "GO!"**



Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 55

NEW YORK, FRIDAY, SEPTEMBER 3, 1937

TEN CENTS

Erpi's First Sound License Pacts Signed

GTE and Motiograph to Make Equipment

Marking Erpi's entry into the field of licensing outside manufacturers to produce and market sound equipment under patents controlled by it and its associates, agreements were signed yesterday with General Theatres Equipment Corp. and Motiograph, Inc.

With the ultimate disposition by Erpi of its reproducing equipment sales and servicing business, the company is to become, primarily, a licensor for patents controlled by itself and associates. The agreements closed yesterday are the initial ones in this new planned activity for Erpi. Both licenses, as reported in *MOTION PICTURE DAILY* yesterday, are non-exclusive and, as such, may be duplicated for other equipment manufacturers in the future under Erpi's new licensing role. The agreements are confined to the manufacture, leasing and sale of sound heads only and do not include Erpi's horn and amplifier patents. They permit International Projector

(Continued on page 7)

Rogers Commission Will Meet Shortly

OKLAHOMA CITY, Sept. 2.—A meeting of the Will Rogers Memorial Commission will be held before Sept. 12 to decide whether to go ahead with the memorial in Oklahoma or wait for the next session of Congress, according to Morton R. Harrison, member from Claremore.

President Roosevelt vetoed a bill appropriating \$500,000 for the memorial and suggested that the next session of Congress pass a bill stating more specifically the type of memorial to be built. With \$250,000 of state and private funds available for the

(Continued on page 17)

Myers Settles Pact At Grand National

HOLLYWOOD, Sept. 2.—Zion Myers, producer for Grand National, today severed his connection with the company through the medium of an amicable settlement of his contract. His last production was "Something to Sing About," with James Cagney. Myers will leave for New York tomorrow. A deal elsewhere is considered likely.

Victor Schertzinger will complete the films on Myers' list.

Chicago Bars All Children As a Paralysis Precaution

CHICAGO, Sept. 2.—Children under 16 are to be barred from theatres in a move to halt the spread of infantile paralysis cases here. The action was taken today following a conference of Dr. Herman Bundesen, president of the Board of Health, with Allied leaders and members of the Chicago Exhibitors' Ass'n.

Cases have gained rapidly in the past 24 hours and it is probable that schools will remain closed for a month. More than 700,000 children are affected by the ruling.

Exhibitors have promised cooperation with health authorities. Only yesterday Dr. Bundesen said he did not believe this action would be necessary, but developments caused him to alter his stand. The ban will extend to swimming pools, beaches, churches and other gathering places.

The personal appearance of Bobby Breen scheduled for the Palace next week has been cancelled.

If the disease reaches epidemic proportions, theatres will be closed by the authorities.

Hundreds of bookings in theatres for this weekend have been changed as a result of the Health Department ruling. Exchanges are in an uproar as pictures for children's matinees and features with appeal for youngsters have been replaced by adult attractions.

Clearance Shortened In Kansas City, Kan.

KANSAS CITY, Sept. 2.—The Fox Granada in Kansas City, Kan., is playing some pictures 14 days following close of first run at the Fox Tower and Fox Uptown in Kansas

(Continued on page 7)

"Boo"—in Reverse

Tifton, Ga., Sept. 2. — A long "Victory Boo" reverberated through the Tifton Theatre here tonight following the dismissal earlier in the day of the \$10,000 damage action filed by the management. The mother chapter of the theatre advertisement booing association sent salutations to the local group.

Film Exports at New High Record in 1936

WASHINGTON, Sept. 2.—Motion picture export business last year set a new high record, royalties received from foreigners being estimated at \$110,000,000 against \$85,000,000 in 1935, according to the annual report on the balance of international payments released today by the Dep't of Commerce.

While revenues from pictures shown abroad increased \$25,000,000, it was pointed out by the department, payments to foreign producers for the use here of foreign films increased only from \$5,000,000 to \$6,000,000, leaving a favorable balance for 1936 of \$104,000,000 against \$80,000,000 in 1935.

English Houses Top Quota Use for Year

LONDON, Aug. 23.—Board of Trade figures just released show that in the year ended Sept. 30, 1936, exhibitors showed 29.4 per cent of British footage, as against their legal commitment

(Continued on page 7)

Lavish Musical Opens Stage Season; Has Film Essentials

By PLAYBOY

The New York theatre, season 1937-38, officially threw back the doors last night with the premiere of "Virginia" at the Center Theatre. Between you and us, and we don't care whether you keep it confidential or not, the truth of the matter is the season actually did not open at all.

What a very well-dressed audience was asked to sit through for well nigh three hours was an opulent and lavish transfer of the Williamsburg which the Rockefellers have resurrected to its colonial glory in Virginia

to New York for musical romance purposes.

It was all lovely to look at. The settings by Lee Simonson were as distinguished as his craftsmanship ordinarily turns out to be. The dances by Florence Rogge of the Music Hall staff were alternately routine and refreshing and constantly a reminder of the larger theatre hard by on 6th Ave. The costumes, credited to Irene Sharaff, were colorful and always a knockout. Leon Leonid-

(Continued on page 7)

IATSE Wage Pact Signed In 33 Cities

About 10,000 Employees Are Now Covered

Wage and hour schedules for approximately 10,000 employees in 33 major exchange centers have been established with the closing yesterday of agreement for Chicago and Los Angeles exchange employees. The pacts with the exchange unions of these two cities are the last to be closed.

Further negotiations will be conducted at a later date with the I. A. T. S. E. to set up a master contract to include uniform scales. No date at the present time has been set for this meeting.

The negotiations with the representatives of the exchange employees unions were conducted in New York by a committee representing the distribution companies which met over a period of three months with employee negotiators from individual exchange centers. Frank Phelps of Warners was chairman of the committee.

Para. "Strike" Case Briefs on Wednesday

MINNEAPOLIS, Sept. 2.—An order to file briefs by next Wednesday today was issued by Judge Gunnar H. Nordbye to both Paramount and counsel for local exhibitors against whom Paramount is seeking a permanent injunction to prevent the continuance of the "buyers' strike" against the taking of its product.

The temporary restraining order has been continued pending final disposition of the case.

Say 163 Have Signed Phila. Buying Pact

PHILADELPHIA, Sept. 2.—So far 163 exhibitors acting individually have signed powers of attorney giving the special committee of U. M. P. T. O. the right to negotiate for them in purchasing new season Paramount product.

The committee will seek to give exhibitors the same runs they have had this year with no price increases. The committee will meet tomorrow to discuss the situation.

Radio—Pp. 22-23

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MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.

MEXICO CITY: Apartado 269; James Lockhart, Representative.

MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.

MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.

PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Casilla 13300; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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Subscription rates per year \$6 in the Americas, and foreign \$12. Single copies: 10 cents.

Business Good—Golden

Edward A. Golden, Monogram sales manager, just back from a tour of the south and midwest, says business conditions are excellent in these territories. He visited Chicago, St. Louis, Kansas City, Oklahoma City, Dallas, New Orleans, Atlanta and Charlotte in the course of his tour in the interests of the W. Ray Johnston-Monogram playdate drive. More than 2,500 deals have been closed since the start of the drive, he says.

Witt Joins Goldwyn

Peter Witt has been signed by Samuel Goldwyn as his general European representative. He will sail tomorrow on the *Champlain* en route to London where he will make his headquarters.

Witt will be in charge of sales in Europe and also will represent Goldwyn on stories and talent.

Warners-Read Sign

Warners have closed a deal with the Walter Reade circuit for the 1937-'38 list, including Vitaphone shorts. Ben Kalmenson acted for Warners and Reade signed for his houses.

Insiders' Outlook

By RED KANN

IT'S a pleasure this morning to bow deeply and from the waist to Universal for having turned out as delightful a picture as "100 Men and a Girl." The occasion, as a matter of fact, is one calling for handshakes in all directions. The producer is reposing nicely in the afterglow of a job he knows has been eminently well performed. Theatre-men will learn here, and no doubt elsewhere additionally, that they have a platinum-lined grosser coming up shortly. And so, maybe it ought to be an occasion for dancing in the streets. . . .

"Three Smart Girls," Deanna Durbin's initial vehicle, was more than merely good. But "100 Men and a Girl" is more than more than merely good, a trick phrase which is deposited with fingers crossed at the gentle mercy of the composing room. "Three Smart Girls" was one of the completely surprising pictures of last season. The follow-up, in its way, is a surprise if for no reason beyond the normal Hollywood difficulty of repeating in approximately the same mood. Yet, it has been done. . . .

The juvenile Miss Durbin with the adult voice is much of an improvement this time; her performance is better rounded and, not only is fuller, but more expert. She sings four numbers—"Music in My Dreams" and "It's Raining Sunbeams" in the popular song division and "Alleluja" by Mozart and an aria from "La Traviata" in the classical group. She does them amazingly well for one of her years and that, probably, was to be expected. But as a player called upon to evidence excitement and anger, joy and surprise, poise and stamina, her work is an eyebrow-raiser. Or at least an eyebrow-raiser where this department is concerned. . . .

Freshness and heart-warming incident course through the film. When you are informed that the story dripped off the pen of Hans Kraly, long associated with Ernst Lubitsch, there may be a lessened surprise. He also figured in on the script in conjunction with Bruce Manning and Charles Kenyon. Henry Koster, the director, and Joe Pasternak, the producer responsible for the first of the Durbin cycle were, of course, in on this one. Leopold Stokowski, the noted conductor of the renowned

Philadelphia Orchestra, plays himself and does astonishingly well for an amateur before the camera. Adolphe Menjou, always good; Mischa Auer, forever more clever; Alice Brady, persistently and amusingly flighty, and Eugene Pallette, Bill Gilbert and Alma Kruger in the support give strength to the cast. And a very special mention for an unimportant player until now named Frank Jenks who plays a singing taxicab driver and steals the picture whenever he is in it. . . .

With this assortment of workable material and a Cinderella-like yarn, "100 Men and a Girl" proceeds to get under way. Briefly, it tells the plight of a group of unemployed musicians and how, through a chain of incidents, Miss Durbin organizes them and then persuades Stokowski to conduct the assembled symphony orchestra for one night. Of course, the solo performance is a pronounced hit; the musicians are assured of a year's work and the rejoicing becomes general on all sides. Carefully worked into the script and then onto the screen is a rich and very pleasing assortment of comedy and pseudo tragic situations with fun predominating all of the way. There is about this picture a warmth reached for at large in Hollywood and not frequently enough attained. But it's around in this case and the audience that won't catch it and reflect it, to this typewriter will appear a very unresponsive audience indeed. . . .

The music must be accorded its own particular mention. The facts are that the recordings were made by the Philadelphia Orchestra and are superb. Good music, drawn from the established masters, is present throughout, but it is essential to point out further that it belongs as a vitally integral part of the story unfoldment. Thus, while it is extremely worthwhile, the music is not turned loose on the audience to impress on its own count. The impress results from the natural place it assumes in the fabric of the picture and, on that count, suggests the future use of the great symphonic and operatic works may well find its answer in the additional application of the formula arrived at in this one instance. . . .

The late afternoon established two additional facts. In Philadelphia where "100 Men and a

Purely Personal

HENRY LARTIGUE has been named general manager of all French Casino enterprises in New York, London, Paris, Chicago and Miami. NAT HARRIS will continue as managing director of the New York house. LARTIGUE will arrive here late this month.

PETER B. KYNE's "Jim, the Conqueror," and KATHARINE BRUSH's story, "Listen, Darling," have been purchased by M-G-M for this season's production.

LEON J. BAMBERGER's direct by mail advertising campaigns have won him recognition a second time. The Direct Mail Advertising Ass'n included him in the "Fifty Direct Mail Leaders."

H. C. WALKER and LLOYD C. PEARSON of Dominion Sound Equipment Co., Montreal, closed a deal with JOE MALMUTH of Hurley Screen Co. yesterday.

CHARLES KULLMANN, opera tenor who has just completed a role in "The Goldwyn Follies," will return to New York tomorrow.

JAMES DUNN left yesterday for Cleveland to take in the air races. He will continue coastward.

JOSEPH KLECKNER, president of Motiograph, will return to Chicago tomorrow.

WILL HAYS is scheduled to arrive in New York on Sept. 13.

"Zenda" Gets Big Start

Late yesterday United Artists was predicting a \$15,000 day for the opening of "The Prisoner of Zenda."

When W. G. Van Schmus discovered 1,800 in line at 10 o'clock in spite of the fact that the opening of the Music Hall was scheduled for 11 he ordered the doors opened at 10:50. At 12:10, 2,300 standees were reported.

"Double" Starts Strongly

NEWARK, Sept. 2.—"Double or Nothing," in its opening day at the Paramount here yesterday, grossed \$2,400 which was \$200 ahead of "Artists And Models."

"Girl" opened at the Fox yesterday, the gross at exactly three o'clock had exceeded the figure of any attraction booked into that theatre in the last thirteen months. Second was Jimmy Grainger's definite determination to set forth today on one of his frequent transcontinental sales tours. He shakes New York from his heels confident in the knowledge that he has a picture on his hands. He never appeared much in doubt, but in the event he had been he could have checked around a bit. With us, for instance. . . .

ONE OF THE YEAR'S TRULY EXCEPTIONAL MOTION PICTURES

» » » » and 20th says that
with your boxoffice in mind!



For every WIFE
whose husband
works with pretty
women!

For every
HUSBAND whose
wife waits and
wonders!

For every GIRL
whose boss is hand-
some . . . and
married!

Drama with a twinkle in its eye . . .
for anybody and everybody who seeks
the outstanding in entertainment!



LORETTA
YOUNG

WARNER
BAXTER



"WIFE, DOCTOR"

She wanted to be
a "modern" wife...
and yet—?

He needed and
wanted them both
... but how—?

VIRGINIA
BRUCE



and NURSE"

In love with him?
Ridiculous! Or was
it—?

ALL THAT YOUR
AUDIENCES EVER
THRILLED TO IN
THESE GRAND STARS

... in this gaily romantic tale of
three who tried to out-smart love!



with

JANE DARWELL • MAURICE CASS
SIDNEY BLACKMER • MINNA
GOMBELL • MARGARET IRVING

Directed by Walter Lang

Associate Producer Raymond Griffith

Screen play by Kathryn Scola, Darrell
Ware and Lamar Trotti



Darryl F. Zanuck
in Charge of Production

IT'S ONE OF THE BIGGEST OF 20TH'S BIG ONES!

20th's canny sense of entertainment values shows to its greatest advantage in "WIFE, DOCTOR AND NURSE"... bright, witty, penetrating romance in the mood of today. Brilliantly written, gloriously played by its triple-sure-fire stars... backed by one of the swellest marquee titles ever... this grand production is a certainty for extended runs everywhere! And that's a promise!

Loretta

Warner

YOUNG · BAXTER

Virginia

BRUCE

in

"WIFE, DOCTOR AND NURSE"



THE KEYSTONE
OF YOUR FUTUR

Erpi's First Sound License Pact Signed

(Continued from page 1)

and Motiograph to turn out a complete projection unit ready for attachment in any wired theatre or exhibition place.

The licenses are for the continental United States, Alaska and Hawaii only. Indications are that both International Projector and Motiograph will begin manufacture of the new units immediately. The licensing agreements were signed by Whitford Drake, Erpi president; E. G. Hines, president of General Theatres Equipment Corp. for International Projector, and Joseph B. Kleckner, president of Motiograph, Inc., Chicago.

International Projector has been licensed to manufacture sound reproducing equipment under RCA Mfg. Co. patents for some time, but the current deals are the first of their kind to be made by Erpi whose exclusive manufacturing rights, of course, have been held by Western Electric.

Clearance Shortened In Kansas City, Kan.

(Continued from page 1)

City, Mo. Pictures involved are those of 20th Century-Fox and Universal, which are first run at Fox's Kansas City, Mo., first runs, the Tower and Uptown. The clearance has been 28 days and over to the Granada, and it will take some time to smooth out booking mechanics.

But the policy has been adopted and represents a partial victory for Kansas City, Kan., in its fight for release of pictures to its first run theatres, the Granada and the Electric, day and date with Kansas City, Mo.

The Kansas City *Kansan*, which, with the Chamber of Commerce, other civic groups, clubs, and the Theatre Owners' Ass'n of Kansas City, Kan., has been fighting for day and date releases since spring, hailed the new policy, and especially commended Fox Midwest Theatres, Inc., through whose agency the change was effected.

The same clearances to theatres playing back of the Granada will apply under the new arrangement; that is, theatres will take a two-week setback for each five-cent drop in admission. This will give subsequents in Kansas City, Kan., two weeks' better clearance on 20th Century-Fox and Universal pictures than they have been getting.

English Houses Top Quota Use for Year

(Continued from page 1)

under the Films Act of 20 per cent. In 1935, they showed 28.1 per cent.

The total footage of registered feature films exhibited was 35,900,000 feet, of which 10,571,000 feet were British.

The total exhibited footage, of films of all classes, was 39,735,000 feet, of which 10,896,000 feet were British. The British percentage was therefore 27.4 against 25.5 in 1935.

Lavish Musical Opens Stage Season; Has Film Essentials

(Continued from page 1)

off, production manager at Mr. Van Schmus' establishment, undertook a similar task here and did more than tolerably well.

Arthur Schwartz, by some mysterious circumstance not in conspiracy with Howard Dietz on this expedition, wrote the music. It had a faintly haunting quality, this department thought, and very little that persisted in running around this department's head after it planted itself in front of the midnight typewriter.

Of course, it was a whale of a lot of tunes for one tunesmith to turn out and, of course again, the quality had to be variable. It was a persistent impression, however, that Schwartz did much better in his numbers with a modern swing than in those that, by the nature of the banal and phantom story thread, called for stickiness and sentimentality. Yet beyond the physical accoutrements lavished with a generous hand on sets and costumes and staging, the one worthwhile enterprise in "Virginia" is that score.

This space has no idea how Laurence Stallings whom memory seems to recall had something or other to do about a piece called "What Price Glory?" regards his collaboration with Owen Davis on the book. And probably it will make no difference to either Stallings or Davis for them to learn that this reviewer thinks they ought to slink around and out the stage door of the Center as unobtrusively as they know how.

Their end of the job is woefully insignificant and far more on the dull, than on the stately side we imagine they were endeavoring to approximate.

Mona Barrie did well as the governor's daughter. Nigel Bruce, as the governor, was pretty well suffocated in his periwig. Gene Lockhart, as Fortescue, the Drury Lane producer, was made to go opera bouffe all the way. Actually it was very painful to observe. Anne Booth, an English import making her debut, was pleasant to look at from down front and in agreeable, if unimportant enough, voice. Ronald Graham as the stalwart hero, was constantly kissing ladies' hands. Even Buck and Bubbles suffered from the book, but, at that, several of the best numbers in the show went to the latter and Avis Andrews, singing Schwartz's modern-keyed tunes.

What "Virginia" lacks and lacks sadly is comedy. True, pokes are made at it, but they never come off. This leaves good-looking ensembles and songs and no story to carry the evening and they simply fail to prove enough.

For what it suggests, however, "Virginia," in the hands of a Metro, for instance, with Jeanette MacDonald and Nelson Eddy to draw upon, plus a valiant job of story grafting, could and would make a first-rate musical. But the story boys would have to save the day.

Out Hollywood Way

HOLLYWOOD, Sept. 2. — Universal has changed the title of "Free Rangers" to "Courage of the West." It will be the first picture starring BOB BAKER, who has taken the place of BUCK JONES on Universal's western schedule.

DAVE DRYER and HERMAN RUBY have written two songs for RKO's "High Flyers"—"Keep Your Head Above Water" and "I'm a Gaucho" . . . DR. WILLIAM AXT has been assigned the musical direction of M-G-M's "The Ugly Duckling" . . . EDWARD JAMES FLANNAGAN, whose name was changed to LARRY DOYLE for screen purposes, has been "re-titled" again. He's now DENNIS O'KEEFE.

DAN TOBEY, veteran ring announcer, has been cast in M-G-M's "Four Marys" . . . WILLIAM GARGAN goes into Universal's "Young Man's Fancy" . . . BENNY RUBIN is doing the script for "Crazy People" at RKO . . . Columbia has cast ERNEST TRUAX in a comedy role for "Freshmen Follies."

Paramount plans another musical extravaganza, "Sheik to Sheik," which will have a desert background. Tentatively lined up for the cast are the Yacht Club Boys, RAY MIDDLETON, SHIRLEY ROSS, BEN BLUE, AKIM TAMIROFF, CHARLES BUTTERWORTH and RUFUS DAVIS. MEL SHAUER will produce and SEENA OWEN and GRANT GARRETT are working on the screenplay.

Paramount has placed HUGH SOTHERN, character actor recruited from the Federal Theatre Project for a part in "The Buccaneer," under optional contract . . . JOHN QUALLEN has been borrowed by M-G-M from 20th Century-Fox for "Bad Man of Brimstone" . . . CLARENCE BROWN will direct "Benefits Forged," historical drama of the Civil War, at M-G-M. . . Paramount has placed three girls, BLANCA VISCHER, VIRGINIA POUND and DOROTHY DAYTON, on stock contracts.

Casting — JOHN WRAY, ROBERT PERRY and LARRY McGRATH's in "Bad Man of Brimstone," M-G-M . . . E. E. CLIVE, ANN RUTHERFORD, AL SHEAN, ZEFFIE TILBURY, WILBUR MACK, MINERVA URECAL, VIRGINIA SALE in "Love, Live and Learn," M-G-M . . . MARVIN STEPHENS, 15-year-old high school boy who appeared in pictures when he was younger, in "Borrowing Trouble," Jones Family story at 20th Century-Fox.

TOMMY BOND in "Rosalie," M-G-M . . . MARJORIE WEAVER draws her most important role to date in 20th Century-Fox's "Second Honeymoon," as second feminine lead. . .

Writers—BERTRAM MILLHAUSER is to do the script "Beau Geste" at Paramount . . . BRADFORD ROPES has gone to M-G-M to script "Razzle Dazzle," football picture for the NAT LEVINE unit. GEORGE FRANK was the agent.

Exchange, 2 Houses Go Up in Winnipeg

WINNIPEG, Sept. 2.—Carter-Halls-Aldinger Co., contracting firm, is proceeding with the erection of the combined film exchange building at Colony St. and Memorial Blvd., which will accommodate the eight branches of large Canadian film distributing companies here which serve the Manitoba and Saskatchewan. The construction is being financed by the Hudson's Bay Co., which has a big department store and other properties in Winnipeg and other cities of the Canadian west. The construction permit calls for an expenditure of \$100,000 for the building, which will be modern and fire-proof throughout.

Two new neighborhood theatres are also included in the Winnipeg building campaign. One is to be erected in the suburb of Norwood, by Irvine Brown at a cost of \$30,000, while H. Triller, veteran local theatre owner, is erecting a new house to cost \$60,000.

To Build in Columbus

COLUMBUS, Sept. 2.—The Drexel Amusement Co. has been incorporated here by W. C. Chesbrough, D. D. Rapp, M. H. Earhart and T. E. Coleman. Chesbrough, who operates a number of houses here, will be president. The company has a 20-year lease on property in suburban Bexley for the erection of a 900-seat theatre, at a reported cost of \$50,000, with completion scheduled by the end of the year.

Bar Minors in Omaha

OMAHA, Sept. 2.—Dr. Floyd Kinyoun, City Health Commissioner, has ordered local theatre managers to bar minors until the infantile paralysis epidemic abates. Dr. Kinyoun took the step only after his appeals to mothers to keep children home had failed. Council Bluffs theatre managers also have been asked to bar children under 18.

Koerpel, Gatti Agent

Jacques Koerpel has been appointed world representative of the film activities of the Tenth Gatti African Expedition which will leave for the Belgian Congo in December. The expedition will shoot 100,000 feet of film in the Ituri Forest. Exposed negative will be shipped immediately to London, thence to New York. The expedition will be in the field for a year.

McCarthy Forms Firm

HOLLYWOOD, Sept. 2.—Leo J. McCarthy, former producer at Republic, has organized BCM Productions, with Charles A. Browne, associate producer, and Elmer Clifton as director. The first picture, now shooting, is "Assassin of Youth," an antipode picture. The cast includes Luana Walters, Arthur Gardner, Dorothy Short, Earl Dwire and Gertrude Astor.

Claim "Thin Ice" Records

"Thin Ice" broke opening day records at Loew's State, Los Angeles, and Grauman's Chinese, Hollywood, the 20th Century-Fox home office reported yesterday. The film did \$3,742 at the State and \$2,811 at the Chinese. The picture will open at the Roxy here this morning.

Short Subjects

"Cash and Carry"

(Columbia)

Here is the most far-fetched departure from a slapstick comedy story that is possible to conceive. The Three Stooges return from a prospecting trip and find a boy and his sister occupying their "home" in the city dump. The boy is saving money for an operation. The trio takes the money to a bank and falls victims to a pair of swindlers who sell them phoney hidden treasure rights. They dig their way into a U. S. Treasury storeroom, are picked up by the guards and finally are taken before the President himself. The President offers to pay for the operation and extends executive clemency to the boys. It is certainly "different" from what this trio has been dishing out. Running time, 18 mins. "G."

"Attic of Terror"

(Warners)

Here is an exploitation "natural," as Floyd Gibbons describes a "true adventure" during its reenactment on the screen. With Gibbons offering cash for personal and actual adventures used in the series, the showman should have a real box-office draw here. The adventure itself, that of a tobacco salesman years ago caught in a storm and barely escaping with his life from a mountain cabin whose occupants are bent on murder and robbery, and the manner in which he changes places with a corpse, is full of thrill and suspense. Gibbons' telling of the yarn, and his natural, easy presence before the camera, add considerably to the effect. In the end the victim, now an elderly man, receives a check from Gibbons. Running time, 12 mins.

"Scary Crows"

(Columbia)

Although this cartoon has adequate coloring and animation it fails to get anywhere. A couple of youngsters and the inhabitant of a farmyard have difficulties with the depredations of crows and, after battling the birds all day, they go to bed. That's all there is. Children may like it. Running time, 8 mins. "G."

"Vitaphone Pictorial Review"

(Warners)

Genuine interest and entertainment in this new series, highlighted by Clem McCarthy's description of a rehearsal for a wrestling bout. As the boys go through their antics on the mat—and in each other's hair—McCarthy describes various wrestling holds. Geared for laughs, it gets them. Additionally, there are shots of film stars attending the Del Mar track on the coast, and in color, an interesting pictorial description of how Gruyere cheese is made in Switzerland. Running time, 10 mins.

Hold Vitaphone Preview

Norman H. Moray, in charge of sales for Vitaphone short subjects, played host to the trade paper scribes at a luncheon at the home office yesterday by way of introducing a preview of Vitaphone subjects in the new lineup. Present at the luncheon were Major Albert Warner, Clem McCarthy and Floyd Gibbons.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Bulldog Drummond Comes Back"

(Paramount)

HOLLYWOOD, Sept. 2.—On the theory that nobody but mystery fans can possibly know how a given novel or play of that strange school is going to strike the mystery market of the moment, it may be assumed that this one has a chance of striking it favorably. It has precious little mystery in it, however, and less of logic, with things happening for no evident reason and the usually heroic Drummond behaving like a freshman while the classically subtle Inspector Nielson dons a sequence of disguises to no consequential purpose. Unless drastically overhauled the picture is not likely to add to the substantial following of H. C. (Sapper) McNeile's fictional hero.

John Howard is the Drummond of this occasion and not bad, although inhibited by the story. John Barrymore is the Inspector Nielson and pretty uncomfortable about it, being limited to a practically meaningless display of his proficiency in the art of makeup. E. E. Clive, as the butler, is the only player who gets a chance to build up a creditable performance, which he does, while Reginald Denny, outstanding in the last Drummond picture, is as restricted by assignment as the hero. Louise Campbell has little to do as Drummond's sweetheart. J. Carroll Naish and Helen Freeman enact absurd menaces—to use the Hollywood word—as well, perhaps, as they could be enacted.

The story is, as produced, a far-fetched thing about a vengeful brother and wife of a criminal executed some time previously as a result of Drummond's detective genius. Announcing at start of the picture that that have come to kill Drummond in revenge, they take his sweetheart prisoner and then proceed to play games, of the "treasure hunt" variety, with their intended victim and his Scotland Yard associate all through an incredibly long night. Rhymed notes and dictated gramophone records keep the hero running from place to place and it all gets nowhere in the long delayed end.

Running time, 58 minutes. "G."

"Escape By Night"

(Republic)

HOLLYWOOD, Sept. 2.—Here is an extremely well done picture in which every department cooperated to produce, obviously on a limited budget, a melodrama which rates higher consideration than many of the costlier ones. Republic continues to strive for marquee names and borrowed William Hall from Universal and Anne Nagel from Warners for the leads, supporting them by Dean Jagger, who turns in his best performance to date, Steffi Duna, Ward Bond, and other reliable character players.

This marks the debut of Harold Shumate, veteran film writer, as a producer. Writing the original screenplay and guiding the production, Shumate turned out a picture such as writers, wishing to be made producers, would like to make. Hamilton MacFadden's direction keeps in tempo with the various moods of the story.

A newcomer to the city, Hall is innocently involved in a murder committed by Jagger, head of a gang. He flees with Miss Duna, Bond and Murray Alper, Jagger's aides, to a farm owned by Miss Nagel and her blind father, Charles Waldron, whose constant companion is Bill, a German Shepherd dog. The quartette are won over to farm life and seek to put aside their pasts, until Jagger shows up to claim them again for gangdom. They resist and are "framed" for a bank burglary by Jagger. Hall escapes to capture Jagger and the remainder of the gang, and wins freedom for the group.

The melodramatics are subtly handled. All in all, it is a picture to please every one.

Running time, 72 minutes. "G."

Delmar Opens Tonight

The new Delmar, formerly the Gotham at 138th St., and Broadway, will open tonight with "Saratoga" as the opening attraction. The 2,200-seat house has been renovated and is under the management of Harry Harris and Ruden, Rapf & Lederer.

M-G-M Signs Jessner

HOLLYWOOD, Sept. 2.—Leopold Jessner, former general manager of the Berlin State Theatre, has been signed as a director by M-G-M.

Capitol Reopening Bright

Amid lights and celebrities, the Capitol, now refurbished inside, and with an extensive new marquee outside, held a gala reopening ceremony last night, although the regular run policy was resumed yesterday morning.

G.N.-Bow Deal Dropped

HOLLYWOOD, Sept. 2.—Grand National's talked of deal with Clara Bow has fallen through. The studio wanted her for the lead opposite Wallace Ford in "He Wanted to Marry."

Variety Club

Cleveland

CLEVELAND, Sept. 2.—WALTER BRANDT, Warner city salesman, has been elected president of the Cleveland Warner Club for the ensuing year. He succeeds JULIUS LAMM, manager of the Warner Uptown. Other officers elected were: Vice-president in charge of entertainment, CHARLES ALBERT; welfare committee chairman, HELEN LYNCH; chairman of membership committee, BOB COX; chairman of the committee on contributions and loans, EVELYN FRIEDL; treasurer, VERNON PEASE; secretary, ROSE PEKARCIC. The board of governors includes MILTON MOONEY, DICK WRIGHT and L. F. WEINTZ.

Philadelphia

PHILADELPHIA, Sept. 2.—The annual golf tournament of the local Variety Club tent will be held at the Whitemarsh Country Club Oct. 1. This is an annual event and is usually attended by a number of New Yorkers.

The new quarters of the club in the Bellevue-Stratford will be opened Sept. 18.

The annual banquet of the club will be held Dec. 12 at the Bellevue-Stratford. TED SCHLANGER has been named chairman of the banquet committee.

Flash Preview

"Western Gold"—A not-so-good western containing, however, the redeeming feature of introducing Smith Ballew and some magnificent outdoor scenery.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Joins Dixey Operation

LONDON, Sept. 2.—Mrs. Eileen Bateman has been appointed publicity manager for the British Independent Exhibitors' Distribution Co. (the "Dixey scheme").

Wall Street

Board Losses Continue

	High	Low	Close	Net Change
Columbia	23 3/4	23 3/4	23 3/4	— 3/4
Columbia, pfd ..	38 1/2	38 1/2	38 1/2	— 5/8
Consolidated ..	3 3/8	3	3 3/8	
Consolidated, pfd..	11 1/8	11 1/8	11 1/8	— 5/8
Eastman	181	179 1/2	181	
Gen. T. Equip....	23 3/4	22 1/2	23	— 1
Loew's, Inc.	79	77 1/2	78 1/2	— 3/4
Paramount	21 1/4	20 1/4	20 3/4	
Paramount 1 pfd..	145 1/2	145 1/2	145 1/2	— 3
Paramount 2 pfd..	19 1/2	18 1/2	19 1/2	
Pathe	9 1/2	9 1/2	9 1/2	
RKO	8 1/2	7 1/2	8	— 3/8
20th Century-Fox.	34 1/4	34 1/4	34 1/4	— 1/8
Universal, pfd....	58	58	58	— 2
Warner	13 3/4	13 3/4	13 3/4	

Technicolor Light Curb Gain

	High	Low	Close	Net Change
Grand National ..	2 1/2	2 1/2	2 1/2	— 1/8
Sonotone	1 1/8	1 1/8	1 1/8	
Technicolor	31	30 1/2	30 1/2	+ 1/4
Trans-Lux	4	4	4	
Universal Corp. ..	3	3	3	

Fractional Bond Activity

	High	Low	Close	Net Change
Keith B. F. 6s '46	98 1/2	98 1/2	98 1/2	— 1/8
Loew's	100	99 1/2	99 1/2	— 1/8
Paramount B'way				
3s '55	67	67	67	— 1/8
Paramount Pict.				
6s '55	100 1/4	100 1/4	100 1/4	+ 1/4
Warner Bros. 6s				
'39 wd	94 1/2	94	94 1/2	+ 1/4

(Quotations at close of Sept. 2)

IT'S 20TH ALL OVER BROADWAY OVER LABOR DAY WEEK-END!...

as New York's big theatres save their
big holiday dates for 20th's big shows!

- ★ "THIN ICE" at the ROXY!
- ★ "BORNEO" at the RIALTO!
- ★ "WILD AND WOOLLY" at
the CENTRAL!
- ★ "YOU CAN'T HAVE
EVERYTHING" at the
PALACE and the R.K.O.
CIRCUIT... following its
record-smashing Rivoli run!
- ★ "WEE WILLIE WINKIE" at 56
(count 'em) R.K.O. THEATRES
in New York and vicinity!

***There's
a reason!***

HERE'S A TYPICAL
EXAMPLE OF
WHAT'S GOING
ON IN THEATRES
THE COUNTRY
OVER!

**Roxy's \$270,686
Profit Credited
To 20th-Fox Pix**

For the 52 weeks ended Aug. 19, 1937, according to tentative figures released by the trustee, Howard S. Cullman, the Roxy Theatres Corp. shows a profit of \$270,686.

This increase rode along with the booking of 20th Century-Fox product into the house consistently over the past yearly period, and is up by 69.77% over what the house did prior to obtaining this consistent flow of 20th Century-Fox films.



THE KEYSTONE
OF YOUR FUTURE

MUNI'S MIGHTY MASTERPIECE!

Critics say so! Editorials say so! Patrons by the million say so with the biggest \$2-top attendance in 7 years!

RED KANN, Editor, M. P. DAILY

"It is our ambition for 'Zola,' as it must of necessity be for anyone in the business who recognizes that merit deserves its reward, that it slays, wows and panics 'em up and down the land!"

RECORD ROAD-SHOW RUNS!

Advance sale records! Summer records! House records! Campaign records! Newspaper space records in every single one of the 17 sensational prestige-creating roadshowings!

NEW YORK (Since Aug. 11)

**'ZOLA' STILL SELLOUT
IN 3rd WEEK!**

CHICAGO (Since Aug. 29)

'ZOLA' Sold Out!

PITTSBURGH (Since Aug. 29)

'ZOLA' TOPS EVERYTHING!

WASHINGTON (Since Aug. 26)

'ZOLA' SRO!

DETROIT (Since Aug. 26)

'ZOLA' A MOP-UP!

PAUL MUNI in "THE LIFE OF EMILE ZOLA"

with GALE SONDERGAARD • JOSEPH SCHILDKRAUT • Gloria Holden • Donald Crisp • Erin O'Brien-Moore • Henry O'Neill • Morris Carnovsky • Louis Calhern • Directed by William Dieterle • Screen Play by Norman Reilly Raine, Heinz Herald • Story by Heinz Herald and Geza Herczeg • Music by Max Steiner

POPULAR-PRICE PRESENTATION POWERFULLY PRE-SOLD!

Yours in October after the spontaneous billion-dollar publicity build-up by more top-bracket magazines than ever sponsored a picture before, including TIME (the cover!)

- LIFE (4 pages) • LIBERTY (full page) • RED BOOK (full page) • McCALL'S (full page) • NEWS-WEEK (full page) • THE DIGEST (full page) • HOUSEHOLD (full page) • PARENTS' (full page) • STAGE (4 pages) • BOYS LIFE (full page)!

This and a tremendous transcontinental 24-sheet drive in 1500 cities!



WARNERS...WONDERFUL!

SEPTEMBER

CONFESSION

(KAY FRANCIS, Ian Hunter, Basil Rathbone, Jane Bryan, Donald Crisp, Mary Maguire)

VARSITY SHOW

(DICK POWELL, FRED WARING and His Pennsylvanians, Ted Healy, Priscilla Lane, Rosemary Lane, Walter Catlett)

THAT CERTAIN WOMAN

(BETTE DAVIS, HENRY FONDA, Ian Hunter, Anita Louise, Donald Crisp)

BACK IN CIRCULATION

(Pat O'Brien, Joan Blondell, Margaret Lindsay)

OCTOBER

THE LIFE OF EMILE ZOLA

THE PERFECT SPECIMEN

(ERROL FLYNN, Joan Blondell, Hugh Herbert, Edw. Everett Horton, May Robson)

THE GREAT GARRICK

(BRIAN AHERNE, OLIVIA de HAVILLAND, Edw. Everett Horton, Melville Cooper, Lionel Atwill, Henry O'Neill, Louis Alberni)

THEY WON'T FORGET

(Claude Rains, Gloria Dickson, Lana Turner)

NOVEMBER

SUBMARINE D-1

(Pat O'Brien, George Brent, Wayne Morris)

ALCATRAZ ISLAND

(A Giant Cosmopolitan Production)

IT'S LOVE I'M AFTER

(LESLIE HOWARD, BETTE DAVIS, OLIVIA de HAVILLAND, Patric Knowles, Eric Blore)

Torchy Blane

THE ADVENTUROUS BLONDE

(Glenda Farrell, Barton MacLane)

"Confession," Vallee High On the Loop

CHICAGO, Sept. 2.—"Confession" and Rudy Vallee gave the Chicago another great week and the \$52,000 gross recorded was \$20,000 better than average. Vallee is a big draw here and gets credit for the heavy business.

"Captains Courageous" at the Roosevelt for the first time at popular prices grossed \$16,000, which was \$5,000 better than normal. "You Can't Have Everything" at the Garrick following a big opening week at the Chicago took \$8,000, or \$1,500 better than the regular gross.

Total first run business was \$145,500. Average is \$128,000.

Estimated takings:

Week Ending Aug. 26: "CONFESSION" (W.B.)

CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Rudy Vallee and band. Gross: \$52,000. (Average, \$32,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

GARRICK—(900), 35c-55c-75c, 7 days. Gross: \$8,000. (Average, \$6,500)

"ONE MILE FROM HEAVEN" (20th-Fox)

ORIENTAL—(3,490), 35c-55c-75c, 7 days. Stage: Lou Holtz. Gross: \$13,000. (Average, \$15,000)

"LOVE UNDER FIRE" (20th-Fox)

PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Barto and Mann and revue. Gross: \$19,000. (Average, \$19,000)

"HELL DIVERS" (M-G-M)

STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. Gross: \$15,000. (Average, \$13,000)

Week Ending Aug. 27:

"SARATOGA" (M-G-M)

APOLLO—(1,400), 35c-55c-75c, 7 days, 2nd week. Gross: \$5,500. (Average, \$6,500)

"CAPTAINS COURAGEOUS" (M-G-M)

ROOSEVELT—(1,500), 35c-55c-75c, 7 days. Gross: \$16,000. (Average, \$11,000)

"GOOD EARTH" (M-G-M)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. Gross: \$12,000. (Average, \$15,000)

Week Ending Aug. 29:

"THE FIREFLY" (M-G-M)

ERLANGER—(1,200), 50c-1.50, 2 shows daily, 3rd week. Gross: \$5,000. (Average, \$10,000)

"Dallas" a \$12,000 Grosser at Houston

HOUSTON, Sept. 2.—"Stella Dallas" at Loew's State was the money-maker of the week, taking \$12,000 which was \$5,000 above par.

"Artists and Models," in a second week at the Majestic, made a good showing with \$6,300. Average for a first week is \$7,000. "San Quentin" at the Metropolitan barely reached par of \$7,000. The Kirby, playing "Married Before Breakfast" and "I Cover the War" fell off 10 per cent for the week, taking \$4,500 for the seven days.

Total first run business was \$29,800. Average is \$26,000.

Estimated takings for the week ending Aug. 26:

"MARRIED BEFORE BREAKFAST" (M-G-M)

KIRBY—(1,450), 15c-35c, 4 days. Gross: \$2,600. (Average, 7 days, \$5,000)

"I COVER THE WAR" (Univ.)

KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,900. (Average, 7 days, \$5,000)

"STELLA DALLAS" (U. A.)

LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$12,000. (Average, \$7,000)

"ARTISTS AND MODELS" (Para.)

MAJESTIC—(2,250), 25c-50c, 7 days, 2nd week. Gross: \$6,300. (Average, \$7,000)

"SAN QUENTIN" (F. N.)

METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"Artists" Top In Washington With \$23,000

WASHINGTON, Sept. 2.—Topping the town, "Artists and Models" at the Earle, with a personal appearance of Hal LeRoy on the stage, drew \$23,000, to exceed the weekly average by \$4,600.

"Wee Willie Winkie" at Loew's Capitol, supported by the fifth edition of the all-Washington revue, "Going Native," took \$21,500, over par by \$600.

At Loew's Palace, "Broadway Melody of 1938" was good for \$18,400, or \$2,500 over average. It was held a second week. "The Great Gambini" satisfied at \$4,500 at the Metropolitan. This figure was \$200 over par.

Total first run business, excluding the Rialto, was \$76,500. Average is \$73,700.

Estimated takings, exclusive of tax:

Three Days Ending Aug. 24: "TRANSATLANTIC MERRY-GO-ROUND" (U.A.)

RIALTO—(1,064), 15c-40c, 3 days (reissue). Gross: \$800.

Six Days Ending Aug. 25:

"BORNEO" (20th-Fox)

RKO-KEITH'S—(1,836), 25c-55c, 6 days. Gross: \$5,000. (Average, 7 days, \$10,600)

Week Ending Aug. 26:

"ARTISTS AND MODELS" (Para.)

EARLE—(2,218), 25c-77c, 7 days. Stage: Hal LeRoy, Ed Ford & Whitey, Jack Starnes & Co., Ann Anavan, Four Robeys. Gross: \$23,000. (Average, \$18,400)

"WEE WILLIE WINKIE" (20th-Fox)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: All-Washington Revue, "Going Native," 1937 edition, with Dick Leslie, Joe & Earline King, Nallie Mae Reed, Helen ("Miss Washington, 1937") Green, Lee O'Neill, Washboard Blues, George Washington University Vocal Ensemble, Lee & Cody O'Neill, Ward Duval, Rae Russell, Edgar Tally, Vera Miller. Gross: \$21,500. (Average, \$20,900)

"SLAVE SHIP" (20th-Fox)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$4,100. (Average, first run, \$3,600)

"BROADWAY MELODY OF 1938" (M-G-M)

LOEW'S PALACE—(2,370), 35c-55c, 7 days. Gross: \$18,400. (Average, \$15,900)

"THE GREAT GAMBINI" (Para.)

METROPOLITAN—(1,591), 25c-40c, 7 days. Gross: \$4,500. (Average, \$4,300)

"EVERYTHING" Sole Oklahoma Grosser

OKLAHOMA CITY, Sept. 2.—"You Can't Have Everything" was the only first run to make a dent in the prevailing slump last week. It took \$6,500 at the Midwest, over normal by \$2,500.

"When Love Is Young" came within \$100 of par at the Tower on a take of \$2,900.

Total first run business was \$16,300. Average is \$14,500.

Estimated takings for the week ending Aug. 28:

"TOAST OF NEW YORK" (RKO)

CRITERION—(1,700), 10c-25c-40c, 7 days. Gross: 4,000. (Average, \$5,000)

"THE THIRTEENTH CHAIR" (M-G-M)

MICHAEL O'HALLORAN (Republic)

LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$2,200. (Average, 7 days, \$2,500)

"LAUGHING AT TROUBLE" (20th-Fox)

"FUGITIVE IN THE SKY" (W. B.)

LIBERTY—(1,500), 10c-20c-25c, 3 days. Gross: \$700. (Average, 7 days, \$2,500)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

MIDWEST—(1,500), 10c-35c-55c, 7 days. Gross: \$6,500. (Average, \$4,000)

"WHEN LOVE IS YOUNG" (Univ.)

TOWER—(1,100), 10c-25c-35c, 7 days. Jack Caldwell at the electric organ. Gross: \$2,900. (Average, \$3,000)

Censor Not Needed

Topeka, Kan., Sept. 2.—Here and there Kansas newspapers are supporting the suggestion of the Topeka State Journal that there no longer exists a need for a state censor board. The Journal thinks the day has passed when films needed censorship, that the producers themselves have self-imposed restrictions which maintain pictures at a standard that makes the censor body "useless."

"Earth" Gets Big \$22,000 In Cleveland

CLEVELAND, Sept. 2.—"The Good Earth," playing locally for the first time at popular prices at Loew's State, was the outstanding box-office hit in a week of big grosses. The take was \$22,000, as against a \$15,000 average. It was moved to Loew's Stillman for a continued run.

"You Can't Have Everything" at the Allen, in a second week after doing better than 50 per cent over average in its opening week at Warners' Hippodrome, did another handspring. The take at the Allen was \$8,500. This was \$2,500 better than average. It was held a third week.

"Confession" made a fair showing at Warners' Hippodrome with a take of \$11,500, \$500 under par.

"Stella Dallas," at Loew's Stillman, following Loew's State, went \$500 over the wire to a take of \$6,500.

Total first run business was \$65,500. Average is \$59,000.

Estimated takings for the week ending Aug. 27:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. Gross: \$8,500. (Average, \$6,000)

"THE GOOD EARTH" (M-G-M)

LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$22,000. (Average, \$15,000)

"STELLA DALLAS" (U.A.)

LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week, downtown. Gross: \$6,500. (Average, \$6,000)

"LOVE UNDER FIRE" (20th-Fox)

RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: vaudeville, headed by Red Norvo orchestra. Gross: \$17,000. (Average, \$20,000)

"CONFESSION" (Warner)

WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. Gross: \$11,500. (Average, \$12,000)

Named Circuit Ad Head

MILWAUKEE, Sept. 2.—M. H. Harman, former manager of Warner-Saxe Theatres' Garfield, has been named advertising manager for the circuit. He is succeeded at the Garfield by Eugene Arnstein, with Joe Reynolds shifted to the Egyptian as manager, Clarence Bosch to the Lake, Elmer Hoge to the Mirth and Carl Kelly to the Granada.

Erpi Transfers Dennis

LONDON, Sept. 2.—Lieut.-Col. W. E. Dennis, who has been continental operating manager for Erpi for eight years, has been appointed manager of the Indian branch of the organization, with headquarters in Bombay.

"Under Fire" With Duchin Detroit Lead

DETROIT, Sept. 2.—"Love Under Fire," with Eddie Duchin and his orchestra on the stage, sent the Fox up to \$23,500 during a week of hot weather that hurt all downtown grosses. This was \$3,500 over par. "The Emperor's Candlesticks," with a stage show headed by Mal Hallett and his orchestra, turned in \$23,000, up by \$3,000. "The Good Earth" held up to \$11,000 in its third week at the Madison.

Total first run business was \$75,900. Average is \$70,000.

Estimated takings for the week ending Aug. 26:

"I COVER THE WAR" (Univ.)

"MANHATTAN MELODRAMA" (M-G-M)

ADAMS—(1,770), 10c-40c, 7 days. Gross: \$5,100. (Average, \$5,000)

"LOVE UNDER FIRE" (20th-Fox)

FOX—(5,100), 15c-75c, 7 days. Stage: Eddy Duchin and orchestra, Mario & Florida, Miriam Verne, 3 Sophisticated Ladies. Gross: \$23,500. (Average, \$20,000)

"THE EMPEROR'S CANDLESTICKS" (M-G-M)

MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Mal Hallett orchestra, Condos Bros., Val Setz. Gross: \$23,000. (Average, \$20,000)

"ON AGAIN OFF AGAIN" (RKO)

"BORDER CAFE" (RKO)

STATE—(3,000), 10c-40c, 7 days. Gross: \$4,800. (Average, \$5,000)

"TOPPER" (M-G-M)

UNITED ARTISTS—(2,070), 15c-65c, 7 days. Gross: \$7,500. (Average, \$10,000)

"THE GOOD EARTH" (M-G-M)

MADISON—(2,000), 15c-65c, 7 days, 3d week. Gross: \$11,000. (Average, \$10,000)

"Melody," "Dallas" Big Buffalo Draws

BUFFALO, Sept. 2.—A week of quality showings has the local exhibiting geny doing nip-ups. "Broadway Melody of 1938" did a record breaking business at the Great Lakes with a take of \$18,600, more than doubling the \$7,100 par. "Stella Dallas," playing the Buffalo, yanked \$18,700 through the turnstiles, smashing par by \$7,000.

A re-issue of "Hell Divers," plus "The Great Hospital Mystery," dualled at the Century, pulled a neat \$8,600, over the line by \$3,000.

Total first run business was \$57,700. Average is \$37,300.

Estimated takings for the week ending Aug. 28:

"STELLA DALLAS" (U. A.)

BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$18,700. (Average, \$11,700)

"EVER SINCE EVE" (W. B.)

"THE STUTTERING BISHOP" (W. B.)

HIPPODROME—(2,500), 25c-40c, 7 days. Gross: \$6,300. (Average, \$7,100)

"BROADWAY MELODY OF 1938" (M-G-M)

GREAT LAKES—(3,000), 25c-40c, 7 days. Gross: \$18,600. (Average, \$7,100)

"HELL DIVERS" (M-G-M)

"THE GREAT HOSPITAL MYSTERY" (20th-Fox)

CENTURY—(3,000), 25c, 7 days. Gross: \$8,600. (Average, \$5,600)

"RHYTHM IN THE CLOUDS" (Republic)

"JIM HANVEY, DETECTIVE" (Republic)

LAFAYETTE—(3,300), 25c, 7 days. Gross: \$5,600. (Average, \$5,600)

Form New Tampa Firm

TAMPA, Sept. 2.—United Theatre Supply Corp. has succeeded W. C. Burgert, Inc. Ray Busler is the new president and the business will continue.



**“There is no limit
to the PLAYING
TIME of a good
Motion Picture!”**



ADOLPH ZUKOR in an address at the meeting of Paramount partners and associates in Miami, week of March 15th.

TURN, PLEASE...



Mr. Zukor continues his address

"It is my intention to make
PARAMOUNT PICTURES for next year of such
high entertainment value to run 2, 3, 4 or even
5 weeks in key towns, and I want you to be
prepared for runs of this kind."

***MR. ZUKOR knew
what he was talking about!...***

***There is no limit to the playing time of
Paramount's first two big 1937-38 pictures..."Artists
and Models" and "Souls at Sea."***

... look at their long run records on the opposite page

100% HOLD-OVERS!

"ARTISTS and MODELS"

35 key city runs—

35 hold-overs



502 Days playing time—more than double normal

4 WEEKS, first run, Paramount Theatre, New York; Paramount Theatre, Newark, N. J., first time in history of house picture has played four consecutive weeks at Paramount, Newark and second time in history of house at Paramount, New York.

3 WEEKS, first run, Chicago, Detroit, San Francisco, Milwaukee, Seattle, Long Beach, Calif.

2 WEEKS, first run Philadelphia, Denver, Los Angeles, Minneapolis, Kansas City, Indianapolis, Salt Lake, Louisville and countless other key cities.



"SOULS AT SEA"

Hold-overs in every one of its first four engagements:

4 WEEKS, New York City, Globe Theatre

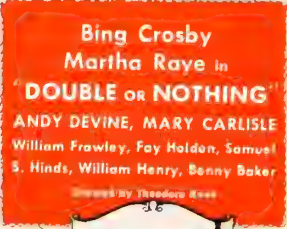
3 WEEKS, San Francisco, first run to tremendous business

2 WEEKS, Paramount, New Haven, to the year's top gross

2 WEEKS, Fox, Philadelphia, to smashing business

Get ready for **LONG RUNS** with **PARAMOUNT'S 1937-38 PRODUCT!**



After ➡  comes ➡  that double everything
musical with **BING CROSBY** and **MARTHA RAYE**;

 ➡ the biggest picture Paramount has ever produced,
the picture that London, New York and Los Angeles
are now raving about;

Robert Louis Stevenson's ➡  the first big sea picture in
Technicolor (remember  Paramount produced the first
big outdoor picture in Technicolor, "The Trail of the Lonesome Pine");

ERNST LUBITSCH'S ➡  starring **MARLENE DIETRICH**, with
Herbert Marshall,  **Melvyn Douglas**.

Four Big Pictures in the next Eight weeks!



"Melody" Hits \$24,000; Tops San Francisco

SAN FRANCISCO, Sept. 2.—"Broadway Melody of 1938," on a dual with "She's No Lady," was outstanding in a dull week among first runs. The \$24,000 gross at the Paramount was \$11,000 over normal.

Only two other downtown houses made the grade. "Border Cafe," with a stage show headed by Sybil Jason, took a par \$16,000 at the Golden Gate, and "They Won't Forget" and "Marry the Girl" were average at \$14,000 in the Warfield.

Total first run business was \$78,200. Average is \$66,000.

Estimated takings:

Week Ending Aug. 24:

"BORDER CAFE" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: Sybil Jason and show. Gross: \$16,000. (Average, \$16,000)

Week Ending Aug. 25:

"ARTISTS AND MODELS" (Para.)
"CASE OF STUTTERING BISHOP" (W.B.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$12,000. (Average, \$17,000)
"IT HAPPENED IN HOLLYWOOD" (Col.)

"DANGEROUS ADVENTURE" (Col.)
ORPHEUM—(2,440), 15c-35c-40c-55c-75c, 7 days. Gross: \$7,600. (Average, \$8,000)
"BROADWAY MELODY OF 1938" (M-G-M)

"SHE'S NO LADY" (Para.)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. Gross: \$24,000. (Average, \$13,000)

"GOOD EARTH" (M-G-M)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 2nd downtown week. Gross: \$7,000. (Average, \$6,000)

"KNIGHT WITHOUT ARMOR" (U.A.)
Disney Cartoon
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$4,600. (Average, \$7,000)

Week Ending Aug. 26:

"THEY WON'T FORGET" (W.B.)
"MARRY THE GIRL" (W.B.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. Gross: \$14,000. (Average, \$14,000)

Week Ending Aug. 27:

"AMPHITRYON" (French)
CLAY—(400), 15c-35c-40c, 7 days. Gross: \$900. (Average, \$1,000)

Rogers Committee Will Meet Shortly

(Continued from page 1)

memorial, Harrison said some of the Oklahoma commission members want to proceed at once instead of waiting. A sub-committee may be named to confer with Mrs. Rogers in California for the purpose of ascertaining her wishes in the matter.

Hold May Dean Rites

Funeral services for May Dean, the original "Aunt Jenima," were held yesterday at Cedar Grove Cemetery, Flushing. Miss Dean appeared on the vaudeville stage for 41 years and acted in several short subjects. She is survived by her husband, Robert Bernard.

Harry McCoy Dead

HOLLYWOOD, Sept. 2.—Harry McCoy, actor, director and composer, is dead here of heart disease. He was 43 years old. At one time he was associated with Mack Sennett. At the time of his death McCoy was employed by the Walt Disney Studios.

Big Denver Outing Draws Crowd of 350

DENVER, Sept. 2.—With more than 350 attending the Screen Club picnic at the Cherry Hills Country Club, the annual affair was the most successful to date. Sixty-nine men and more than a dozen women went out for golf, and so many played bridge it was necessary to break them into a number of groups.

A 20-page humorous edition of *Screen Club News*, with ads, featured the picnic. Bob Selig, G.B. exchange manager, was editor, and pictures were freely used to illustrate the comic snapshots of exhibitors and distributors.

Jack Langon won the golf title with a low of 74, with Walter Ibold and his brother, Gus, second and third with 80 and 81. Mrs. E. T. Roberts took first prize for golf in the women's division, with 122. Mrs. Duke Dunbar was second with 143, and Mrs. Teller Ammons, wife of the Governor, was third with 146.

Lightman May Take Seven Warner Spots

MEMPHIS, Sept. 2.—The *Press-Scimitar* states it had been "reliably informed" that M. A. Lightman "is expected to acquire seven theatres in Kentucky from Warners under an agreement now being worked out."

The paper said the Warner theatres involved were one at Fulton, two each in Henderson and Owensboro, one in Princeton and one in Danville.

The Warner theatre department yesterday admitted conversations along the above lines had been held, but added "there is nothing further to add at this time."

Close Union Agreement

CLEVELAND, Sept. 2.—The Cleveland M. P. Exhibitors' Ass'n, has unanimously ratified a two-year wage scale agreement with the local operators' union, providing for a 10 per cent increase. The new scale is effective from Aug. 31, 1937 to Aug. 31, 1939. Working conditions established in the old schedule remain practically unchanged.

Football Team in Guild

HOLLYWOOD, Sept. 2.—Members of the University of Southern California's football squad and 100 other students joined the Screen Actors' Guild to permit them to work in Paramount's "Hold 'Em Navy."

Under guild shop, all students or other persons who appear before cameras, even if only for one picture, must be guild members.

Supply Men in Meeting

CLEVELAND, Sept. 2.—National Theatre Supply managers of the central district held a meeting here at the Cleveland Hotel, with L. S. Hunt, central division manager, in the chair. Present were: Tom Smith, Indianapolis; H. H. Hunt, Cincinnati; Ed Morton, Pittsburgh; Barney Perlman, Chicago; W. J. Turnbull, Detroit, and L. H. Walters, Cleveland.

Joe Goetz in Hospital

CINCINNATI, Sept. 2.—Joe Goetz, assistant division manager and booker for RKO Midwest, is in Christ Hospital for a few weeks rest due to a general run down condition.

Motion Picture Herald in this week's issue presents an account of what Martin Quigley, editor-in-chief of the Herald and Motion Picture Daily, and W. P. Montague of Paramount News told the militant conclave of professors, propagandists and publicists at the Williamstown Institute about the motion picture industry's policy of tending to its own business. Significant pronouncements before an audience of world importance.

MOTION PICTURE HERALD

Rockefeller Center

New York City

THE SCOOP

In the most sensational scoop in years, Universal Newsreel brings you first...and best!...actual scenes of the spectacular, fear-fraught tragedy that has rocked the whole world!

THE BOMBING OF SHANGHAI

Bombs splintering through the Cathay Hotel! 1,000 civilians, including women and children, killed! Over 5,000 injured! Fear-crazed populace fleeing from the scene of carnage! Dead and wounded stacked up seven deep on the sidewalk! You SEE it happen before your very eyes!

GEORGE KRAINUKOV

Wounded in the head by a bomb fragment, Universal's intrepid cameraman stood up under fire and kept on grinding — so that YOUR screen might be enriched by the most spectacular scoop of the century! The whole New Universal organization is proud of you, George!



BOMB SHANGHAI

UNIVERSAL CUSTOMERS GET IT IN THEIR REGULAR SERVICE!

UNIVERSAL NEWSREEL...

OF SCOOPS!!

BING F CHAI

HOWARD WINNER

Another Universal hero of the newsreel! While shells burst and bullets whistled by, he stood shoulder to shoulder with Krainukov, and together they shot



nerve-tingling scenes of fleeing American refugees, the shelling and burning of Shanghai's Chinese section, the landing of



U. S. Marines from the Philippines and the spectacular department store shelling!

CONTACT YOUR UNIVERSAL EXCHANGE RIGHT NOW!

.. MILES AHEAD OF THE FIELD!

"Melody" Hits \$23,000, High In Pittsburgh

PITTSBURGH, Sept. 2.—"Broadway Melody" at the Penn turned in a smash \$23,000 on the week in spite of one of the hottest weekends of the year. The total was more than double par for the house. It was moved to the Warner for a holdover.

In spite of this big business "Topper" at the Stanley, with George Olsen on the stage, rolled up \$25,000, over the line by \$7,000. "Stella Dallas" was strong at \$8,000 in its second week at the Warner.

Total first run business was \$66,100. Average is \$44,000.

Estimated takings for the week ending Aug. 26:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

ALVIN—(2,000), 25c-40c, 7 days, 2nd week. Gross: \$6,000. (Average, \$5,500)

"LOVE FROM A STRANGER" (U.A.)
FULTON—(1,750), 25c-40c, 7 days. Gross: \$4,100. (Average, \$4,500)

"BROADWAY MELODY" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. Gross: \$23,000. (Average, \$11,000)

"TOPPER" (M-G-M)
STANLEY—(3,600), 25c-60c, 7 days. Stage: George Olsen's band, Ethel Shutta, Leighton Noble, Edith Caldwell and Calgary Brothers. Gross: \$25,000. (Average, \$18,000)

"STELLA DALLAS" (U.A.)
WARNER—(2,000), 25c-50c, 7 days, 2nd week. Gross: \$8,000. (Average, \$5,000)

Clara Bow Opens Cafe

HOLLYWOOD, Sept. 2.—Clara Bow and her husband, Rex Bell, have opened the "It" cafe.

"Broadway Melody" Is Cincinnati Hit

CINCINNATI, Sept. 2.—"Broadway Melody of 1938" played real music on the RKO Palace cash register last week, where it rang up \$21,000, more than double average. It moved to the RKO Capitol.

"Saratoga" raced to an even break of \$2,750 on its fifth downtown week at the RKO Grand, an unusual gross for repeated holdovers in this town. "You Can't Have Everything" went within \$500 of par on its second downtown week at the RKO Capitol, with a \$6,000 take, after a smash initial week at the Albee.

Total first run business was \$55,750. Average is \$58,700. Estimated takings for the week ending Aug. 26:

"CONFESSION" (F.N.)
RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$10,700. (Average, \$12,000)

"BROADWAY MELODY OF 1938" (M-G-M)
RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$21,000. (Average, \$10,000.) Moved to RKO Capitol.

"THE GOOD EARTH" (M-G-M)
RKO SHUBERT—(2,150), 35c-42c, 7 days, 3rd downtown week. Gross: \$4,300. (Average, \$12,000.) Held for 4th and final week.

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. Gross: \$6,000. (Average, \$6,500.) Moved to RKO Grand.

"AS GOOD AS MARRIED" (Univ.)
RKO LYRIC—(1,400), 35c-42c, 7 days. Gross: \$3,500. (Average, \$6,500)

"SARATOGA" (M-G-M)
RKO GRAND—(1,200), 25c-40c, 7 days, 5th downtown week. Gross: \$2,750. (Average, \$2,750)

"SANDFLOW" (Univ.)
RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,200. (Average, \$1,250)

"CRIMINALS OF THE AIR" (Col.)
RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,100. (Average, \$1,200)

"SAN QUENTI." (F.N.)
KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$5,000. (Average, \$6,500)

Calling All Cameras

Spokane, Sept. 2.—Police Court Judge Frank Yuse has asked the City Council to purchase equipment to take pictures at the time persons charged with drunken driving are arrested. The judge also asked for projector equipment for his court room to show the films.

"Melody" Best In a Slump at Philadelphia

PHILADELPHIA, Sept. 2.—A six-day northeast kept anything starting from happening to local box-offices, although "Broadway Melody" got away to a fine start at the Stanley with a nice \$19,000.

Next best was the showing of the Earle, where Jimmy Dorsey's band linked with "The Girl Said No" for a take of \$15,000. This was a drop from the previous week's gross, but still was plenty above the line. "Topper" took \$3,300 at the Arcadia and was given another week.

Total first run business was \$72,200. Average is \$71,800.

Estimated takings for the week ending Aug. 26:

"TOPPER" (M-G-M)
ARCADIA—(600), 25c-40c-50c, 7 days, 2nd run. Gross: \$3,300. (Average, \$2,800)

"CONFESSION" (W.B.)
BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$10,500. (Average, \$14,000)

"THE GIRL SAID NO" (G.N.)
EARLE—(2,000), 25c-45c-55c, 6 days. Stage: Jimmy Dorsey with band, Bob Eberle, Don Cummings, Ray and Trent, Sunny Rice, June Richmond. Gross: \$15,000. (Average, \$14,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
FOX—(3,000), 40c-55c-65c, 7 days, 2nd week. Gross: \$13,000. (Average, \$14,000)

"TOAST OF NEW YORK" (RKO) (2nd Run)
KARLTON—(1,000), 25c-35c-40c, 7 days. Gross: \$2,700. (Average, \$4,000)

"ARTISTS AND MODELS" (Para.) (2nd Run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. Gross: \$3,500. (Average, \$4,000)

"BROADWAY MELODY" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 7 days. Gross: \$19,000. (Average, \$14,000)

"ONE MILE FROM HEAVEN" (20th-Fox)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$5,200. (Average, \$7,000)

Odeon to Open New Theatre in October

By BRUCE ALLAN

LONDON, Sept. 2.—Oscar Deutsch, head of the Odeon circuit, declared at a luncheon here yesterday that the Leicester Square, new Odeon house, will open the last week in October. The first film will be London Films' "Three Drums" or "The Prisoner of Zenda."

All films shown in the Leicester Square will be released in the provinces immediately, Deutsch said. The theatre will install film television before the end of the year. In presenting checks to the winners of the prizes for exploitation stunts in a contest held among Odeon managers, Deutsch said the British film problem would be solved if British receipts reached the same percentage as American films.

"Souls," Show Outstanding On the Coast

LOS ANGELES, Sept. 2.—"Souls At Sea," with a stage show, turned in a smash \$24,500 at the Paramount. This was \$6,500 over normal.

"The Firefly" took \$8,400, over par by \$400, in its fourth week at the 4-Star. All other first runs, except the Grand International playing a Swedish film, were in a bad way.

Total first run business was \$97,588. Average is \$112,700.

Estimated takings for the week ending Sept. 1:

"HIGH, WIDE AND HANDSOME" (Para.)

CARTHAY CIRCLE—(1,518), 50c-1.50, 7 days, 3rd week. Gross: \$4,000. (Average, \$17,000)

"LOVE UNDER FIRE" (20th-Fox)

"WILD AND WOOLLY" (20th-Fox)

CHINESE—(2,500), 30c-55c, 7 days. Gross: \$12,427. (Average, \$12,500)

"THE FIREFLY" (M-G-M)

4 STAR—(900), 50c-1.50, 7 days, 4th week. Gross: \$8,400. (Average, \$8,000)

"UNDER FALSK FLAG" (Scandinavian)

GRAND INTERNATIONAL—(750), 35c-40c, 7 days. Gross: \$1,700. (Average, \$1,200)

"MAKE A WISH" (RKO)

"FLIGHT FROM GLORY" (RKO)

HILLSTREET—(2,700), 30c-55c, 7 days. Gross: \$6,400. (Average, \$8,000)

"LOVE UNDER FIRE" (20th-Fox)

"WILD AND WOOLLY" (20th-Fox)

LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$12,561. (Average, \$14,000)

"MAKE A WISH" (RKO)

"FLIGHT FROM GLORY" (RKO)

PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$6,000. (Average, \$8,000)

"SOULS AT SEA" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days, Stage: Senator Murphy, 3 Astor Girls, F. & M. revue, Rube Wolf and orchestra. Gross: \$24,500. (Average, \$18,000)

"STELLA DALLAS" (U. A.)

"TALENT SCOUT" (F. N.)

WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days, 2nd week. Gross: \$9,800. (Average, \$14,000)

"STELLA DALLAS" (U. A.)

"TALENT SCOUT" (F. N.)

WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days, 2nd week. Gross: \$11,800. (Average, \$12,000)

Mining Brings Theatres

TORONTO, Sept. 2.—The rapid expansion of the mining industry in the northern areas of Ontario and Quebec and the creation of many new mining towns has opened up an entirely new territory for theatres. Alfred Roy has opened a new theatre in Amos, northern Quebec, a thriving town which was unknown only a year or two ago. D. Korman is completing a theatre at Rouyn, Quebec, which will be the second house there, while small theatres have been opened at Senneterre and Malarctic where valuable mining properties have been developed.

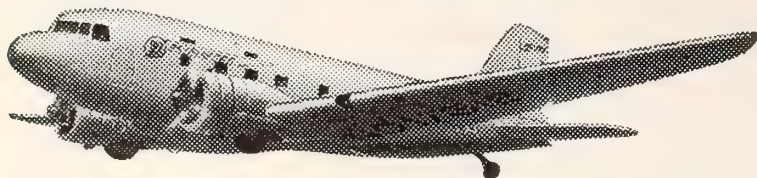
In Deal with Judell

Luis Rojas de la Torre, producer of "Man Hunters of the Caribbean," has completed a deal with B. N. Judell, Inc., on distributing rights for the territory out of Chicago, St. Louis, Milwaukee and Indianapolis. Deals are expected to be closed this week for the Pennsylvania, the Washington, D. C., and New England territories.

Select Burns-Ray Film

HOLLYWOOD, Sept. 2.—Bob Burns and Martha Raye, who clicked in "Mountain Music," will be co-starred in "Arkansas Travelers" by Paramount.

EXTRA LUXURY



\$10,000 MORE PER PLANE

... only on TWA TWA Skysleepers are first ... \$10,000 extra lavished on their luxurious interiors ... 17 seats in planes licensed for 25 ... separate club lounge and sleeping compartments ... air conditioned ... sound proofed ... wider seats, richly upholstered ... softest full-length beds ... Travel TWA first—the nation's Luxury Line.

For All Airline Information Call Your Nearest TWA Office ... or Any Hotel, Travel Bureau, Postal Telegraph or Western Union Office.

In New York, call Mu. 6-1640 ... In Los Angeles, Mich. 8881

Member
National
Safety
Council



THE LUXURY LINE...OVERNIGHT COAST TO COAST



BUT MEDICINE WON'T CURE.....

Doubleitis*



*Aching bones and muscles and general weariness, from sitting too long in one spot, trying to see too many pictures at one time.

People who suffer too much from Doubleitis can get no relief from medicines. But they know how to prevent it. They just stay away. Four out of five want variety entertainment in shows of sane length. Give them what they demand. Help them to get back to normal. You can do it with the Showmanship Shorts.



BERT LAHR
in
"MONTAGUE THE
MAGNIFICENT"

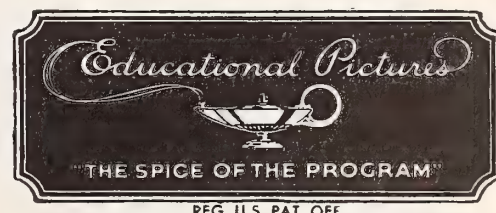


HERMAN TIMBERG, Jr.
and PAT ROONEY, Jr.
in
"SWEETIES"



"HOW TO SKI"
A
TREASURE CHEST
Production

Presented by
E. W. HAMMONS



DISTRIBUTED IN U.S.A. BY 20TH CENTURY-FOX FILM CORPORATION

NBC's Billings for August \$2,784,977

NBC billings for August totaled \$2,784,977 compared with \$2,422,431 for the same month last year, an increase of 15 per cent. For the first time since 1931 August was better than July, it was shown by an increase over last month's figures of 2.9 per cent.

For the eight months ended this week billings totaled \$25,440,534 against the 1936 figure of \$20,913,506, an increase of 21.6 per cent. Red network billings were \$2,094,306 compared with \$1,553,540, an increase of 34.8 per cent. Blue network billings totaled \$690,671 compared with \$868,891, a decline of 20.5 per cent.

Eastern Stations to Have Gershwin Music

The George Gershwin memorial broadcast emanating from the Hollywood Bowl on Sept. 7 will feature the little known "Buzzard Song" from the composer's opera, "Porgy and Bess." The program will be heard over the CBS network. Eastern stations will extend their closing time to take in the special event which will be heard from 12:30 A. M. to 3 A. M. The late composer's serious and popular works will be sung by Lily Pons, Gladys Swarthout, Fred Astaire and Al Jolson. Ruby Elzy and Ann Brown of the original "Porgy and Bess" cast will also be heard. Todd Duncan, leading man of the stage production, will do the "Buzzard Song."

The Los Angeles Philharmonic Symphony Orchestra will be conducted during the program by Otto Klemperer, Nathaniel Shilkret and Jose Iturbi. Instrumental solos will be rendered by Iturbi, Oscar Levant and Charles Previn. George Jessel will be master of ceremonies.

Five Join Myra Kingsley

Five well known women will be heard on Myra Kingsley's "Daily Information Service," starting Sept. 7 from 11:45 to 12 noon, E.D.S.T., over the coast-to-coast Mutual network. Alice Hughes will discuss fashions, Helen Rowland will talk on domestic problems, Dorothy Draper will chat on interior decoration, Eve Ve Verka will give beauty hints, and Isabella Beach will discuss food. Miss Hughes will be heard on Mondays, Miss Rowland on Tuesdays, Miss Draper, Wednesdays; Miss Ve Verka, Thursdays, and Miss Beach, Fridays. Erwin Wasey & Co. is the agency.

WMCA to Air First Game

WMCA will broadcast the first major football game of the season between the Eastern All-Stars and the New York Giants at the Polo Grounds from 8:45 to 11 P. M. Sept. 8. Dick Fishell will be the announcer.

WNEW to Renew "Almanac"

WNEW will renew the "Old Family Almanac" program Sept. 6 at 9:15 A.M. It will be heard daily under the direction of John Jaeger and with James Rich, organist.

John Lair Quits WLS

CHICAGO, Sept. 2.—John Lair, WLS musical director, resigned today to do free lance work of the barn dance type for WLW.

Foodstuffs Lead Radio Time Buyers for First Half Year

WASHINGTON, Sept. 2.—Foodstuffs were far in front as time buyers over the nation's networks for the first six months of 1937 with a total expenditure of \$13,688,201, according to statistics compiled by the National Ass'n of Broadcasters.

The closest competitor was toilet goods with an expenditure for gross time sales of \$7,250,758 with drugs and pharmaceuticals in third place with \$6,001,294.

With the impetus imparted by foodstuffs, the food products division, one of 15 into which the N.A.B. statistics break down, was, of course, the leader by a substantial margin. In that division, beverage sponsors spent \$3,448,685 and confection buyers, \$1,047,352, making a total of \$18,184,238 for the food products group. Drugs and toilet goods, which include drugs and pharmaceuticals and toilet goods, grouped \$13,252,052 as a division and fell into second place.

Automobile time buyers spent \$4,859,328 and accessories, gas and oil buyers, \$4,419,446. Combined into one group as automobiles and accessories, this rated third place with a total expenditure of \$9,278,774.

Details as to broadcast advertising trends in various fields of business for the first six months of 1937 as compared to the corresponding period of last year are as follows:

Amusements. Advertising on regional networks increased from \$325 to \$1,312. National non-network volume decreased 52.4%, while local volume increased 16.6%.

Automotive. National network volume rose 51.2%. Advertising on regional networks amounted to \$4,191 as against no advertising in 1936. National non-network volume declined 35.9% and local volume 7.4%.

Gasoline and Accessories. National network volume rose 22.1% and national non-network business 14.0%. Advertising on regional networks declined 14.7% in volume, while local advertising dropped 3.6%.

Clothing. While national network volume declined 22.7%, regional network volume more than tripled, national non-network volume rose 47.4%, and local advertising increased 15.6%.

Drugs and Pharmaceuticals. National network volume rose 26.9%, regional network volume 15.1%, and national non-network business 2.7%. Local business declined 15.2%.

Toilet Goods. National network advertis-

To Have Lion Hunt

Amos 'n' Andy will put on a new type of show for the first time on their first appearance on the "Hollywood Mardi Gras" broadcast over the NBC-Red next Tuesday at 9:30 P. M., E.D.S.T. They will stage an African lion hunt with Charlie Butterworth.

ing rose 9.3%, regional network volume 3.1%, and national non-network business 46.8%. Local advertising volume remained at approximately the same level.

Foodstuffs. Advertising increased in volume in all portions of the medium as follows: national networks 40.0%, regional networks 13.5%, national non-network 76.6%, and local 34.9%.

Beverages. Volume declined 11.5% in both the national and regional network fields. National non-network volume rose 177.8% and local volume 16.2%.

Confectionery. National network volume rose 6.5%, national non-network business 32.6%, and local advertising 18.4%. Regional network business alone showed a decrease, declining 54.4%.

Household Equipment. Advertising in the national network field rose 236.2%. Regional network volume declined 48.0%. National non-network and local advertising rose 16.9% and 21.5% respectively.

Soaps and Kitchen Supplies. National network volume rose 64.2% and national non-network volume 141.3%. Regional network business declined 37.7% and local business 2.1%.

Insurance and Financial. National network business rose 71.9%, while regional network business increased more than sixfold. Local business increased 22.1%. National non-network volume declined 7.4%.

Radios. National network volume rose 76.7%. Regional network business amounted to \$1,328 in 1936, while there was not any business in 1937. National non-network business decreased 61.9%. Local volume rose 44.6%.

Department and General Stores. In the regional network field, advertising amounted to \$800 as against \$2,730 in 1936. National non-network business rose 10.2% and local business 34.5%.

Tobacco Products. Marked increases in all portions of the medium as follows: national networks 41.3%, regional networks 55.6%, national non-network 191.4%, and local 51.3%.

Miscellaneous. National network and regional network volume declined 33.7% and 15.8%, respectively. National non-network business rose 76.5% and local advertising 32.5%.

Hudson Motor Takes "Hobby Lobby" Show

WOR-Mutual's "Hobby Lobby" program, conceived by David Elman and broadcast as a sustaining program on a coast-to-coast Mutual network since May 18, has been sponsored by the Hudson Motor Co. Contracts were signed yesterday, with Hudson represented by Guy C. Smith of the Brooke, Smith & French agency, and Elman and WOR represented by the WOR Artists Bureau.

The program will be a weekly sponsored presentation beginning Oct. 6, and will be heard on Wednesday between 7:15 and 7:45 over WABC and a Columbia network, and with a repeat broadcast the same evening, from 10:30 to 11 P. M., over WOR and the Midwest and Pacific networks of CBS.

NBC Promotes Yoder

SAN FRANCISCO, Sept. 2.—Lloyd Yoder, manager of NBC's western press division here, has been named manager of the San Francisco office of the chain, with jurisdiction over KPO-KGO, by Don E. Gilman, vice-president in charge of the western division. For the present Yoder will continue as supervisor of the press department.

Zeke Manners Coming Back

Zeke Manners and his hillbillies will return to the air on WMCA from 10 to 10:30 A. M. next Tuesday with the Consolidated Drug Trade Products, Inc., sponsoring . . . Lita Gray Chaplin will be Jack Eigen's "Broadway Newsreel" guest on WMCA next Tuesday.

Ford May Get Joe E. Brown

CHICAGO, Sept. 2.—It is reported here that Joe E. Brown will head a new fall radio show for the Ford Motor Co. Brown is expected to confer with Ford executives in Detroit next week.

"Blue Paradise" for Dragonette

Jessica Dragonette will do "Blue Paradise" on her Sept. 9 "Beauty Box" broadcast. It will be a modern version with popular tunes worked in.

Radio Broadcast Advertising by Type of Sponsoring Business (First Six Months, 1937)

Type of Sponsoring Business	Gross Time Sales				
	National Networks	Regional Networks	National Non-Network	Local	Total
Amusements		\$1,312	\$26,730	\$253,340	\$281,382
Automobiles and accessories:					
Automobiles	\$3,255,257	4,191	921,850	678,030	4,859,328
Accessories, gas and oil	2,879,033	76,713	1,010,750	452,950	4,419,446
Clothing and apparel	147,927	7,374	342,950	1,620,310	2,118,561
Drugs and toilet goods:					
Drugs and pharmaceuticals	3,192,912	72,422	2,408,390	327,570	6,001,294
Toilet goods	6,332,522	20,396	771,190	126,650	7,250,758
Food products:					
Foodstuffs	7,415,609	208,282	4,184,870	1,879,440	13,688,201
Beverages	1,871,602	49,993	838,280	688,810	3,448,685
Confections	708,920	8,932	267,960	61,540	1,047,352
Household goods:					
Household equipment and furnishings	773,869	15,439	579,380	1,343,770	2,712,458
Soap and kitchen supplies	2,972,053	23,994	1,204,980	51,700	4,252,727
Insurance and financial	423,898	27,443	121,600	556,700	1,129,641
Radios	1,126,755		31,530	117,150	1,275,435
Retail establishments		800	70,490	1,097,640	1,168,930
Tobacco products	3,198,131	86,968	993,680	67,410	4,346,189
Miscellaneous	1,265,551	65,034	2,753,470	3,341,990	7,426,045
Total	\$35,564,039	\$669,293	\$16,528,100	\$12,665,000	\$65,426,432

Friday, September 3, 1937

Approval Indicated For 3 New Stations

By CLARENCE LINZ

WASHINGTON, Sept. 2.—The F.C.C. has received examiners' reports recommending the granting of applications of the Hickory Broadcasting Co. for a new station at Hickory, N. C., to operate on 1,370 kilocycles, 100 watts, daytime; John W. Haigis, Greenfield, Mass., for a station to operate on 1,210 kilocycles with 250 watts, daytime, and Don M. Lidenton and A. L. McCarthy for a station at Poplar Bluff, Mo., to operate on 1,310 kilocycles, 100 watts, daytime.

Other reports recommended the granting of applications of WMMM, Fairmont, W. Va., for an increase of power from 500 watts night, 1,000 watts day to 1,000 watts night, 5,000 watts day; KABR, Aberdeen, S. D., for change of frequency from 1,420 to 1,390 kilocycles and increase of power from 100 watts to 500 watts night, 1,000 watts day, and KGKO, Fort Worth, Tex., for increase of power from 250 watts night, 1,000 watts day to 1,000 watts night, 5,000 watts day.

Denial of applications of Key City Broadcasting Co. for a station at Kankakee, Ill., to operate on 1,500 kilocycles with 100 watts, and Robert R. McCulla for a station at Oak Park, Ill., to operate daytime only on 1,500 kilocycles with 100 watts, was recommended in other reports.

Amended applications for two new stations also have been received by the F.C.C.

N. B. Egeland, seeking a station at Roland, Ia., asked for use of the 1,500-kilocycle channel with 100 watts, daytime, and WAVE, Inc., planning a station at Louisville, asked that the frequency be changed from 610 to 880 kilocycles, with power of 500 watts.

Six Singers Signed For General Motors

Six of the eight opera and concert singers to be used on the General Motors series beginning Oct. 3 have been lined up. Grace Moore will be a member of the permanent company. Others will be Maria Jeritzka, Helen Jepson, Richard Tauber, Joseph Schmidt and Donald Dickson. Two others are to be brought from Europe and they are expected to sign within a few days.

Each of these singers will appear several times during the season. The program is heard between 8 and 9 P.M., E.S.T., Sundays.

"Neighbor Jim" Started

SALT LAKE CITY, Sept. 2.—"Neighbor Jim," a 15-minute wax series, started over KDDL in connection with the opening of the new Montgomery Ward store last week. The program features the philosophy and old songs by Neighbor Jim and the folks. The program is aired Mondays, Wednesday and Fridays at 9:30 A. M., M. S. T.

Janet Gaynor on Lux Hour

HOLLYWOOD, Sept. 2.—Janet Gaynor will make her first appearance as a guest on the "Lux Radio Theatre" hour opposite Robert Montgomery in a condensation of "A Star Is Born" on Sept. 13. The program will mark the return of the Lux program after an absence of nine weeks. Cecil B. DeMille will continue as producer. It is heard at 9 P.M., E.D.S.T.

Eleven Agricultural Programs Scheduled

Eleven agricultural fairs and other events in eight states and the District of Columbia are to be broadcast by NBC on the "Farm and Home Hour" over the NBC-Blue at 1:30 P.M., E.D.S.T.

The fairs are: California State Fair, Sacramento, Sept. 8; Dairy Cattle Congress and National Belgian Horse Show, Waterloo, Ia., Sept. 29-Oct. 1; Southeastern States Exposition, Atlanta, Oct. 8; National Dairy Show and National Percheron Horse Show, Columbus, Oct. 11-13; American Royal Livestock and Horse Show, Kansas City, Oct. 19-21; National Cornhusking Contest, Marshall County, Mo., Nov. 4 (tentative); National Grange Convention, Harrisburg, Nov. 13; Farmers' Union Convention, Oklahoma City, Nov. 23; 75th anniversary of founding of U. S. Dept. of Agriculture, Washington, no date set; International Livestock Exposition, Chicago, Nov. 29-Dec. 3; American Farm Bureau Federation convention, Chicago, Dec. 13-15.

Four at Wisconsin Fair

WEST ALLIS, WIS., Sept. 2.—Four stations were on the air from the Wisconsin State Fair here—WTMJ, Milwaukee, WHA and WLBL, Madison, and WLS, Chicago. The latter broadcast its "Dinnerbell" program from the Modernistic ballroom on the grounds, marking its first appearance at the exposition.

Bob Heiss' "Household Hints" program was broadcast from the fair grounds daily as was the "Fastest Show in Town," both over WTMJ, in addition to harness, motorcycle and automobile races, the horseshoe pitching tournament, various contests, judging, interviews and an address by Gov. Phillip F. La Follette.

Prepare for Coulee Broadcast

SPOKANE, Sept. 2. — Columbia Broadcasting officials flew over Grand Coulee Dam recently in preparation for a nationwide broadcast from the dam some time this month. Making the trip were Paul White, CBS public relations chief, New York; Fox Case, Pacific Coast CBS director, Los Angeles; Don Forbes, announcer, Hollywood, and W. L. Grandey, Hollywood, who will handle the script.

"Suave Swing"

Vincent Lopez is going to try what he calls his new "suave swing" over WOR from the Great Lakes Exposition Sept. 17-19.

Lopez says he has rebuilt the band to offer swing without noise. He'll do a series of one-night stands before arriving in Cleveland.

NBC Foreign Service Using Six Languages

NBC's recently inaugurated international broadcasting service, which is transmitted from W3XAL, located at Bound Brook, N. J., goes out in six languages, English, French, German, Spanish, Italian and Portuguese, and is heard for 16 hours daily. It carries a wide assortment of entertainment programs as sent out over the NBC Blue and Red networks, and various special programs designed for foreign countries. No commercial announcements are made and none of the programs is sponsored.

Directional beam antennae were put into service in July, one directed toward Latin America and the other toward Europe. Details of the schedule were worked out by Charles Carvajal, W3XAL production director, and Phillips Carlin, NBC sustaining program manager. Six announcers handle foreign broadcasts. Service to Europe now includes three periods daily of news in French, three in German and one in Italian. For two hours daily there are features in French, another two hours in German and a daily hour in Italian. A similar schedule is maintained for Latin America.

Football on Kate Smith Hour

Football will be discussed from varied angles on Kate Smith's program over WABC-Columbia starting Sept. 30 from 8 to 9 P.M., E.S.T. Jim Crowley of Fordham and Ted Collins, sports expert, will be heard during the season.

NBC Signs Margaret McCrae

Margaret McCrae, who has been a guest on the NBC Sealtest program, has signed a contract to appear on the remainder of the broadcasts which continue to October.

Hollywood Town Pump

HOLLYWOOD, Sept. 2.—Ed Lowry's "Sing Time," sponsored by Fox West Coast theatres, on KHJ and the Mutual-Don Lee network, Tuesday returns to the air with a new band, a new announcer, and an upped budget. Louis Prima and his orchestra join the troupe as a regular Tuesday night feature. James Burton is the new announcer. The stage of the Filmarte, from which the show emanates, has been enlarged, and new seats have been added to the house.

Benny Goodman's Sept. 7 broadcast will be his last from Hollywood. The following week he will be heard from Dallas, Tex., and from then on, the show will originate in New York. Alice Hill of Mutual's "We Are Four," script show emanating from Chicago, is here for a brief vacation,

and will fly back this week to resume her airings. . . Carmene Calhoun, 20-year-old singer, will make her radio debut on "Wedding Bells," KHJ-Mutual program, Tuesday. . . Tom Breneman is asking listeners on the Columbia Pacific network show, "Western Home," to suggest a new name for the Monday afternoon program.

Agatha Turley of the Orange network has been signed by RKO for films. . . Buena Park residents are wisecracking about KFI's 20-acre plot on which the transmitter towers are located. A large hay crop was recently harvested there. . . Frank Robinson Brown, KMTR's "Hollywood Chatterbox," is making transcriptions of his film news column and selling them to small stations over the country.

Radio Editors Will Talk Labor at Meet

CHICAGO, Sept. 2.—The labor situation will probably be the major point of discussion at the meeting of the Ass'n of Radio News Editors and Writers, when they convene for a three-day session at the Hotel Sherman starting Friday, Sept. 10. John Van Cronkhite is president.

Although not on the program, it is reported that the problem of affiliation with a labor union will be the most important question to be discussed. The present trend seems to be toward joining the C.I.O. and efforts are being made by union organizers to get the association to join.

On the program Boake Carter is expected to be the headline speaker and the banquet on Saturday evening will have Leo Fitzpatrick of WJR, Detroit, as the principal speaker.

The first day will be devoted to a laboratory discussion of radio news problems, with Al Hollender of WJJD-WIND as chairman. The second day, Saturday, will be occupied with committee meetings, adoption of the constitution, ratification of by-laws, formation of policies and election of officers. An official business meeting will be held in the afternoon, and the banquet will feature the evening. On Sunday new officers will be inducted and new committees appointed.

CJRC Expands Operation

WINNIPEG, Sept. 2.—CJRC, owned and operated by James Richardson, grain merchant, is preparing for the new season in a big way. The station recently installed a new 1,000-watt Northern Electric transmitter and last week it purchased a Ford truck and portable 30-watt short wave transmitter as Winnipeg's first mobile unit.

New contracts have been signed with Procter & Gamble for two new shows. One is Edward McHugh, Gospel Singer; the other the P. & G. Rangers, actually Carson Robinson's Buckaroos. Both are transcriptions. Both will have morning spots Mondays, Wednesdays and Fridays.

CBS Shifts Horace Stovin

WINNIPEG, Sept. 2.—Horace Stovin, western regional director for Canada's national radio system since the days of the old Canadian Radio Commission, has been transferred to the head offices of Canadian Broadcasting Corp. He will handle station relations in a tieup between CBC and American nets for commercial shows.

Joe Fay to Describe Races

Joe Fay, who has been broadcasting horse races in New England for four years, will make his debut over a national network Sept. 11 when he describes the fourth running of the \$25,000 Narragansett Special over the WABC-Columbia hookup.

Mark Warnow Band Signed

Mark Warnow and his band have been booked for the "We, the People" broadcasts starting Oct. 9. Jimmy Appel arranged the placement. The series is heard over CBS from 7:30 to 8 P. M. on Thursdays.

Father Coughlin to Resume

Rev. Charles E. Coughlin will return to the air over WMCA Oct. 31. He is scheduled for a series of 26 programs Sundays from 4 to 5 P.M.



HOLD EVERYTHING!

(Telegram from California!)

"WILLIAM POWELL AND MYRNA LOY RING OUT THE 'DOUBLE WEDDING' BELLS IN THEIR NEW PICTURE SNEAK PREVIEWED LAST NIGHT STOP THEY'RE MADDER THAN THE MARXES AND DRIVE THE AUDIENCE NUTS STOP M-G-M's 'DOUBLE WEDDING' IS SOMETHING TO YELL ABOUT!"

(Okay, California, we're still yelling about Luise Rainer, Spencer Tracy in "Big City" but we'll start yelling also about William Powell, Myrna Loy in "Double Wedding" because it looks like the yell of a Fall season for M-G-M showmen!)

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 56

NEW YORK, SATURDAY, SEPTEMBER 4, 1937

TEN CENTS

Revamping of Reel Planned By Pathe News

Announcers with Other Innovations Coming

Pathe News is completing preparations for the issuance of a completely "modernized" newsreel, incorporating numerous changes in the Pathe News organization as well as in the makeup of the reel, Frederic Ullman, vice-president in charge of operations, said yesterday. The first issue of the revamped reel will be released in late October.

Under the plans now in work, RKO Radio is cooperating in effecting the reel changes by making available to Pathe News the parent company's Hollywood studio facilities, its foreign organization and some of its executive personnel.

Among the innovations planned for
(Continued on page 3)

Asks Majors' Files In Anti-Trust Case

DALLAS, Sept. 3.—U. S. District Attorney John Erhard has filed a motion in U. S. District Court here asking that 20th Century-Fox, RKO, Vitagraph, United Artists, Columbia, Universal, Paramount, M-G-M and Interstate be compelled to supply letters and memorandum passing between them for court study. A hearing is to be held Sept. 8.

Trial of the anti-trust case is scheduled for Sept. 20, but another postponement may be sought.

Nebraska's Brief Is Filed on Bank Night

LINCOLN, Sept. 3.—Attacking Bank Night from the standpoint of good business, Assistant Attorney General Francis V. Robinson has filed a brief with the Supreme Court asking that "merchandising be on the merits of goods and services offered, and not an
(Continued on page 3)

Monkey Business

A new high in something or other is scored by Samuel Cummins of Jewel Prod., who has ready for release at the end of the month a feature "to be roadshown," delicately titled, "The Love Life of a Gorilla."

Newsreels Bring Horror of Sino-Japanese Hostilities

The crash of guns, the flight of terror-stricken refugees, the wrecked and torn remnants of an annihilated Chinese machine gun squadron, strafed by Japanese planes, the shambles of innocent civilians, headless, armless and torn apart by the explosion of Japanese bombs in the center of Shanghai, are etched with graphic and shocking effect in Universal's Issue No. 595, and, it is understood, in the special which News of the Day has prepared.

Hectic hours of hard work in the newsreel offices of Universal yesterday, following plane, ship, plane and automobile races from Shanghai to New York, resulted in getting these first newsreel pictures of the Chinese-Japanese "undeclared" war to the theatres of New York's Broadway last night at a fairly early hour, and via plane to theatres all over the country by this morning.

Universal has approximately 900 feet, culled carefully by Charles E. Ford, editor of the reel, and his perspiring staff, from the 7,000 feet which came to them from Shanghai. The reel makes up the whole of Issue No. 595, usually released the first
(Continued on page 3)

Ascap Nebraska Case Hearing on Sept. 11

Arguments on Ascap's action to test the constitutionality of Nebraska's statute barring the organization from operating within the state are scheduled to be heard in Lincoln on Sept. 11 by a special three-judge Federal statutory court.

All briefs in connection with the action have been filed and Schwartz & Frohlich, Ascap counsel, are prepared to proceed with the final arguments at the scheduled hearing. Expectations are that the court will reserve
(Continued on page 3)

NBC Asks F.C.C. License For a Television Station

By BERTRAM F. LINZ

WASHINGTON, Sept. 3.—Plans for construction of a new television station were filed today with the F.C.C. by the National Broadcasting Co.

Application for a construction permit submitted by the company asked

for experimental use of three frequencies, with a power of 400 watts for the television broadcast and 100 watts for the accompanying sound.

The station would be operated in the area of New York City and Camden, N. J.

Too Late

Hollywood, Sept. 3.—A medal that George Gershwin never received was in the hands of the late composer's brother Ira, here today. The medal was from the American Opera Society, the David Bispham medal for his opera, "Porgy and Bess." It will be sent to Mrs. Rose Gershwin, in New York, mother of the composer.

Erpi Deal Includes Horns, Amplifiers

The licensing agreements issued by Erpi to General Theatres Equipment Corp. and Motiograph, Inc., permit the manufacture under Erpi patents of horn and amplifier units as well as sound heads, Western Electric asserted yesterday in clarifying a statement issued by the company in connection with the closing of the deal on Thursday.

The company's statement related
(Continued on page 3)

Orchestras Rated For Security Law

By CLARENCE LINZ

WASHINGTON, Sept. 3.—New regulations issued today by the Bureau of Internal Revenue under the Social Security Act specify who is to be responsible for payment of the employers' contribution to unemployment and old age taxes.

In the case of exhibitors, broadcast
(Continued on page 4)

Quota Useless Without Good Films—Mayer

So Declares in Address at London Luncheon

By BRUCE ALLAN

LONDON, Sept. 3.—England's new quota law will be useless unless pictures are produced which people want to see, Louis B. Mayer, in charge of M-G-M production, told an audience of 400 representative film people at a luncheon tendered to him at the Savoy today. Mayer is over here to supervise the start of Metro's British production.

Mayer, speaking frankly concerning the new legislation, expressed the hope that the new law will have sufficient elasticity to meet production experience as it develops.

Mayer declared, "We have contempt for quota films. We have quota films in America without a law compelling them, and we have contempt for them." All the companies in the United States combined could not make enough "A" pictures to meet the demand, he said, and declared that he welcomed "A" pictures from Alexander Korda and others,
(Continued on page 3)

G.N. Reports Cagney Got \$100,000 Salary

WASHINGTON, Sept. 3.—Grand National today filed with S.E.C. its report for the year ended April 3, showing that James Cagney, actor, received top salary of \$100,000.

Edward L. Alperson, president, received \$48,000 and 17,550 shares of common stock, 15,000 of which have been issued to him and 2,550 are accrued but not yet issued; Edward J.
(Continued on page 3)

Famous Net \$426,045 In 6 Months to July

MONTREAL, Sept. 3.—Famous Players Canadian Corp., Ltd., and subsidiaries has reported net profit for the six months ending July 7, 1937, of \$426,045, after depreciation, amortization, interest, income taxes and other charges. The net is equal to \$1.07 per share on 397,524 no-par shares of capital stock.

No Paper Monday

Motion Picture Daily will not be published on Monday, Sept. 6, which is Labor Day.

Additional Developments in Radio—Page 4

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorient, Representative.

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Set Columbia Franchise

A long term film franchise has been closed with Columbia by Jefferson Amusement Co. of Texas for the producer's complete output of features, shorts and serials, it was stated at Columbia yesterday. The negotiations were conducted by Sol Gordon and Joseph Clemmons of Jefferson and Sam Moscow and Jack Underwood for Columbia. The deal covers 24 Jefferson houses in the Dallas territory.

U. A. Closes Two Deals

A. W. Smith, general sales manager for United Artists, has closed deals for the company's current product with Century Circuit here and the Durkee Circuit, Baltimore. Charlie Rosenzweig acted for Century and Fred Rohrs acted for Durkee.

McFarland Coming Here

LONDON, Sept. 3.—R. W. MacFarland left here today on the *Ile de France*, en route to New York and Hollywood. After 15 years as special representative here for United Artists, McFarland will go to the coast.

Purely Personal

OSCAR STRAUS, Viennese composer, arrives in New York today from the coast where he completed the score for "Make a Wish," new Bobby Breen picture. While here STRAUSS will attend rehearsals of his new play, "The Three Waltzes."

DAVID and MRS. BERNSTEIN are among the passengers aboard the *Ile de France*, which left Europe yesterday and is scheduled to arrive in New York next Thursday. MORRIS GEST is also aboard.

BEATRICE LILLIE will arrive Monday on the *Queen Mary* en route to Hollywood to start work in "The Badge of Policeman O'Roon," the first of three she will make for Paramount.

ARTHUR A. LEE, vice-president of G.B., left yesterday for his island estate in Canada. On Tuesday he will start for the coast after making a stop at Chicago.

ED THORGERSEN, sports commentator for Movietone News, has gone to the 20th Century-Fox studio to play a radio football expert in "Life Begins at College."

STANLEY CORTEZ, cameraman, is in New York to make scenes for DEANNA DURBIN's next for Universal, "Mad About Music."

LOU HOLTZ left yesterday for the coast and a screen test for Selznick-International.

ANNA MAY WONG will start west Monday to begin work in "East of Shanghai" for Paramount.

LAWRENCE WEINGARTEN, M-G-M producer, will leave for the coast today.

GRAEME and SARAH LORIMER's story, "After Dark," has been acquired by M-G-M.

... Cincinnati

E. V. DINERMAN, advertising head for RKO Midwest, is vacationing in New York.

SI STEWART has joined the Republic sales force, covering Kentucky.

BILL BISHOP, M-G-M exploiter, in town on business.

JEROME M. JACKSON, suburban exhibitor, back from a sojourn in Michigan.

ROSEMARY ROCHE has joined G.B. as booker, succeeding SAM OSHEEY, who has gone on the road for this company.

ROSE M. SCHMIDT, RKO Midwest office manager, on her vacation.

... Seattle

TRIG ROURKE, Columbia salesman, is receiving congratulations on his engagement to DOROTHY BAKER.

J. P. HARTMAN, former owner of the Time in Aberdeen, S. D., here to locate with his family and enter the exhibiting business again.

AL WAGNER of the Blue Fox, Grangeville, Ida., here for a brief vacation with his wife and sons.

Booing Is Resumed

Tifton, Ga., Sept. 3.—Booing has been resumed in a big way here as a result of the ending of the temporary injunction obtained by a local exhibitor against Local No. 3 of the Society for the Booing of Commercial Ads in Theatres.

The theatre owner tried to drown out the booing by turning the sound apparatus up to full volume, but the boosers won.

Hollywood Famous Ends Security Move

WASHINGTON, Sept. 3.—Hollywood Famous Pictures today withdrew from S.E.C. its registration application, filed Sept. 8, last, covering 50,000 shares, each, preferred and common stock. The company applied for permission to withdraw the statement Aug. 26.

Cinecolor, Inc., which on Aug. 26 applied for deferment of the effective date of its registration statement, filed Aug. 9, covering 407,000 shares of \$1 par common stock, today applied to S.E.C. for permission to withdraw the registration.

Three Weddings Set

CHICAGO, Sept. 3.—Three Indiana-Illinois theatre circuit employees are to be married in September. Al Rayner, booker for the circuit, will take Eleanor Bechler as his bride Sept. 30. On the 13th Arthur Wartha will marry Mary Helen Duke. Wartha is manager of the Fox and Roxy in LaPorte, Ind. On the 15th Rex Williams, manager of the Hoosier in Whiting, will step to the altar with Estelle McClosky.

Harris to Build House

PITTSBURGH, Sept. 3.—The Harris Amusement Co. has purchased a plot in Mt. Lebanon, exclusive residential sector, and will begin the construction of a modern 1,000-seat house shortly after Oct. 1. It will be the only film house in that district. It is understood Harris paid \$35,000 for the lot.

Edward Sharpless Dies

MARION, O., Sept. 3.—Edward F. Sharpless, 66, internationally known ventriloquist, known as "The Great Reynold," died here today at the height of his career. He has toured the leading circuits in this country and England. He is survived by his wife.

Democrats Name Pierson

H. Wayne Pierson, former film executive, and organizer with Eddie Dowling of the Roosevelt stage, screen and radio division, has been appointed chairman of the regular Democratic organization campaign committee for Queens, with headquarters in Jamaica.

Para. Extends Contracts

HOLLYWOOD, Sept. 3.—Paramount has extended the contracts of Anthony Quinn and John Howard, players; Louis King, director; Frederick Hollander, composer, and Bogart Rogers, story aide to William LeBaron.

"Victoria," Disney Winners at Venice

"Victoria the Great," a Herbert Wilcox production starring Anna Neagle, won the cup of nations award from a field of 70 entrants at the International Film Exhibition in Venice, RKO Radio, distributor of the picture, said yesterday it had been advised. Phil Reisman, foreign manager for RKO, attended the exhibition in company with Wilcox and Miss Neagle. Reisman is now visiting Rome and Paris.

The prize for the best shorts exhibited at Venice went to Walt Disney, it being the fourth consecutive victory for the producer in his division. The productions entered were: "Alpine Climber," "Country Cousin," "The Old Mill" and "Hawaiian Holiday."

Appeal Game Conviction

MIDDLETOWN, CONN., Sept. 3.—Ernest Dorau, manager of the Palace, and defendant in the new Bank Night test case, has been found guilty of violation of the state lottery law and fined \$10. Appeal has been taken and the matter is expected to reach the Superior Court for Middlesex County, Sept. 11. Meantime, although police had notified Hamden, West Haven and other towns for the second time that the cash giveaways must cease Sept. 1, peace has once more been made with local authorities and the games continue in many of the smaller cities.

Settle "Henry VIII" Suit

The copyright infringement suit of Francis Hackett against Alexander Korda, London Film Prod., Ltd., and United Artists was marked "settled out of court" in U. S. District Court yesterday. Hackett had charged infringement of his book "Henry VIII" in "The Private Life of Henry VIII."

Miss Leeds in "Follies"

HOLLYWOOD, Sept. 3.—Andrea Leeds, after she completes her role in "Stage Door," for which Samuel Goldwyn loaned her to RKO, will return to the Goldwyn lot for the lead in "The Goldwyn Follies," which George Marshall will direct, and for which Ben Hecht wrote the screenplay.

MGM Men in Northwest

SEATTLE, Sept. 3.—E. M. Saunders, western sales manager; George Hickey, division manager, and J. S. McLeod, exchange maintainer, all of M-G-M, are visiting the exchanges here and in Portland.

Oregon Spot Quits Shows

PORTLAND, Sept. 3.—The Rivoli here is reverting to double feature films. It will eliminate its orchestra and discard its stage shows. The change is effective immediately.

Ed Lewis Now Booker

SALEM, Ore., Sept. 3.—Ed Lewis, local exhibitor, has sold his interests and will go into partnership with Joe Daniels as a vaudeville booking agency in Seattle.

Berman Due with Print

Pandro S. Berman will arrive Monday morning on the Century with a print of "Stage Door."

Revamping of Reel Planned By Pathe News

(Continued from page 1)

the reel is the addition of a staff of announcers, each to be assigned to certain classifications of news subjects. Clem McCarthy, who will be sports commentator, is the only one definitely set at this time, although Allyn Butterfield, editor of the reel, is auditioning more than a score of announcers from among whom the staff will be selected.

A writing staff to prepare scripts for the announcers is also being organized and will be headed by Joseph Johnston, formerly of the *N. Y. Daily News*. The RKO Radio studio's music library of 250,000 feet of recorded music also will be made available to the reel for background use as required. In addition, the domestic and foreign staffs and contributors will be augmented to furnish a wider variety of subjects to the reel, which will be of increased length when the changes have been completed.

In connection with the latter innovations Phil Reisman, RKO Radio export manager, is now effecting co-operative arrangements for the reel with RKO distribution offices abroad, which are expected to augment the world coverage. William O'Brien continues as head of the European staff. Frank Donovan, production manager, left for the coast by plane last night to examine the studio's music library with a view to cataloguing recordings for the use of the reel, and to effect a working arrangement with the studio on other activities. While on the coast he will also effect general changes in the Pathe News staff there, enlarging it with a view to increased west coast coverage.

Closer Pathe-RKO Link

Behind the entire plan is a closer working arrangement with RKO Radio than has existed between the reel and the parent company heretofore. Ned E. Depinet, vice-president of RKO Radio, was elected president of Pathe News last spring and has taken an active part in the direction of the company and the development of plans for the new reel.

Other changes now in work include the use of a new main title for the reel, new recording and camera equipment for the field staff and completely renovated headquarters for the company in the Pathe Bldg. The latter plans include the possibility of the reel installing its own laboratory.

Nebraska Brief Is Filed on Bank Night

(Continued from page 1)

appeal to the gambling instincts or the cupidity of patrons."

The hearing on Bank Night is due for review in September. Decision that it was a lottery violation was handed down last spring by District Judge Fred Messmore, when he was on the bench in Beatrice, Neb. Messmore has since been appointed to the supreme bench, but will be ineligible to participate in this review of the case.

Newsreels Bring Horror of Sino-Japanese Hostilities

(Continued from page 1)

of the week, but rushed out on arrival this time, and with good reason.

Two men were responsible for the films, which are a magnificent job of pictorial reporting, and an equally fine job of newsreel editing. The two were George Krainukov, the reel's ace Far Eastern cameraman, and Howard Winner, who was dispatched with all haste from New York, caught the last available boat from San Francisco for Shanghai, and who worked with the multi-tongued Krainukov.

The material, which was forced to miss the Clipper plane across the Pacific, because of the typhoon which held the plane on the ground, came by steamer, and reached San Francisco 15 minutes after the trans-continental plane had left for New York. A specially chartered Lockheed caught the trans-continental plane at Salt Lake City, the reel reaching New York at 10 A. M. yesterday, and Ford's staff didn't even stop to wipe the perspiration from that moment.

R. H. Cochrane, president of Uni-

versal, was at Ford's elbow yesterday afternoon, and made the emphatic point that however gruesome the film was, there it was and that was the way the public would see it, regardless. He declared that never has a newsreel editor had a more free hand than has Ford, with no editing planned or intended. The reel has gone out with a "shock" foreword, warning the squeamish not to look, and there is reason, with bodies floating in water, pelted by a heavy rain, with the horrible litter of other bodies tossed into trucks after the department store bombings, and the like.

News of the Day material was filmed by "Newsreel" Wong and T. Taguchi, ace Chinese and Japanese cameramen for the reel, respectively. The reel's film also arrived in San Francisco by plane on Thursday and was rushed to New York yesterday. Jean Paul King handles the description for News of the Day. The flight of refugees, the bombing of Shanghai, the scene after the bombing of the department store, all are seen here too.

G. N. Reports Cagney Got \$100,000 Salary

(Continued from page 1)

Peskey, vice-president, received \$11,000 and 950 shares of stock, not yet issued, and Jack Barnstyn, vice-president in charge of foreign operations, received \$6,600. The company also paid Carl Leserman, vice-president from April 25 to Oct. 31, 1936, the sum of \$11,500.

The company's report showed that five directors, three of whom were officers, received a total of \$64,250 and 18,750 shares of stock, 15,000 shares of which have so far been issued; while two officers not included in the above received \$17,450.

The only other salaries reported were \$27,000 to Victor Schertzinger, producer, and \$22,500 to Cravath, De Gersdorff, Swaine & Wood, counsel.

Wall Street

General Theatres Best Board Gain

	High	Low	Close	Net Change
Columbia	24	23½	24	+ ¼
Consolidated	3	3	3	- ½
Eastman	184½	184	184	+3
Gen. Thea. Equip.	25½	24½	24½	+1½
Loew's Inc.	79½	78	78	- ½
Loew's Inc. pfd.	105¾	105¾	105¾	
Paramount	21½	21	21	+ ¼
Paramount 1 pfd.	148½	148½	148½	+3
Paramount 2 pfd.	19	19	19	- ½
Pathe	9½	9½	9½	
RKO	8½	8½	8½	+ ½
20th Century-Fox.	35½	35	35	+ ¾
Warner Bros.	14½	13¾	13¾	+ ½

G. N. in Slight Curb Advance

	High	Low	Close	Net Change
Grand National ...	2¾	2¾	2¾	+ ¼
Sonotone	2	2	2	+ ½
Technicolor	31½	30¾	30¾	
Trans Lux	4¾	4	4	

Warner, Loew Bonds Up

	High	Low	Close	Net Change
Loew's	100	100	100	+ ¾
Para. Pict. 6s	100¼	100	100	- ¾
Warner Bros. 6s	94¾	94¾	94¾	+ ¼

(Quotations at close of Sept. 3.)

Erpi Deal Includes Horns, Amplifiers

(Continued from page 1)

merely that the licensees were authorized to manufacture "sound picture reproducing equipment" under Erpi patents and in view of an earlier statement by an Erpi official that the horn and amplifier units would not be included in the license agreements it was assumed that the manufacture of sound heads only was involved. The licenses, of course, cover the "use, sale or lease" of such manufactured equipment.

Western Electric also disclosed that the license agreements are for a nine-year period, cancellable on one year's notice by either party. They may be terminated earlier in certain eventualities defined in the agreements.

It was also stated that several technical and sales aids associated with Erpi may become associated with G.T.E. and Motiograph when the new manufacturing plans and sales policies of these companies have been completed.

Pariseau in New Job

HOLLYWOOD, Sept. 3.—Stanley M. Pariseau, former district superintendent in San Francisco for Erpi, has been made division superintendent of the corporation with offices here.

Approve Mae West Script

HOLLYWOOD, Sept. 3.—The screenplay of "Every Day's a Holiday," next Mae West film for Major-Paramount has received the approval of the Production Code Administration without any deletions. Shooting is scheduled to start Sept. 8, with Edmund Lowe, Charles Butterworth, Walter Catlett and Roger Imhoff supporting.

Sign Leopold Jessner

HOLLYWOOD, Sept. 3.—M-G-M has signed Leopold Jessner, German director, to a term contract. He is expected at the studio within two weeks.

Quota Useless Without Good Films—Mayer

(Continued from page 1)

which help other producers by supporting the box-office.

The celebrities at the luncheon included Lord Semphill, Lord Lee of Fareham, Sir William Jury, Capt. Richard Norton, Korda, Louis Golding, Lord Elton, Lord Strabolgi, Gordon Selfridge, Jack Conway, director; Robert Taylor and Maureen O'Sullivan, who will appear in Metro's first British film, "A Yank at Oxford." Also present were Basil Dean and A. P. Herbert, Member of Parliament. Also, all leading producers, distributors, exhibitors and the chief newspapers were represented. Sam Eckman presided as chairman.

In introducing Korda, Eckman referred to the remark of Mayer some years ago that he would produce in England if he could be convinced he could produce quality films there. Korda, proposing a toast to Mayer, extolled him as "the most anonymous, most modest of all modern picture executives." He hailed Metro British production as a most important occasion, "just when the British industry most needs encouragement."

Welcome from Maxwell

A wire from John Maxwell, A.B.P. head, in Austria, welcomed Metro to England, calling it a "splendid stimulus to British producers." Lord Semphill declared that Metro, with 150 distribution centers, now has two production centers instead of one.

Mayer in a long, informal speech, made an excellent impression with his candor and humor. He paid tribute to Marcus Loew, Nicholas Schenck and Irving Thalberg, whom he called "the greatest mind ever developed in our business, bar none." He declared, "Last year was one of tragedy, yet one of greatest profits." He declared he picked Michael Balcon for the head of Metro British production after a careful survey of the British field.

To a question of how many pictures Metro would make in England, Mayer said it would be from one to 50 according to the speed with which British writers and other talent could be discovered. He said he would rather make one good than 50 bad films.

Ascap Nebraska Case Hearing on Sept. 11

(Continued from page 1)

decision after the hearing and render its opinion several weeks later.

Louis D. Frohlich and Herman Finkelstein of Ascap counsel, leave for Lincoln on Tuesday to argue the case.

Similar actions to test the constitutionality of Montana and Washington statutes which also bar Ascap from operating within those states were argued late last spring, but no decisions have been handed down yet by the statutory courts which heard them. An action may be instituted late in the fall in Florida where anti-Ascap legislation was enacted also during the last legislative session.

Radio Personals

OSCAR BRADLEY, English orchestra conductor, has been resigned for the new Phil Baker series starting this Fall. The programs will be broadcast from Hollywood . . . Fred Bethel, director of the CBS musical program department, sails Oct. 4 on the *Rex* for a continental tour . . . Hal Pearce and his band leave Hollywood on Sept. 7 for New York will stop at Dallas and Louisville . . . 86,957 tourists craned their necks around the NBC Radio City studios during August.

Dr. Norman Vincent Peale will speak on "America's Great Need" on the "Art of Living" program, Sept. 11 at 6:45 P.M., E.D.S.T. . . . Major General James G. Harbord, chairman of the board of RCA, will extend an invitation to all American Legion members to attend the convention here during the "Magic Key of RCA" program, Sept. 12 at 2 P.M. . . . Allen Prescott has been signed by the Borden Milk Products Co., for the weekly "Special Edition" series which will resume Sept. 10 between 1:30 and 2 P.M., over WEA. Joseph D. McGoldrick, candidate for comptroller, will be interviewed on WHN Monday from 9 to 9:15 P.M., by Bryce Oliver. . . .

Margaret Speaks will sing three solos on the "Voice of Firestone" program Monday from 8:30 to 9 P.M., E.D.S.T. It will be her first appearance since her vacation. . . . Ray Perkins will move to Scarsdale in the fall. . . . Ozzie Nelson's orchestra has been booked by WNEW for Friday night broadcasts from 11 to 11:30 P.M. . . . Charles Lyon and Durward Kirby, NBC Chicago announcers, will join Harold True and John Slagle, announcers for WXYZ, Detroit, in describing the Gold Cup races Monday from 2:15 to 2:30, from 4 to 4:15 and from 5:45 to 6 P.M., E.D.S.T.

M. Sayle Taylor has signed a one-year contract with the WOR Artists Service Bureau. . . . Boake Carter will make a guest appearance on the "Your Hit Parade" broadcast Sept. 11. . . .

Andre Kostelanetz is to have full freedom in presenting his Chesterfield programs starting Sept. 29 at 9 P.M. over the WABC-CBS network. . . . His guest artists will include Jose Iturbi, Nino Martini, Elisabeth Rethberg, Albert Spalding, Lucrezia Bori, Bidu Sayao, Jascha Heifetz, Lotte Lehmann, Ezio Pinza, Kirsten Flagstad, Rose Bampton and Lily Pons. . . . Raymond Scott has a new fancy title, "composer and technical consultant on popular music." . . . Phillips Lord gave Mark Warnow a watch inscribed "Merry Christmas, July, 1937" and at 5 P.M. daily it runs backwards.

Walter Duncan, NBC salesman, has added a cow and a horse to his collection of livestock on his farm. . . . Mary Brill, harpist, and Doris Doe, contralto, have been signed to appear on the Sept. 12 "Magic Key" broadcast. . . . Roy Witmer, NBC vice-president in charge of sales, has returned from a vacation in New Hampshire. . . . John Charles Thomas will be the initial guest on the first

English Waves Do It

Longview, Tex., Sept. 3.—John MacDonald, program director for KFRO, wanted to hear the Louis-Farr fight the other night after KFRO had gone off the air. He finally landed it on a short wave from England.

Several Texas stations broadcast the fight, but there is something about the location of this town that makes reception difficult when KFRO is off the air.

Ford program Sept. 12. . . Jim Tully is to be interviewed by Julia Sanderson and Frank Crumit in their "Magazine of the Air" program Sept. 8.

J. Warren Madden, chairman of the National Labor Relations Board, will be one of the speakers on the "National Radio Forum" over the NBC-Blue at 10:30 P.M., E.D.S.T., Monday. . . . John L. Lewis' Labor Day broadcast has been cancelled. He will be heard later. . . . Cornelius Vanderbilt will discuss his experiences in the Orient and Spain on the "For Men Only" program on WHN Monday night from 8:30 to 9 P.M. . . . Ed Sullivan, *Daily News* columnist, will be a guest on Benny Davis' "Stardust Revue," WOR-Mutual Sunday, 5 to 5:30 P.M. . . . Tex Fletcher, cowboy, has had his contract renewed by WOR. . . . Dr. Charles M. Courboin, Belgian organist, will give a series of recitals over the WOR-Mutual hookup starting on Sept. 12, noon to 12:30 P.M., E.D.S.T. . . . Wayne C. Taylor, fiscal assistant secretary of the U. S. Treasury, will discuss the department's workings for WABC-Columbia, Sept. 8, 10:30 to 11 P.M., E.D.S.T.

Chicago Town Pump

CHICAGO, Sept. 3.—Mark Love, WGN singer and grand opera star is back from an Alaskan vacation. . . . the King's Jesters return to the La Salle Hotel ballroom next week and Louis Panico and his band will again be at the Oriental Gardens starting Sept. 8. Both broadcast over NBC. . . . Truman Bradley spends his extra time away from the radio operating a cosmetic firm. . . . Franklyn McCormack is planning a big welcome party for the return of Tony Wons to the networks.

Vivian Della Chiesa is having a tough time explaining that it was her sister Vera, and not herself, that married Logan Thompson, radio engineer, last week. . . . Lynn Chalmers is now singing with Harold Stokes and his WGN dance orchestra. . . . Gene O'Connor, MBS traffic executive is back from a vacation to Denver. . . . Dr. Frank Black will play a program of "Tunes from the Talkies" on the Coronation program Labor Day. . . . John B. Kennedy's part of the Magic Key program Sunday will come from the Chicago studios of NBC.

Home Companion Takes Time

PHILADELPHIA, Sept. 3.—The *Women's Home Companion* has taken a quarter-hour monthly on WIP to promote the magazine's sales in the Philadelphia area. Starting Sept. 14, for 12 months, a transcribed talk by the editor will be used. Geyer-Cornell, New York, handles the account.

Radio Cramps Vital Preaching—Gillis

WILLIAMSTOWN, MASS., Sept. 3.—Radio is "unfavorable to vital preaching," declared Rev. James M. Gillis, C.S.P., editor of the *Catholic World* at the final morning forum of the Institute of Human Relations here today.

"Religion is a flame, a fire, a battle," Father Gillis said. "In such a world as this, the message of true religion should not be polite, inoffensive," but the radio corporations and sponsors "demand that radio preachers shall not give offense."

"This may be all very well as a policy. I am only saying that the prophets and the apostles would have found themselves insufferably cramped by the prevalent rules for radio speaking."

WJAY Seeks Permit To Change to WCLE

CLEVELAND, Sept. 3.—H. K. Carpenter, vice-president of the Cleveland Broadcasting Corp. and general manager of WHK-WJAY, has filed an application with the F. C. C. requesting permission to change the call letters of WJAY to WCLE on Sept. 26 when the station becomes an affiliate of Mutual.

The application states that a new transmitter site was being used by the station as well as new studios and equipment. An entire new program arrangement is scheduled when the station joins the Mutual network.

Benny Re-Signs Phil Harris

Jack Benny has signed Phil Harris and his orchestra to resume on the Benny program, when it picks up again on Oct. 3. The usual time, 7 to 7:30 P.M., E.S.T., on Sundays will be the Benny spot on the NBC Red. Harris was featured on the program last season.

Tom Slater Goes to WOR

CINCINNATI, Sept. 3.—Tom Slater, announcer over WLW and WSAI, sister Crosley stations, has been assigned to WOR, Newark, and will begin his announcing job over the Mutual web Sunday. He was with WHIO, Dayton, O.

NBC Outing at Hewlett

The Seawane Beach and Golf Club, Hewlett, L. I., has been selected as the location of the NBC employee's outing next week. The home office will operate with a skeleton force while the rest of the staff will indulge in bathing, golfing, badminton, tennis and acquiring first-degree sunburns.

Reisman Resumes Sept. 9

Leo Reisman and his orchestra, with Ray Heatherton, baritone, and Ed Smalle's Seven Singing Stars, will open the fall series of the "Schaefer Revue," on Thursday, Sept. 9, over WEA, from 7:30 to 8 P.M.

Advance KMED-NBC Move

The affiliation date of KMED, Medford, Ore., has been advanced from Sept. 15 to Sept. 5. The station will be heard over the NBC optional Pacific network.

Sign Jessica Dragonette

Jessica Dragonette has been signed to appear on Harry Von Zell's "Summer Stars" over CBS on Sept. 12.

Orchestras Rated For Security Law

(Continued from page 1)

ers and other "purchasers" of music it is held that where the purchaser retains a sufficient measure of the power to direct and control performance under a contract with a leader or other supplier of the orchestra, he is considered the employer of the individual musicians, including the leader, if any. Also, under such circumstances, the purchaser has sufficient direction and control over the conduct of the contractor himself as to render the purchaser the employer of such contractor except in the case where the latter performs no musical services. In a case where the contractor renders no musical services to the purchaser, the latter is the employer of the individual musicians, including the leader, if any, but not of the contractor.

In the case of a "name" orchestra, the leader is considered the employer, but the bureau warned that the mere adoption of a name by an orchestra is not of itself sufficient to bring it within this classification.

"The chief characteristic distinguishing a 'name' orchestra from a 'non-name' orchestra is the permanency of the organization and the personnel performing in the orchestra," it was held. Accordingly, exhibitors or broadcasters cannot escape classification as employers merely by giving their orchestras a name.

WIP Plans Several Dramatic Programs

PHILADELPHIA, Sept. 3.—Anticipating a curtailment of the musical recorded and transcribed shows following the A. F. M. settlement of the radio-music situation, James Allen, WIP program director, has prepared an extensive program expansion for dramatized shows. Already four new shows and two old ones are set to start early in September. "Hand of Destiny," dramatized mysteries, and the "Philadelphia Parade of Events," spotlighting local news in a "March of Time" pattern, return for weekly runs starting Sept. 13 and 12 respectively.

The new shows include weekly airings for "Umbrella Court," a modification of the question and answer programs, on Sept. 15; "Eight Kids in a Hayloft," adapted for children, on Sept. 18; WIP's "Spelling Bee," conducted by a well known personage as yet unannounced, on Sept. 19, and a thrice weekly airing, starting Sept. 20, for "The Billings Family," a new dramatized serial built around the life of an average family.

B. C. Remedy Has Sport Show

PHILADELPHIA, Sept. 3.—The B. C. Remedy Co. of Durham, N. C., makers of B. C. Headache Powders, is using radio for the first time in the local area. A daily five-minute sports review has been placed on WFIL, starting Sept. 6, for 58 weeks. Account is handled by Harvey-Massendale, Durham, N. C., agency.

Legion Convention on Air

ENID, Okla., Sept. 3.—Two of the principal addresses to be given at the American Legion state convention here Sept. 4 to 7 will be broadcast over the Oklahoma network of eight stations through KCRC, according to Craig Campbell, station manager.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 57

NEW YORK, TUESDAY, SEPTEMBER 7, 1937

TEN CENTS

Educational Planning to Make Revues

**May Make 5 or 6 Feature
Comedies Yearly**

Educational Pictures is planning to produce feature length comedies during the new season and, if arrangements now under discussion are consummated, the company would release five or six such productions annually, it was learned over the weekend.

The plan supersedes whatever thought the company may have given earlier to beginning production of dramatic features. Such a proposal was reported several months ago but, so far as could be learned, did not progress beyond the discussion stage.

The feature length comedies now being considered would be produced here and would be of the musical revue type, employing radio and stage headliners. The production arrangements are understood to be fairly well in mind already but a distribution deal has yet to be agreed upon and, at the moment, appears to be the deciding factor in the consummation of the plan. 20th Century-Fox, distributor of the Educational lineup, would not automatically become the distributor of feature length comedies produced by the latter.

Jessie Matthews to Form Own Film Unit

LONDON, Aug. 25.—Jessie Matthews and her husband, Sonnie Hale, will form their own production unit, with British finance, on the completion of the star's G. B. contract. Offers for Hollywood have been definitely rejected, it is stated today, the Hales preferring to work in England.

Radio Artists Soon To Seek New Scales

Negotiations of wage and hour schedules and other regulations governing the employment of all radio performers will be sought by the American Federation of Radio Artists with networks and advertising agencies "in the near future," an official of the air talent union said on Saturday. An intensive drive to complete organizing work in New York, Hollywood and Chicago will precede

(Continued on page 9)

More Radio—P. 9

New Company To Take Over Erpi's Sales

**Start Possible by Oct. 1
With Present Officials**

A new company headed by present officials of Erpi will be formed to take over the A. T. & T. subsidiary's theatre equipment sales and service business under a plan which has now taken definite shape and may be consummated by Oct. 1, or earlier, it was learned over the week-end.

The new company will be licensed by Erpi to sell Western Electric sound reproducing equipment and will handle general servicing such as that now performed by Erpi. Although the new organization will be staffed by a large part of the existing Erpi sales organization, outside interests, which will include theatre circuit operators, also will be identified with it through stock ownership or other participations. Present indications are that the new company will sell franchises to exclusive territorial representatives throughout the country.

C. W. Bunn, Erpi general sales manager, will head the new organization. Erpi's division general managers and sales managers will head

(Continued on page 4)

Competition

Denver, Sept. 6.—F. W. Bronte, manager of the Gem at Yuma, Col., has to pay a \$50 license fee yearly, while tent shows are allowed to come into Yuma with no license fee. According to a letter received by a Denver exchange, Bronte says his gross receipts on two nights competition with a tent show were \$15.

CEA Denies Report Of Admission Jump

LONDON, Aug. 25.—General press stories to the effect that admission rates to British theatres would be raised all round to meet the increased costs of films, were officially denied today by W. R. Fuller, general secretary of the Cinematograph Exhibitors' Ass'n.

"There are several reasons why prices should not be increased," says Fuller. "What is worrying exhibitors is the increase in film rentals.

"The limit of economies on the exhibition side has been reached. It would be deplorable to try to reduce wages and employes in order to send more money to the U. S. A.

"The present spell of fine weather is a very good time to start a fresh

(Continued on page 10)

Coast Paper Commends Quigley For Address at Williams Forum

Los Angeles, Sept. 6.—Under the caption "For Entertainment Only," the *Los Angeles Times* editorially commends Martin Quigley for his recent address before the Institute of Human Relations at Williams College, Williamstown, Mass. in which he declared the primary function of motion pictures was to entertain, not to propagandize. Following is the text of the editorial:

"Every motion picture fan in America should rise from his seat and make a profound bow in the direction of Martin Quigley.

"Quigley, as editor of *Motion Picture Herald*, has just told the whole film industry bluntly something that it needed to be told. This is that films must be kept free of propaganda. This warning comes at a timely moment. There have been evidences from time to time even to the untrained eye that supposedly 'entertainment films' had a deeper purpose than of attempting to influence thought or passion.

"Within reason and along the lines of good morals and good ethics as universally recognized, pictures 'with a purpose perhaps' cannot be criticized. But it is very easy to go on into the field of actual propaganda for racial, religious or political effect. Such attempts should be condemned not only by men in positions of influence in the industry itself like Quigley, but by the theatre-going public as well. The films have been the greatest entertainment device in history. They should remain so. Propaganda is too plentiful as it is."

Report Metro Aiding Korda On Financing

**Understand Deal Through
British-U. S. Bank**

LONDON, Sept. 6.—M-G-M is supplying some or all of the new finances for London Films, reliable inside sources here believe. The arrangement is declared to have been made through the British-American Bank, but the report cannot be confirmed with any of the interests involved.

For months, reports have been current in New York, via London, that Alexander Korda was seeking to arrange new financing for London Films. His chief backer, the Prudential Life Assurance Co., has been mentioned, not as having withdrawn funds from Korda's company but as having tightened up on him a bit with the resultant necessity for additional arrangements elsewhere.

When Joseph M. Schenck made his original deal with the Ostrer Brothers for control of Gaumont British, the chairman of the board of 20th Century-Fox is known to have held a number of conferences in London with Korda looking toward the inclusion in that deal of London Films. M-G-M, of course, entered the G. B. picture through the purchase of one-half of the interest held by 20th Century-Fox in the Metropolis and Bradford Trust,

(Continued on page 10)

Circuit Taking Over Warner in Charlotte

CHARLOTTE, Sept. 6.—Preliminary arrangements by which North Carolina Theatres, Inc., will take over the Broadway Warner here in the near future have been completed, Fred M. Jack, Warners' southern division manager, said following a conference with H. F. Kinsey, head of North Carolina and a Paramount theatre associate. The Broadway is one of the oldest

(Continued on page 4)

Milwaukee Children Banned in Theatres

MILWAUKEE, Sept. 6.—An order barring children under seven from school and other public gathering places, including theatres, has been issued by Dr. E. V. Brumbaugh, deputy health commissioner for Milwaukee, in an effort to curb an increase in infantile paralysis cases here.

The ban will keep 15,000 kinder-

(Continued on page 4)

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Legion Approves All
Of 16 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approved all 16 of the new films reviewed and classified. Of the total, 13 were called unobjectionable for general patronage and three were approved for adults. The new films and their classification follow:

Class A1, Unobjectionable for General Patronage—"Annapolis Salute," "Borneo," "Geschichten aus dem Wiener Wald," "Heart of the Rockies," "Hopalong Rides Again," "The Lady Fights Back," "The Life of the Party," "Make a Wish," "On Such a Night," "Prisoner of Zenda," "The Sheikh Steps Out," "Sophie Lang Goes West," "Trailing Trouble." Class A-2, Unobjectionable for Adults—"Bad Guy," "Dark Journey," "Intermezzo."

H. J. Brown Zanuck Aide

HOLLYWOOD, Sept. 6.—Harry Joe Brown has been made production assistant to Darryl F. Zanuck at 20th Century-Fox. The new post ranks him with Sol Wurtzel and William Goetz as Zanuck aides.

Insiders' Outlook

By RED KANN

STEAMBOAT whistles along the river front have been tooting all the morning through. From the thirtieth floor, the city outside is bathed in brilliant sunshine. The front page is about set and it seems time to think about going places as this is written on Saturday. The outside competition is pretty hefty, but not strong enough to swerve us from today's self-imposed pleasantries. That pleasantries has a name and it's "Something to Sing About."

The Hollywood preview wire, if you are at all attentive, a few days ago passed along the word that Jimmy Cagney's second for Grand National is something to crow about. Well, that's correct. Jimmy in a singing-dancing part with no villainies to beat down unless it is the menace of a super-indulgent Hollywood. He has his adventures as a band leader picked out and sent west by a talent scout for one picture that turns out to be terrific and a little beyond. They are all fun-inducing adventures that will register with your rank-and-file audiences, east, west and so on, and clang, reverberating-like, in a whale of a lot of box-offices.

Cagney is at complete ease. He's essentially the mugg again, but a nice sort of mugg. He accepts the foibles of some of the minor key studio screwballs as part and parcel of a system which has grown stronger with the years. When his dialogue instructor insists upon "pearl-shaped vowels," Jimmy tries. When the curling-iron expert insists upon changing the hair line, Jimmy rebels a bit. When the wardrobe department gets too insistent, Jimmy goes in for slight pokes. His resistance goes boom, however, when the bruisers try to give him greenhorn treatment in a fight scene. Then Cagney

cuts loose, mops up and the camera gets the whole fracas. It puts "Any Old Love," the film within the film, over and Cagney is a celebrity. . . .

Off to the South Seas with his bride, the country is on a kind of fantastic uproar. While Jimmy is staging entertainment for the crew of the dawdling tramp steamer heading into warm waters, the police forces of the nation are seeking him out. He returns finally, signs a new contract, finds himself paired off in a Tyrone Power-Sonja Henie newspaper romance and almost loses his frau. But back to the band goes Cagney to regain his girl and his normal equilibrium. It serves Hollywood right. . . .

This is merely a rough sketch of the yarn. It is loaded with fun and it frequently lands in the near-scream division, thanks to script and Vic Schertzinger's direction. The jibes poked at Hollywood essentially are good-natured and, while they would obviously appeal mightily to anyone who knows anything at all about the curious land on the far side of those mountains, the gags and the situations are broad enough and, so, understandable enough for the layman to appreciate the laughs that are in them. . . .

"Something to Sing About" is far better than Cagney's first for G. N. It is a better yarn, better produced and it indicates the company is now reaching its stride where his series, at least, is concerned. For big town and tank town and as safely as any forecast on box-office can go in this persistently changing business, this one looks like money and considerable of it. Now we are free to roam at will, but we thought you'd like to know. . . .

Big "100 Men" Book Out

Universal has prepared one of these varnished covered effects for its press book on "100 Men and a Girl." It is done in blue and sepia with a large head of Deanne Durbin at the top. The first two and the last two inside pages are also in sepia. The book has 29 pages of publicity stories, exploitation stunts and advertising material.

Trotta Beauty Judge

Vincent Trotta, Paramount art director, for the third year has been selected as one of the judges of the Atlantic City Beauty Pageant. The selection will be made on Saturday night. Earl Sweigart, Paramount Philadelphia manager, will take part in the affair.

Denver Sights "Horizon"

DENVER, Sept. 6.—Four weeks of continuous first run, consisting of one week at each of the four Fox Intermountain first run houses, have been set here for "Lost Horizon." The picture opened at the Denver, then was set in at the Aladdin and goes from there to the Broadway and Paramount, successively. The booking is unique locally.

Marcus Joins Ziehm Firm

Dr. Robert S. Marcus, member of the executive committee of the Joint Council of the American Jewish Congress and Jewish Labor Committee, has been named sales and publicity director of General Foreign Sales Corp., of which Arthur Ziehm is vice-president and general manager.

Purely
Personal

HARRY GOLDBERG, Warner Theatres advertising head, is in Pittsburgh and Clarksburg for two days' supervising special campaigns on "The Life of Emile Zola."

NOEL COWARD, GERTRUDE LAWRENCE, BEATRICE LILLIE, PEGGY HOPKINS JOYCE and EVELYN LAYE arrived yesterday on the *Queen Mary*.

Indianapolis

EDWARD HAVERSKAMP has been named representative for National Screen Service in Indiana.

O. A. WILLARD has been named Indiana representative for Jam-Handy, succeeding RALPH ABBETT.

GEORGE MALLERS, manager of the Grand, Bluffton, Ind., is on a trip to Greece.

New Haven

HARRY ROGOVIN, Columbia manager, is the father of a baby girl, SARA, who was preceded by two boys. At the Sid SWIRSKYS, Columbia booker, it's a boy.

LOU WECHSLER, United Artists manager, is sporting a new green LaSalle sedan; BARNEY PITKIN, RKO, an Oldsmobile, and BEN SIMON, 20th-Fox, has already slightly pushed in the new Buick.

DICK COHEN has severed ties with Imperial and the latter now has no local representative.

Oklahoma City

HARRY M. LOWENSTEIN and family have returned to Ardmore, Okla., from a trip to Galveston, Tex. Lowenstein is president of the Lowenstein Theatres.

DICK KLEIN, manager of the Griffiths theatres in Seminole, Okla., is in a Temple, Tex., hospital recovering from an operation.

EARL and Mrs. SETTLE have left Okmulgee, Okla., for Hot Springs, Ark., where Mrs. SETTLE will remain several weeks.

Omaha

ELLIS SHAFTON, second booker at the local M-G-M exchange, has been promoted to salesman at the Des Moines exchange. Replacing him as assistant to Booker HAZEL ANDERSEN is FRED ARMINGTON, transferred from Des Moines.

LOU SMITH, Paramount exploiteer, in from the coast.

HARRY SHUMOW, M-G-M manager, has taken Mrs. SHUMOW home from Methodist Hospital to recuperate from an operation.

TOBY STEWART in from Shenandoah, Ia., to discuss plans of daughter KAY to fulfill her role of All-American cheer leader at the all-star football game in Chicago. KAY holds a seven-year optional contract with Paramount because of her acrobatic cheer leading while a Northwestern coed.

Hold Chicago Meeting

CHICAGO, Sept. 6.—James R. Grainier held a one-day sales meeting of Universal's local sales force here Saturday. E. T. ("Peck") Gomersall, western sales manager, and Henry Herbel, Chicago exchange manager, were among those in attendance.

3 SMASH HITS

from PARAMOUNT in the first 4 weeks
of the new season!

"ARTISTS AND MODELS"—42 key city runs
—42 holdovers. 4 weeks first run, New York Paramount
and Newark Paramount; 3 weeks, first run, Chicago,
Detroit, San Francisco, Milwaukee, Seattle; 2 weeks,
first run, Denver, Los Angeles, Minneapolis, Kansas
City, Salt Lake City, Louisville and countless other
keys, all to record breaking business.

"SOULS AT SEA"—5 weeks at Globe Theatre,
New York, at S. R. O. 3 weeks first run San Francisco
to tremendous business; 3 weeks first run Philadelphia
to smashing business; 2 weeks Paramount, New Haven
to year's top gross.

"DOUBLE OR NOTHING"—Paramount
Theatre, New York, first day's business equals house
record for attendance. First two days' business at
Paramount, Newark, indicates "Double or Nothing"
will surpass the sensational business of "Artists and
Models" at this house.

That's PARAMOUNT
PERFORMANCE



New Company To Take Over Erpi's Sales

(Continued from page 1)
the regional offices, such as L. W. Conrow and Bert Sanford, Jr., in the east; Stanley W. Hand and D. H. Ruliffson in the central territory and H. W. Dodge in the west.

Papers in the deal are now being drawn and may be ready for signing before the end of the month. This plan shapes up at the present time as the only one now in work, two earlier proposals for taking over Erpi's theatre sales and service business having been discarded. These were the original proposal for acquisition by Paramount theatre partners and operators and a second proposal for turning over the business to Erpi employees as was done by A. T. & T. in disposing of Graybar Electric & Mfg. Co. The present plan is described as combining the advantages of the two proposals, permitting the organization to be staffed by experienced Erpi personnel and at the same time assuring the organization of the servicing work in some of the largest theatre organizations in the country.

To Be Licensor Only

With the closing of the deal Erpi will continue solely as a licensor under patents of its own and associated companies. While its sound recording business will not be disturbed by the change in its role, this activity for some time has meant little more than the collection of royalties from users of Western Electric recording systems. Erpi's foreign business, likewise, will remain undisturbed.

Whitford Drake, Erpi president; H. G. Knox, vice-president; Fred Foster, treasurer, and other home office executives will continue with Erpi.

The licensing deals just closed by Erpi with General Theatres Equipment and Motiograph for the manufacture by them of Western Electric reproducing equipment are non-exclusive and do not hamper, in any way, the licensing of the new company.

Circuit Taking Over Warner in Charlotte

(Continued from page 1)
theatres in Charlotte and was recently refitted with new sound equipment.

Warners recently turned over to J. Louis Rome of Associated Theatres its Metropolitan in Baltimore and currently has under discussion a deal by which M. A. Lightman of Memphis, a Paramount theatre operator, would take over seven Warner houses in Kentucky. Lightman is expected here today or tomorrow for further conferences with Joseph Bernhard, Warner theatre head, on the deal.

Remodel Coast House

SAN FRANCISCO, Sept. 6.—Herman Cohen, operator of the United Artists here, has closed the house for remodeling. The Embassy, nearby subsequent run which Cohen runs, also will be overhauled. About \$75,000 will be spent.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Adventurous Blonde"

(First National)

HOLLYWOOD, Sept. 6.—A hoax is perpetrated at the start of this picture to delay the marriage of Torchy Blane, a newspaper woman, and Steve McBride, a detective. The hoax becomes a real murder mystery which Torchy (Glenda Farrell), who knows how to crack a case better than the best detectives, has no difficulty in solving. Of course, McBride (Barton MacLane) is the typical screen conception of a dumb cop who is always accusing the wrong suspect.

The story of the crime with all its complicated ramifications occupies the greater portion of the running time, and Miss Farrell and McBride don't come much nearer to being married than they did in any of the earlier numbers of the series. Naturally there is much comedy associated with their relations, a factor which is amplified by the antics of the gentlemen of the press who are continually eager to make things hot for the pair.

The picture contains a superabundance of dialogue and there is a sufficiency of action to give the piece enough movement to keep it skipping along as "fair to middling" Class B attractions are supposed to.

Miss Farrell and MacLane are satisfactory in their assignments, each playing the roles as scenarists Robertson White and David Diamond conceived them and as Director Frank McDonald decided they should be played. Adequate support is contributed by Anne Nagel, Tom Kennedy, Natalie Moorhead, Charles Wilson, Leland Hodgson, Virginia Brissac, Raymond Hatton, George E. Stone and George Guhl, whose efforts are bent on accenting the several diverse entertainment and commercial elements in the picture.

Running time, 65 minutes. "G."

"Western Gold"

(Principal-20th Century-Fox)

HOLLYWOOD, Sept. 6.—This one does not come up to the standard of the average run of westerns, although it probably will go well enough in those places where avid patrons like to see men in cowboy clothes and on horses. "Western Gold" lacks tempo, plausibility and—peculiar criticism, this, of a western—action. It is auspicious from the standpoint of introducing Smith Ballew as a western star. Although he displays a gangling awkwardness, he has possibilities of becoming a box-office figure in this field. What the story and the direction lack in interest is partially made up in the outdoor scenery, photography of which is credited to Harry Neumann.

President Lincoln, again brought to the screen by Frank McGlynn, Sr., commissions Sergeant Gibson (Ballew) a Union Army soldier, to find out why gold shipments from the West, needed sorely by the Union in the Civil War, are being held up. Gibson goes on his mission, meets a boyhood chum, Foster, played by Leroy Mason, and Thatcher, head of the shipping office whose stages are being held up. Gibson finds out that Foster is the robber chieftain, calls on the townspeople for aid, and routs the robbers, winning the hand of Jeanie Thatcher (Heather Angel).

Produced by Sol Lesser for 20th Century-Fox release, the story is credited to Harold Bell Wright, and the screenplay to Earle Snell and Forrest Barnes. Howard Bretherton directed.

Running time, 56 minutes. "G."

Milwaukee Children Banned in Theatres

(Continued from page 1)

garten and first grade pupils from starting public school Sept. 8 and several hundred students attending parochial and private schools.

Although the disease has not reached an epidemic stage here, in view of the fact that it is prevalent in the midwest, health authorities thought it best to take this precaution. Unless revoked beforehand or extended, the order runs until Sept. 20.

A similar ban has been issued by Wauwatosa health authorities, while in Waukesha the order has been broadened to include all children under nine years of age.

Producer in Mexico Hits Sale of Music

MEXICO CITY, Sept. 6.—Producciones Soria, whose "Ora Ponciano" is one of the ranking Mexican-made pictures of this season, has asked the Mexican authors' union to discipline two Mexican showmen, Lorenzo Barcelata and Ernesto Cortazar, who are alleged to have unlawfully sold rights to the music of the picture to RCA Victor and Brunswick and a Mexican disc making enterprise. The producers assert they had no right to sell the picture's music for discs and that such action harms the producers' interests.

The accused declare that as they composed some of the music and songs used in the picture they were entitled to benefit from disc sales.

M-G-M Testing New Ideas for Trailers

HOLLYWOOD, Sept. 6.—Departing from the procedure of making trailers on patterned lines, M-G-M has adopted a system of making separate "short subjects" to plug each of its pictures. First under the new system will be "Yumpha," in which Barnett Parker will be featured and in which "Double Wedding" will be the subject.

Working under Frank Whitbeck, advertising department head, the trailer department has worked out a method of exploiting the product in a complete skit. Robert Benchley is to be featured in "How to Live, Love and Learn," which will introduce scenes from the feature, "Live, Love and Learn."

Jones Made Producer

HOLLYWOOD, Sept. 6.—Paul M. Jones, former assistant director who rose to director-writer status, has been made a producer of "A" pictures at Paramount, after completing production of four pictures under Harold Hurley.

Jones' first assignment in his new status will be W. C. Fields' "Things Began to Happen," which will follow Fields' appearance in "The Big Broadcast of 1938." Jack Cunningham is doing the script.

Betty Compson Signed

HOLLYWOOD, Sept. 6.—Betty Compson will make her film comeback under the Warner banner. She has signed a term contract and the studio expects to build her as a comedienne.

Helen Chandler Gets Contract

HOLLYWOOD, Sept. 6.—Helen Chandler has been signed for the feminine lead opposite Stuart Erwin in Grand National's "Mr. Boggs Buys a Barrel." Gordon Wiles will direct.

M-G-M Signs Boyd Crawford

HOLLYWOOD, Sept. 6.—Boyd Crawford, stage actor who appeared in "Yes, My Darling Daughter," has been signed to a term contract by M-G-M.

Wall Street

Big Board Steady

	High	Low	Close	Net Change
Columbia	23 3/4	23 3/4	23 3/4	- 1/4
Consolidated Film..	3	3	3	
Loew's, Inc.....	79	78	79	+1
Paramount	21 1/2	21 1/2	21 1/2	+ 3/4
Paramount 2 pld....	19 1/2	19 1/2	19 1/2	+ 1/2
Pathe Film.....	9 1/2	9 1/2	9 1/2	+ 1/4
RKO	8 1/2	8	8 1/2	
Warner Bros.....	14 1/4	14	14 1/4	+ 3/4

Little Curb Trading

	High	Low	Close	Net Change
Grand National....	2 1/2	2 1/2	2 1/2	
Sonotone	2	2	2	
Technicolor	30 1/2	30 1/2	30 1/2	
Trans Lux.....	4	4	4	

No Bond Changes

	High	Low	Close	Net Change
Keith B. F. 6s '46..	98	98	98	
Loew's	100	100	100	
Paramount '47....	90	90	90	
Warner Bros. 6s				
'39 wd.....	94 3/4	94 3/4	94 3/4	

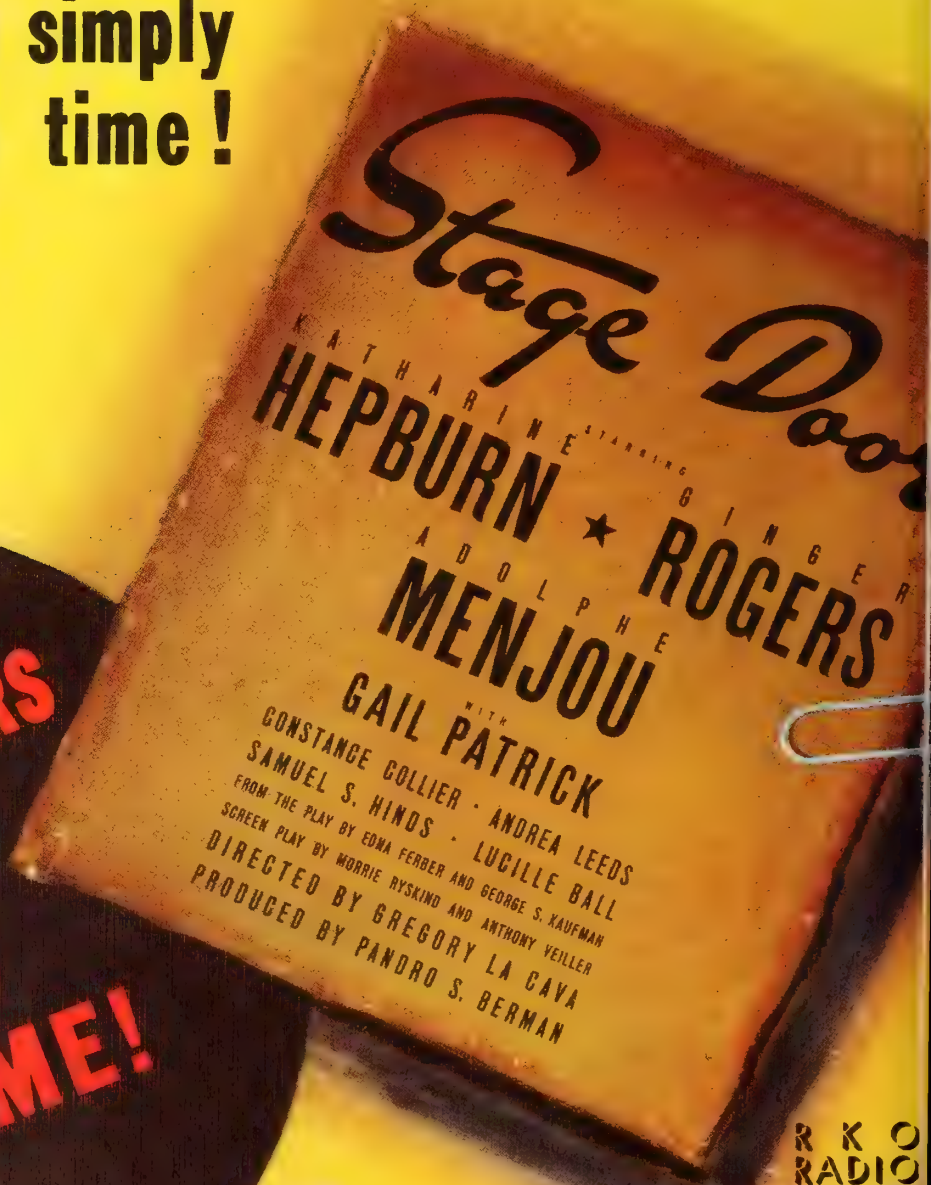
(Quotations at close of Sept. 4.)

BROADWAY'S SENSATIONAL STAGE SUCCESS
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Stage Door

Authored by two of the greatest living playwrights, **EDNA FERBER** and **GEORGE S. KAUFMAN** . . . Thrillingly directed by the genius behind "My Man Godfrey," **GREGORY LA CAVA** . . . Glamorously produced by Hollywood's ace picture-maker, **PANDRO S. BERMAN** . . . Intimately played by stars daringly cast to sweep your fans off their feet with curiosity—and satisfaction! . . . At last the picture you simply **MUST** give extra time!

**BRINGING
TWO GREAT STARS
TOGETHER
FOR THE
FIRST TIME!**



"All Yours" Boston Lead With \$17,000

BOSTON, Sept. 6.—"It's All Yours," with "Flight from Glory," topped the first runs during a full week of rain and cloudy weather. Playing at the RKO Memorial the film grossed \$17,000, above average by \$5,000.

"Stella Dallas," held over with "The Devil Is Driving" at Loew's Orpheum, did very well on the second week, grossing \$14,000. Average is \$12,000. The same program also held over at the Loew's State, grossed \$12,500, over the line by \$1,500.

"Love Under Fire" and Nick Lang, Jr., on the stage drew \$22,000, or just average business at the Metropolitan. Total first run business was \$85,000. Average is \$79,500.

Estimated takings for the week ending Aug. 26:

"YOU CAN'T HAVE EVERYTHING" (20th-Fox) (2nd run)
"BORNEO" (20th-Fox)
FENWAY—(1,382), 30c-50c, 7 days. Gross: \$4,500. (Average, \$4,500.)

"IT'S ALL YOURS" (Col.)
"FLIGHT FROM GLORY" (RKO)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. Gross: \$17,000. (Average, \$12,000.)

"STELLA DALLAS" (U. A.)
"THE DEVIL IS DRIVING" (Col.)
LOEW'S ORPHEUM—(2,970), 25c-45c-65c, 7 days, 2nd week. Gross: \$14,000. (Average, \$12,000.)

"STELLA DALLAS" (U. A.)
"THE DEVIL IS DRIVING" (Col.)
LOEW'S STATE—(3,537), 25c-45c-65c, 7 days, 2nd week. Gross: \$12,500. (Average, \$11,000.)

"LOVE UNDER FIRE" (20th-Fox)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Nick Long, Jr. Gross: \$22,000. (Average, \$22,000.)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox) (2nd run)
"BORNEO" (20th-Fox)
PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000.)

"I COVER THE WAR" (Univ.)
"ONE MILE FROM HEAVEN"
RKO BOSTON (3,246), 25c-50c-65c, 7 days. Gross: \$8,000. (Average, \$11,000.)

W.B.-Kay Francisco Court

LOS ANGELES, Sept. 6.—Warners today began preparation of an answer to the action brought by Kay Francis for cancellation of her contract as of Aug. 15 on the charge that she had been induced to renew in 1935 by the now unfulfilled promise that she would be given the lead in "To-varich." Her complaint asserts that she is receiving \$3,000 weekly which would increase to \$5,000 weekly over a four-year period.

H. J. Wessel on Trip

CINCINNATI, Sept. 6.—H. J. Wessel, president of the Cincinnati Variety Club, is on a three-week trip which will take him to New York, Philadelphia and other eastern points. He expects to be in Atlantic City for the pageant Sept. 10.

While in the east, Wessel will make preliminary plans for the national convention of Variety Clubs to be held here in April.

Pick McLaglen's Story

HOLLYWOOD, Sept. 6.—The next Victor McLaglen-Helen Broderick vehicle at RKO will be "Lost and Found," with Marjorie Lord featured. Joseph Santley will direct.

Bikes Cause Jam

FORT WAYNE, Ind., Sept. 6.—Boys can't ride their bicycles to theatres here any more, Police Captain Jule Stumpf has ruled. He heeded the pleas of older show-goers and people who have to walk by theatres. They asserted they could hardly walk through theatre lobbies and were crowded off the pavement by parked bicycles.

To show that they meant business police trucked bicycles away from in front of three houses here and made the lads who own them register before they could reclaim them.

"Dallas" Gets Big \$19,000, Philadelphia

PHILADELPHIA, Sept. 6.—Outfacing a rainy weekend and the torrid spell which followed, not to mention Monday night's fight broadcast, "Stella Dallas" reopened the Aldine with a whooping \$19,000 for its first week. It is an uncooled theatre.

The only other house in town to better average was the Earle with \$13,500 for its combination of "Love Under Fire" and Will Osborne and revue on stage.

Everything else slipped. "Vogues of 1938" got nine days at the Boyd to \$13,000, under expectations. "Souls at Sea" started strong at the Fox, but dwindled in face of the weather. Its final score was \$17,000 for 10 days. "Broadway Melody" slipped to \$10,500 for its second and last Stanley week.

Total first run business was \$86,000. Average is \$89,960.

Estimated takings for the week ending Sept. 2:

"STELLA DALLAS" (U. A.)
ALDINE—(1,300), 40c-55c-65c, 7 days. Gross: \$19,000. (Average, \$8,160.)

"TOPPER" (M-G-M)
ARCADIA—(600), 25c-40c-50c, 7 days, 2nd week, 2nd run. Gross: \$2,500. (Average, \$2,800.)

"VOGUES OF 1938" (U. A.)
BOYD—(2,400), 40c-55c-65c, 9 days. Gross: \$13,000. (Average, 7 days, \$14,000.)

"LOVE UNDER FIRE" (20th-Fox)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Will Osborne and Band, Nick Lung, Jr., May Questel, "Popeye." Gross: \$13,500. (Average, \$12,000.)

"SOULS AT SEA" (Para.)
FOX—(3,000), 40c-55c-65c, 10 days. Gross: \$17,000. (Average, 7 days, \$14,000.)

"CONFESSION" (W. B.)
KARLTON—(1,000), 25c-35c-40c, 7 days, 2nd run. Gross: \$2,300. (Average, \$4,000.)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. Gross: \$3,200. (Average, \$4,000.)

"BROADWAY MELODY OF 1938" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 7 days, 2nd week. Gross: \$10,500. (Average, \$14,000.)

"KING SOLOMON'S MINES" (G. B.)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$5,000. (Average, \$7,000.)

Managers Transferred

RICHMOND, Sept. 6.—George A. Jones, manager of Loew's here, has been transferred to one of the circuit's Boston houses, with Allen T. Sparrow of Norfolk succeeding him here.

"Earth" Gets Kansas City's Top, \$14,300

KANSAS CITY, Sept. 6.—"The Good Earth" made the best showing of an unimpressive week for first runs when it took \$14,300, \$2,800 over normal, at Loew's Midland. The state fair at Sedalia, Mo., with the biggest attendance in history (90,000 one day), pulled some show business out of town, especially over the weekend. The weather was hot after a cool weekend.

"The Toast of New York" and "Fly Away Baby" gave the Mainstreet \$700 more than \$8,000 par, and "Think Fast, Mr. Moto" and a stage show were good for \$7,600, \$600 up, at the Tower. The \$5,700 done by "Artists and Models" at the Newman was considered good for a second week.

Total first run business (excluding the Empress) was \$37,800. Average is \$36,700.

Estimated takings:

Week Ending Aug. 25:

"PLATINUM BLONDE" (Col.)
UPTOWN—(2,000), 25c-40c, 5 days. Gross: \$1,500. (Average, 5 days, \$3,200.)

Week Ending Aug. 26:

"DAMAGED GOODS" (G. N.)
"KILLERS OF THE SEA" (G. N.)
EMPRESS—(1,500), 25c, 6 days, 2nd week. Gross: \$2,800. (No Average)

"THE TOAST OF NEW YORK" (RKO)
"FLY AWAY BABY" (W. B.)
MAINSTREET—(3,100), 25c-40c, 7 days. Gross: \$8,700. (Average, \$8,000.)

"THE GOOD EARTH" (M-G-M)
MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$14,300. (Average, \$11,500.)

"ARTISTS & MODELS" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. Gross: \$5,700. (Average, \$7,000.)

"Thin Ice" Is Denver Smash With \$18,000

DENVER, Sept. 6.—"Thin Ice" piled up \$18,000 at the Denver. This was \$10,500 over normal and was only \$1,000 below the record set the previous week by "Lost Horizon." The film moved to the Aladdin.

"Broadway Melody of 1938," on a dual with "Border Cafe," doubled par with a take of \$12,000 at the Orpheum. The bill was held over for five days. "Lost Horizon" grossed \$5,000 at the Aladdin after a week at the Denver.

Total first run business was \$44,800. Average is \$27,000.

Estimated takings for the week ending Sept. 1:

"LOST HORIZON" (Col.)
ALADDIN—(1,500), 25c-40c, 7 days, after a week at the Denver. Gross: \$5,000. (Average, \$3,000.)

"PLATINUM BLONDE" (Col.)
"A DANGEROUS ADVENTURE" (Col.)
BROADWAY—(1,500), 25c-40c, 3 days. Gross: \$800. (Average, \$2,000.)

"LOVE UNDER FIRE" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 4 days. Gross: \$2,000. (Average, \$2,000.)

"BLONDE TROUBLE" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. Gross: \$3,500. (Average, \$5,000.)

"THIN ICE" (20th-Fox)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$18,000. (Average, \$7,500.)

"BROADWAY MELODY OF 1938" (M-G-M)
"BORDER CAFE" (Radio)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$12,000. (Average, \$6,000.)

"ONE MILE FROM HEAVEN" (20th-Fox)
"ARMORED CAR" (Univ.)
PARAMOUNT—(2,000), 25c-40c, 7 days. Gross: \$3,500. (Average, \$3,500.)



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QUIGLEY BOOKSHOP

Rockefeller Center New York

"Melody" Top Seattle Draw With \$9,200

SEATTLE, Sept. 6. — "Broadway Melody of 1938" was the big grosser of the week. It took \$9,200, up by \$2,200, at the Fifth Avenue and was held.

"Stella Dallas" was strong in its second week at the Liberty with a take of \$7,000 and was held for a third. "The Good Earth" pulled \$6,750 in its second week at the Paramount and was moved to the Palomar for an extended run.

Total first run business was \$42,350. Average is \$36,500.

Estimated takings for the week ending Sept. 3:

"ROSE MARIE" (M-G-M)
"HELL DIVERS" (M-G-M)
(Reissues)

BLUE MOUSE—(950), 25c-35c, 7 days. Gross: \$5,100. (Average, \$4,000)

"BROADWAY MELODY OF 1938" (M-G-M)

FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$9,200. (Average, \$7,000)

"STELLA DALLAS" (U.A.)

LIBERTY—(1,800), 25c-35c-40c-55c, 7 days, 2nd week. Gross: \$7,000. (Average, \$5,000)

"WEE WILLIE WINKIE" (20th-Fox)

"SING AND BE HAPPY" (20th-Fox)

MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. Gross: \$3,850. (Average, \$4,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

"MIDNIGHT MADONNA" (Para.)

ORPHEUM—(2,450), 30c-40c-55c, 7 days, 3rd week. Gross: \$4,800. (Average, \$6,000)

"MEET THE BOY FRIEND" (Republic)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: "Darktown Scandals." Gross: \$4,650. (Average, \$4,500)

"THE GOOD EARTH" (M-G-M)

PARAMOUNT—(3,050), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,750. (Average, \$6,000)

"Exclusive" Dual \$6,000, Montreal

MONTREAL, Sept. 6. — "Exclusive" was tops on a ratio basis among first runs as the first feature on the bill of the Princess with a take of \$6,000, which was \$1,000 under average.

"Ever Since Eve," on a dual program, brought Loew's up to \$6,000 for the best summer showing at this house, while the second week of "Wee Willie Winkie," with the Coronation color film added, was good for \$6,500 at the Capitol, the first week hitting \$9,500.

"The Good Earth," for its first popular showing in Montreal, grossed \$7,000 at the Palace.

Total first run business was \$25,500. Average is \$35,500.

Estimated takings for the week ending Aug. 28:

"WEE WILLIE WINKIE" (20th-Fox)

CORONATION COLOR FILM

CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days, 2nd week. Gross: \$6,500. (Average, \$9,500). First week: \$9,500.

"EVER SINCE EVE" (F.N.)

"WHITE BONDAGE" (W.B.)

LOEW'S—(3,115), 25c-30c-34c-40c, 7 days. Gross: \$6,000. (Average, \$8,000)

"THE GOOD EARTH" (M-G-M)

PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. Gross: \$7,000. (Average, \$11,000)

"EXCLUSIVE" (Para.)

"SING AND BE HAPPY" (20th-Fox)

PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$6,000. (Average, \$7,000)

Waverly to Reopen

The Waverly, 6th Ave. and 3rd St., will be reopened Sept. 25 after reconstruction and refurbishing.

"Marine" and Show \$17,800 at Omaha

OMAHA, Sept. 6.—The Orpheum skimmed the cream off the local business last week, getting \$17,800 for "The Singing Marine" plus Ted Mack's Revue and Stepin Fetchit on the stage. Average is \$7,200.

"Confession" and "Dance, Charlie, Dance" put the Brandeis into a slump, garnering only \$3,700, or \$300 under par.

"The Good Earth" and "The Jones Family in Big Business" failed to hold up for a second week at the Omaha in face of the Orpheum's stage show and was jerked after three days. Three-day receipts were \$3,600, however, compared to seven-day average of \$5,500.

The infantile paralysis scare in connection with which the city health commissioner has warned mothers to keep their children out of theatres hurt business at all houses.

Total first run business was \$25,100. Average is \$16,700.

Estimated takings:

Week Ending Aug. 23:

"CONFESSION" (F.N.)

"DANCE, CHARLIE, DANCE" (F.N.)

BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$3,700. (Average, \$4,000)

"THE GOOD EARTH" (M-G-M)

"JONES FAMILY IN BIG BUSINESS" (20th-Fox)

OMAHA—(2,200), 25c-40c, 3 days, 2nd week. Gross: \$3,600. (Average, \$5,500)

Week Ending Aug. 26:

"THE SINGING MARINE" (W.B.)

ORPHEUM—(3,000), 35c-55c, 7 days. Stage: Ted Mack, Precision Rhythm Revue and Stepin Fetchit. Gross: \$17,800. (Average, \$7,200)

"Under Fire" Tops Indianapolis Takes

INDIANAPOLIS, Sept. 6.—"Love Under Fire" with "Novelties of 1937" on the stage at the Lyric took a smash \$11,000, \$3,000 over the line. The picture was credited with being mostly responsible for the take.

"The Good Earth" took \$9,800 at Loew's, \$2,800 to the good. At the Circle "The Toast of New York" and "Big Shot" on a dual did a tidy \$6,000, up by \$1,500. The Apollo made its first excursion into double features, dropping \$200 below normal with "One Mile from Heaven" and "Wild and Woolly." Indications are that the house will return to single features within a short time.

Total first run business was \$30,600. Average is \$23,500.

Estimated takings for the week ending Aug. 27:

"ONE MILE FROM HEAVEN" (20th-Fox)

"WILD AND WOOLLY" (20th-Fox)

APOLLO—(1,100), 25c-40c, 7 days. Gross: \$3,800. (Average, \$4,000)

"THE TOAST OF NEW YORK" (RKO)

"BIG SHOT" (RKO)

CIRCLE—(2,800), 25c-40c, 7 days. Gross: \$6,000. (Average, \$4,500)

"THE GOOD EARTH" (M-G-M)

LOEW'S—(2,800), 25c-40c, 7 days. Gross: \$9,800. (Average, \$7,000)

"LOVE UNDER FIRE" (20th-Fox)

LYRIC—(2,000), 25c-40c, 7 days. Stage: "Novelties of 1937." Gross: \$11,000. (Average, \$8,000)

Horace Free to Omaha

CHICAGO, Sept. 6.—Horace Free, formerly assistant to Walter Brown, manager of Ross Federal Service here, has been named manager of the Omaha office for the company. He takes over his new duties tomorrow.

"Artists" and Show \$26,500 Detroit Lead

DETROIT, Sept. 6.—"Artists and Models," with a stage show, overcame the effects of a heat wave and piled up \$26,500 at the Michigan, thereby passing par by \$6,500.

"The Road Back" also was strong at the Fox with a take of \$24,000, up by \$4,000. "Broadway Melody of 1938" took \$12,500 at the United Artists.

Total first run business was \$80,700. Average is \$70,000.

Estimated takings for the week ending Sept. 2:

"WILD AND WOOLLY" (20th-Fox)

"THE LADY ESCAPES" (20th-Fox)

ADAMS—(1,770), 10c-40c, 7 days. Gross: \$5,500. (Average, \$5,000)

"THE ROAD BACK" (Univ.)

FOX—(5,100), 15c-75c, 7 days. Stage: Ward Wilson, Don Zelaya, Sunny O'Dea, Kirk & Lawrence. Gross: \$24,000. (Average, \$20,000)

"ARTISTS AND MODELS" (Para.)

MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Frank Gaby, Glancz & Bellak, Sol Grauman & Melody Beauties, Barbara Parks, Nelson's Elephants. Gross: \$26,500. (Average, \$20,000)

"SAN QUENTIN" (F.N.)

"DANCE, CHARLIE, DANCE" (F.N.)

STATE—(3,000), 10c-40c, 7 days. Gross: \$3,600. (Average, \$5,000)

"BROADWAY MELODY OF 1938" (M-G-M)

UNITED ARTISTS—(2,070), 15c-65c, 7 days. Gross: \$12,500. (Average, \$10,000)

"THE GOOD EARTH" (M-G-M)

MADISON—(2,000), 15c-65c, 7 days, 4th week. Gross: \$8,600. (Average, \$10,000)

"Love Under Fire" Cincinnati Leader

CINCINNATI, Sept. 6.—"Love Under Fire" with \$14,500 at the RKO Albee was tops in an otherwise fair week.

"You Can't Have Everything" pulled \$3,600 on its third downtown week at the RKO Grand, where average is \$2,750. It was held for a fourth stanza. "Broadway Melody of 1938," in its second downtown week at the RKO Capitol, and "Mr. Dodd Takes the Air" at Keith's, came within flirting distance of par, but none of the other houses did.

Total first run business was \$47,160. Average is \$58,700.

Estimated takings for the week ending Sept. 2:

"LOVE UNDER FIRE" (20th-Fox)

RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$14,500. (Average, \$12,000)

"MAKE A WISH" (RKO)

RKO PALACE—(2,700), 35c-42c, 6 days. Gross: \$9,000. (Average, 7 days, \$10,000)

"THE GOOD EARTH" (M-G-M)

RKO SHUBERT—(2,150), 35c-42c, 4 days, 4th week. Gross: \$1,800. (Average, 7 days, \$12,000)

"BROADWAY MELODY OF 1938" (M-G-M)

RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. Gross: \$6,200. (Average, \$6,500). Held over.

"WILD MONEY" (Para.)

RKO LYRIC—(1,400), 35c-42c, 6 days. Gross: \$3,800. (Average, 7 days, \$6,500)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

RKO GRAND—(1,200), 25c-40c, 7 days, 3rd downtown week. Gross: \$3,600. (Average, \$2,700). Held over.

"THE BAT WHISPERS" (B.F. Rights)

RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,200. (Average, \$1,250)

"YOU CAN'T BUY LUCK" (RKO)

RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"MR. DODD TAKES THE AIR" (F.N.)

KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$6,000. (Average, \$6,500)

F.C.C. Issues Schedule of Air Hearings

By CLARENCE LINZ

WASHINGTON, Sept. 6.—Preparing to resume hearings after its summer recess, the F.C.C. has issued its calendar for the coming week, as follows:

Sept. 7, before an examiner—Applications of Curtis Radiocasting Corp., Richmond, Ind., for a new station to operate on 1,420 kilocycles, 100 watts power night, 250 watts day; and KXA, Seattle, for increase of power from 250 watts night, 500 watts day to 1,000 watts.

Sept. 8, before an examiner—Application of Chickasha Daily Express, Chickasha, Okla., for a new 1,500-kilocycle, 250-watt daytime station.

Sept. 9, before the broadcast division—Contesting applications of The Journal Company, Milwaukee; Mid-Atlantic Corp., Washington, and the Trenton Times, Trenton, N. J., for a new station to operate on 1,570 kilocycles, the Milwaukee and Washington applications seeking 1,000 watts power and the Trenton Times 250 watts, and applications of the Frontier Broadcasting Co., Cheyenne, Wyo., for a 1,400-kilocycle station with 100 watts power night, 250 watts day; and the Metropolis Co., Jacksonville, for a new 1,290-kilocycle, 250-watt station.

To Hear Schenectady Plea

Sept. 10, before an examiner—Applications of Citizens Broadcasting Corp., Schenectady, N. Y., for a new 1,240-kilocycle station with 1,000 watts power night, 5,000 watts day; Thomas J. Watson, Endicott, N. Y., for a 1,240-kilocycle, 1,000-watt station; WFNC, Fayetteville, N. C., for a 1,210-kilocycle, 250-watt daytime station; William A. Wynne, Rocky Mount, N. C., for a 1,240-kilocycle, 500-watt station; Hampden-Hampshire Corp., Holyoke, Mass., for a 1,240-kilocycle station with 500 watts night, 1,000 watts day; Capitol Broadcasting Co., Inc., Raleigh, N. C., for a 1,210-kilocycle station with 100 watts night, 250 watts day; C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. C., for a 1,250-kilocycle, 1,000-watt daytime station, and Peter Goelet, Newburgh, N. Y., for a 1,210-kilocycle station with 100 watts power night, 250 watts day.

Sy Rubins Loses Suit

SAN DIEGO, Sept. 6.—Superior Judge Gordon Thompson has allowed a non-suit for four defendants sued by Sy Rubins, radio station promoter, over a contract involving KEBG, Tiajuana.

Rubins asked relief and \$4,300 damages. Judge Thompson ruled the document was indefinite and uncertain and would not hold in California as it was made in Tiajuana, Lower California.

Dr. Dafoe to Resume Talks

Dr. Allan Roy Dafoe will resume his child care and problem periods on Oct. 4 in a series of thrice-weekly programs which will be heard locally from 4.45 to 5 P.M. The series will originate from Dr. Dafoe's study in Callander, Ont. Lehn and Fink are sponsoring.

Radio Artists Soon To Seek New Scales

(Continued from page 1)

such efforts, however, it was stated.

George Heller, director of the organizing work in the east and associate secretary of the radio union, will guide the final organizing drive here and in Chicago. The organization's efforts in this direction are already under way. Moves to obtain recognition of the union and negotiation of schedules will not be undertaken until some time after the arrival here of Mrs. Emily Holt, newly elected executive secretary of the A. F. R. A., from her home in Dallas. Mrs. Holt is expected in New York in about 10 days or two weeks.

Heller, meanwhile, will proceed with plans for the organizing drive and the establishment of New York headquarters for the A. F. R. A. Approximately \$30,000 has been contributed to the organizing fund by Screen Actors' Guild, American Guild of Musical Artists and Actors' Equity.

English Prices Cut On Television Sets

LONDON, Aug. 25.—Cuts in the prices of television receivers are a feature of Radiolympia, radio trade exhibition here. Cheapest of the receivers is a £35 miniature giving a six-inch picture; the sound can be picked up through a standard radio set.

Over a dozen manufacturers are showing sets at prices ranging from £60 upwards. A surprise feature was the display of a set by HMV-Marconi (E. M. I.) giving a 22-inch picture of fair clarity.

Mahoney Buys Spots

Jeremiah Mahoney, candidate for the mayor's office on the New Deal ticket, has purchased eight five-minute spot announcements daily for eight weeks over WMCA. They get under way Wednesday evening, time as yet undesignated.

WOR-Mutual Leases New Amsterdam Roof

WOR-Mutual, as the first step in a program of expansion of its broadcasting facilities, has signed a one-year lease, with optional renewal, and effective Oct. 1, on the New Amsterdam Roof Theatre on 42nd St. The roof seats 709, and will be known as the WOR-Mutual Playhouse.

It has been completely redecorated and the most modern broadcasting equipment will be installed, including new technical devices developed by the WOR engineering department under Jack R. Poppele. In recent years both NBC and CBS have used the roof for broadcasting purposes. It is planned to use hidden microphones during dramatic presentations. Included among the new technical developments are "gobos," which are portable reflecting surfaces, in large size, with two sides. One side imparts a resonant sound and the other a hushed, deadened tone.

Look Magazine Takes 6-Day-a-Week Series

Look Magazine tonight inaugurates a six-day-per-week program over WMCA for 13 weeks. It will be known as "Stop, Look and Listen" and will be composed of news, weather reports and music with Garnett Marks and Don Kerr as announcer and master of ceremonies.

On Mondays, Tuesdays, Thursdays and Fridays, the program will hit the air from 11 to 11:30 P.M. On Wednesdays, the time will shift from midnight to 12:30 A.M. and on Sundays from 11:15 to 11:45 P.M. Schwimmer and Scott, Chicago agency, cleared the deal.

W. H. Grinditch Returns

W. H. Grinditch, general manager of Philco Radio Corp., arrived yesterday on the Queen Mary.

Radio Personals

RANDOLPH SCOTT will be Elza Shallert's guest next Friday at 8:15 P. M., E. D. S. T., over the NBC Blue. . . . Bert Wheeler will be on Charlie Winninger's "Show Boat" program over the NBC-Red Thursday at 9 to 10 P. M., E. D. S. T. . . . Mae Robson, Charlie Ruggles and Ray Middleton will be guests on the "Kraft Music Hall" Thursday night. . . . Cookie Bowers will be featured over WHN from 8 to 8:30 P. M., E. D. S. T., Wednesday night. . . . Allen Prescott will write the script as well as perform the NBC "Wifesaver" program for Borden. . . . Shep Fields and his orchestra will stay in New York to the end of October. . . . Ozzie Nelson and his orchestra and Harriet Hilliard will leave for the coast Sept. 25. . . . Jean Sablon has been renewed on the "RCA-Magic Key" program for an additional two weeks, starting Sept. 19.

Charlie Haywood has laryngitis and will not appear on the "Story of Song" program Tuesday. . . . His place will be taken by Yasha Davidoff. . . . Dorothy Gordon will resume her "Sing Together Club" over the WABC-Columbia network Sept. 16 from 5:45 to 6 P. M., E. D. S. T. . . . Bernie Cummins and his band are recording again with the American Record Co.

Ionized Yeast on Canada Air

Ionized Yeast will begin an extensive radio campaign in Canada the week of Sept. 20. Deals have been closed through Weed & Co., station representatives, for two 15-minute evening programs weekly on CKY, Winnipeg; CICA, Edmonton; CFAC, Calgary; CKCK, Regina, and CFCF, Montreal. The programs will continue for 13 weeks or more, with Whispering Jack Smith and his orchestra featured. Ruthrauff & Ryan is the agency.

To Air Fishing Derby

NBC microphone will be on the spot when the annual Puget Sound fishing derby is broadcast Sunday, Sept. 12, from 1:15 to 1:30 P. M., E.D.S.T., over the NBC-Red. The broadcast, arranged by KOMO, Seattle, NBC affiliate, will be made from an NBC cruiser. Hal Wolf, sportscaster, will handle the microphone.

"Magic Island" in 130 Episodes

Herbert R. Ebenstein, president of Atlas Radio Corp., has disclosed that "Magic Island," Atlas feature, in the future will be sold to the industry in a total of 130 episodes. The show is available on a five-times-a-week basis over a 26-week period.

Ted Husing to Record

Ted Husing has been signed for 15 electrical transcriptions for De Soto. Jimmy Appel of Columbia Artists negotiated the pact.

Hollywood Town Pump

HOLLYWOOD, Sept. 6.—KNX and the Columbia Pacific network is doing a remote daily from the Beverly Wilshire Hotel where Ted Fio Rito and his orchestra have opened an indefinite engagement. The time is 11:30 P.M. to midnight, P.S.T. . . . The coast network also is picking up Herbie Kay and his orchestra, replacing Jan Garber and his band, at Catalina Island Casino, Wednesdays. The time is 8:30 to 9 P.M., P.S.T. . . . With football talk going around, Ernie Smith has switched his "Sportlite" to gridiron talk, lining up various college mentors for appearances. KEHE feeds to the California Radio System . . . KFWB's "Grouch Club" is shooting darts at the other early morning programs by satirizing them.

Tyrone Power will be starred in a new NBC-Blue Show, starting Oct. 3 at 6 P.M., P.S.T., under Woodbury's sponsorship. The new program, a half hour series of dramatizations of plays and stories, will replace the "Rippling Rhythm Revue." The lead opposite Power each week will be a film actress . . .

The second of the Barrymore-Barrie appearances will be on Sept. 13, with

"Accent on Youth" . . . Elza Shallert's guests Wednesday on the NBC Blue will be Phil Regan and Dick Purcell . . .

+

Philadelphia Town Pump

PHILADELPHIA, Sept. 6.—June Collins doubles her piano playing between the WIP program staff and the Hotel Hildebrecht, in Trenton, N. J. . . .

Kenneth Fees, coming here from Kansas City, has been assigned to the field engineers' corps at WIP. . . . Marty Gosch, former coordinator of radio publicity for Warners and Transamerican, is back in Philadelphia to visit his parents. . . . M. Leonard Matt, WDAS news commentator, will produce the "Parade of All Nations" in conjunction with the Constitution Celebration to be staged by Mayor S. Davis Wilson on Sept. 15. . . . WIP's Carolyn Ann Cross, director of the "Homemakers' Club" programs, has been selected as one of the judges for Atlantic City's Miss America beauty pageant. . . . Edward Roecker of the "Pick and Pat" show, was a WIP guest, appearing on the "Homemakers' Club."

LEO SAYS:

This week's best bet:
Hope Hampton on
WHN's Movie Club
Friday night.

WHN DIAL 1010
WINDS ON
M-G-M LOEW'S



Report Metro Aiding Korda On Financing

(Continued from page 1)

Ltd., which controls 57 per cent of the outstanding stock in G. B.

The presence of Schenck and Louis B. Mayer in England currently has given additional strength to the reports that endeavors would be made to revive the G. B. deal on its original or an altered basis.

If M-G-M, on the other hand, is now participating in the financing of London Films, incomplete reports, plus surmise over the weekend, would indicate the transaction, as first planned, might be revived along the broader lines drawn at the outset.

Korda, with Samuel Goldwyn, holds an option to purchase for \$6,000,000 the stock interest now held by Mary Pickford, Douglas Fairbanks and Charles Chaplin in the United Artists Dist. Corp. The option expires approximately with the calendar year. To date and in the light of the most reliable reports, the purchase price has not yet been raised.

Joins Hanson Circuit

TORONTO, Sept. 6.—Lorne Moore, a native of North Bay, Ontario, and formerly assistant manager of the Grand, Sudbury, has been appointed manager of the Royal, North Bay, which has opened as a new unit of the Hanson Theatres circuit.

Out Hollywood Way

HOLLYWOOD, Sept. 6.—A. M. Bowles of San Francisco, division manager for F.W.C., and his assistant, PHIL PHILLIPS, were guests of W. S. VAN DYKE during their visit here.

M-G-M has extended the contract of MELVYN DOUGLAS . . . RKO is retaining ALAN BRUCE, DIANA GIBSON and JANE RHODES, players, on its contract list . . . SAM ENGEL made a quick trip from England where he was in charge of GRACIE FIELD's first picture for 20th Century-Fox to be here when his expected heir arrives . . . JACK LINDER, New York stage producer, has opened an agency on the Sunset Strip here and will also engage in producing plays . . . ELLIOTT NUGENT has been signed to direct HAROLD LLOYD's next Paramount comedy, "Professor Beware," from a story by MARIAN and FRANCIS COCKRELL and a screenplay by JACK CUNNINGHAM. It will start within three weeks.

A deal for the purchase of the THORNE SMITH book, "Topper Takes a Trip," has been made by the Hal Roach studio, which plans it as a sequel to "Topper." ROLAND YOUNG, now under exclusive term contract to ROACH, CONSTANCE BENNETT and ALAN MOWBRAY, also under contract, will appear in the second "Topper" story . . . BRIAN AHERN has been signed to co-star with CONSTANCE BENNETT in "Love without Reason" at the same studio . . . The next BOBBY BRENN film will be "Fisherman's Wharf," a story of San Francisco's

waterfront in modern days . . . SOL LESSER has purchased "Roll Along, Cowboy," ZANE GREY story, for SMITH BALLEW.

Casting—Cyclone, German Shepherd dog trained by HENRY EAST, in "Dog Lobbyist," M-G-M short . . . JOHN HOWARD, CHARLES BICKFORD and ANTHONY QUINN in "East of Shanghai," Paramount . . . LOIS WILDE, DOROTHY SHORT, ROBERT TERRY, ROBERT WILLIAMS and FORREST TAYLOR in "Brothers of the West," TOM TYLER films . . . CHARLES CUMMINGS, 24-year-old screen newcomer, in a singing role in "The Goldwyn Follies" . . . PAULINE GARON in "Blossoms on Broadway," Schulberg-Paramount . . . RAY BOLGER and BUDDY EBSEN in "The Girl of the Golden West," M-G-M . . .

Build at Savannah

SAVANNAH, Sept. 6.—Contracts for the building of two new theatres are expected to be signed here this week. Fred G. Weiss, owner of the Savannah, is erecting one, and the Lucas & Jenkins interests will construct the other. Both houses will be on Bull St.

McVeigh in New Job

HOLLYWOOD, Sept. 6.—Mike McVeigh, formerly of Warners publicity department, has joined the Henry C. Rogers-Constance Hope free lance publicity office.

Film Exports from England Off in July

LONDON, Aug. 27.—Exports of positive film from the United Kingdom for July, 1937, showed a decrease as compared with the same month in previous years. During July, last, 1,714,423 feet were exported, valued at £10,066, which compares with 1,893,540 at £16,307 in July, 1936, and 2,545,122 feet, in July, 1935.

Imports of film likewise showed a decrease, the total footage for July of 1937, 1936 and 1935 being 1,608,168, 2,011,256 and 1,937,175, respectively.

CEA Denies Report Of Admission Jump

(Continued from page 1)

campaign on the subject of film rentals. When there is very little business at the box-office, it can be considered in its true aspect."

It is understood the new campaign for lower rentals will be initiated at the next meeting of the C.E.A. general council, in September.

Set "Summertime" Cast

HOLLYWOOD, Sept. 6.—Paramount has lined up the Yacht Club Boys, Mary Livingstone, Bob Hope and Rufe Davis for "Straw Hat in Summertime," written by George Bradshaw. It concerns the activities of a little theatre group on Cape Cod.

'Ideas' Replaces 'Sword'

HOLLYWOOD, Sept. 6.—Universal has changed the title of "Mightier than the Sword" to "A Girl with Ideas."

NOW BOOKING

Exclusive Official Motion Pictures of the World's
International Heavyweight Championship

BETWEEN

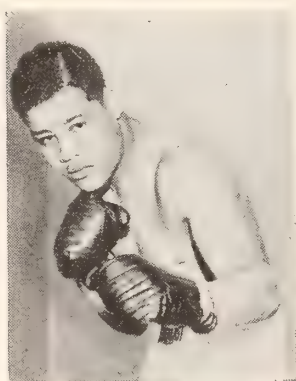
JOE LOUIS

Heavyweight Champion of the World

&

TOMMY FARR

British Empire Heavyweight Champion



JOE LOUIS



TOMMY FARR

Broke All Records at

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VOL. 42. NO. 58

NEW YORK, WEDNESDAY, SEPTEMBER 8, 1937

TEN CENTS

RKO Theatres 26-Week Net Is \$757,803

Admissions Are Up, Says Trustee's Report

The combined operations of the theatre operating subsidiaries of RKO, exclusive of Orpheum subsidiaries, for the 26 weeks ended July 3, 1937, resulted in a net profit, after all charges except a provision for tax on undistributed surplus, of \$757,803.88, it is stated in the fifth report of the trustee for RKO, released yesterday.

The theatre operating net compares with a net profit for the 26 weeks ended June 27, 1936, of \$384,097.61. The report declares that on a comparable basis, theatre attendance during the 1937 period was lower than for the same period of 1936, but an increase in the average admission price raised the total theatre receipts above the 1936 level.

The operations of RKO Radio Pictures, Inc., and subsidiaries, for the 26 weeks ended July 3, 1937, resulted in a net profit, after all charges except a provision for tax on undistributed surplus.

(Continued on page 9)

Doyle Turning to Australian Radio

HOLLYWOOD, Sept. 7.—Stuart F. Doyle, who recently resigned from Greater Union and 28 other film companies in Australia and sold his stock in them, today told MOTION PICTURE DAILY he was turning his entire interest to the Anzac radio industry and an amusement center project he plans in London similar to Radio City.

He has organized, with Frank Albert, his associate and a powerful

(Continued on page 9)

Four Programs Are Renewed on CBS Net

Renewed for long periods over CBS are four programs, two of which are sponsored by the American Home Products Corp., and one each by Ford and Pontiac, respectively. The programs are:

"Romance of Helen Trent" and "Our Gal Sunday," heard Mondays through Fridays from 12:30 to 12:45 P. M., and 12:45 to 1 P. M., in the order named. Both are sponsored by

(Continued on page 13)

More Radio—P. 13

Labor Day Weekend Take Recalls Days of 1929-'30

20th-Fox to Produce 4 Big British Films

By BRUCE ALLAN

LONDON, Sept. 7.—Twentieth Century-Fox will make four big British pictures in addition to the one starring Gracie Fields, Joseph M. Schenck chairman of the board of directors of 20th Century-Fox, declared today. He will leave England for New York tomorrow on the *Normandie*.

The four films each will be budgeted at £100,000, he said, with Robert T. Kane, head of 20th Century-Fox English production, in charge of production. Negotiations are now being carried on for the rental of studio space at the Pinewood plant, Schenck declared.

Both Schenck and Darryl Zanuck, vice-president in charge of production, will come over here next April to in-

(Continued on page 9)

Deny Warner House Deal at Charlotte

CHARLOTTE, Sept. 7.—John J. Payette, general zone manager of the Washington district of Warner theatres, denied in a message received here today that any deal has been made by which North Carolina Theatres would take over the Broadway Warner here. Fred M. Jack, southern division manager for Warners, stated after a recent conference with H. L. Kinney that such a deal would be consummated soon. A denial was also entered by Kinney today.

Joseph Bernhard, Warner theatre head, denied yesterday that the company had disposed of the Broadway Warner in Charlotte to North Carolina Theatres.

Restraint Granted In Color Film Suit

Federal Judge Robert T. Patterson yesterday granted part of a motion brought by Emy Klamt and Ada Zerowa Klamt against Bernhard Delt-schaft, Albert Mueller, Harold and Paul Abbott, American Natural Color Films, Inc., and Richard G. Ausfitzer to restrain American Natural Color Films from disposing of the color in-

(Continued on page 9)

For 10 Years

Toronto, Sept. 7.—N. L. Nathanson's purchase into Canadian Universal includes the Universal franchise in the Dominion for a period of 10 years.

Empire will handle the product, but no consolidation has been made as yet. The six Universal branches continue to do business with no indications so far of the change.

Production Gains; 39 Films Shooting

HOLLYWOOD, Sept. 7.—Productions before the cameras gained four over last week, making 39 pictures shooting. Ten started and six finished, leaving 23 being prepared and 71 being edited.

The starts were: Columbia, "Carnival Lady;" Grand National, "Tex Rides with the Boy Scouts," "He Wanted to Marry" and "Mr. Boggs Buys a Barrel;" M-G-M, "Rosalie" and "Thoroughbreds Don't Cry;" Paramount, "True Confession;" 20th Century-Fox, "Second Honey-moon," and Warners, "Return from Limbo" and "Accidents Will Happen."

The tally by studio: Columbia finishing two, shooting two, preparing two, editing seven; Goldwyn, zero, three, zero, zero;

(Continued on page 9)

Epidemic Disastrous To Toronto Theatres

TORONTO, Sept. 7.—Although there has been no official restriction on attendance of either juveniles or adults at places of amusement because of the prevalence of infantile paralysis, local first runs, particularly, have been badly hit at the box-office for a couple of weeks. An intense hot spell has also added to the woes of managers.

Badly hit is the Canadian National Exhibition, Canada's annual fair which usually brings thousands of visitors to Toronto and which has had a 2,000,000 attendance for several recent years. The exposition closes Sept. 11, according to schedule, but there has been talk of continuing it for a third week in the hope of getting expected crowds. Because of the start-

(Continued on page 9)

Eastern Houses Set Up New Records Partly Due to the Rain

Theatre business nationally reached attendance and gross proportions over the four-day Labor Day weekend unequalled since the boom days of 1929 and '30, according to business reports reaching circuit home offices here yesterday. Gains were general and shared by all national chains.

The east, led by local theatres which did their best holiday business in years, some of it establishing new all-time records, and much of the northern and central sections were favored by weather conditions which sent thousands to the theatres instead of to beaches, resorts, motor and boat trips and other outdoor diversions. The far west and south, however, also reported widespread and marked business gains, contributed by strong current picture attractions as well as the extended holiday period and the prevailing higher admission scales.

Biggest Warner Weekend

Labor Day grosses were the biggest in the entire history of the Warner circuit across the country, a company spokesman stated yesterday. The break in the hot wave Saturday night and the cool weather on Sunday and Monday, plus the quality of the product, was given as the reason. In New Jersey, Sunday business reached an all-time high and was bigger than Labor Day. In other territories where Warners operate, Monday outdistanced Sunday.

In key cities, such as Albany, New York and Milwaukee, the attraction was "Varsity Show." In other key spots, the film was "Thin Ice." "Lost Horizon" and "San Quentin" rounded out the circuit's principal bookings with "Varsity Show" holding forth in approximately 90 per cent of the circuit's key runs.

See \$22,000 at Strand

At the Strand, the Waring musical did \$1,958 on Thursday, its opening day, but had built to \$4,200 Sunday with \$3,600 counted on Labor Day. It looks like a \$22,000 week at the theatre, comparing with approximately \$13,500 for "Confession," the previous attraction.

At the Hollywood, "The Life of Emile Zola" continued to draw heavily. Business was off there last Friday because of the heat. However, the Sunday gross was \$3,700 and Monday's, \$4,400. For the week ending tonight,

(Continued on page 10)

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DAILY
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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Quiet Day in Trade

The New York film trade slipped into its annual quiet yesterday with the observance by Jewish members of the industry of the second and final day of Rosh Hashanah, the Jewish New Year.

Hitchcock Picks Next

Alfred Hitchcock's next for G. B., following "The Girl Was Young," will be "The False Witness," a French short story by Marcel Achard. Nova Pilbeam will be starred.

Open "Victoria" Sept. 16

LONDON, Sept. 7.—The premiere of "Victoria the Great" has been scheduled for the Leicester Square here on Sept. 16.

A TRAILER ON
EVERY PICTUREProduced by Experienced Showmen
HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"My Dear Miss Aldrich"

(M-G-M)

HOLLYWOOD, Sept. 7.—Save for periodic spurts of characteristic comedy by Edna May Oliver, who is given top billing but shunted out of the action for longer stretches than is good for the picture, this treatment of the lately overworked girl-reporter theme is workaday product. Maureen O'Sullivan, Walter Pidgeon, J. Farrell MacDonald and Guinn Williams are other billable names in the cast, and the cost of production has not been clipped to the accustomed overhead level of merchandise designed to serve as supporting attractions, yet it appears likely that most showmen will utilize the picture in that capacity.

In common with other recent releases, and others not so recent, "My Dear Miss Aldrich" makes the so-called Fourth Estate look ridiculous by showing how a Nebraska school teacher (Miss O'Sullivan) scoops the city editor (Pidgeon) and staff of New York's greatest newspaper on such stories as the imminent motherhood of a visiting queen and the settlement of the greatest strike threat in history. In the doing, of course, the school teacher, who happens to have inherited the newspaper, and the city editor, who hates women, learn to love and decide to marry each other. Miss Oliver plays the heroine's aunt in crisp and telling fashion. The others more or less walk through, and when Miss Oliver is off the screen the walking is pretty slow.

The picture was directed by George B. Seitz from an original story and screenplay by Herman J. Mankiewicz. The studio's printed assertion that "any similarity to actual persons, living or dead, is purely coincidental," is superfluous.

Running time, 77 minutes. "G."

"Partners in Crime"

(Paramount)

HOLLYWOOD, Sept. 7.—Occasionally there is comedy in this, the result of some bit of dialogue, complicated situation or characterization. Generally, however, it is a humdrum affair devoid of the elements necessary to stir audience enthusiasm. The skeleton of an idea is there, but, mainly because too much has been hung upon it, neither the comedy, romance or semi-mystery melodrama is strong enough to make the offering more than a sustaining attraction.

"Partners in Crime" is a further adventure in the careers of Lynn Overman and Roscoe Karns, the "Murder Goes to College" pair. Modern knights errant, for a price, they become involved in a small town political mess which threatens to assume scandalous proportions. Just when the story threatens to turn heavily dramatic, it goes farce comic instead. In that atmosphere, Overman not only prevents the grafters from taking over the town, but gets his pal, Karns, who is in jail suspected of murder, elected mayor. To effect the romantic conclusion, Karns goes in search of the girl, Muriel Hutchinson, who is the key figure in the political plot.

A confused story, jerkily directed, the picture has a few good individual performances to redeem it. Showmen, nevertheless, will be hard put to discover exploitation angles unique enough to arouse patron curiosity.

Running time, 60 minutes. "G."

"Expensive Husbands"

(Warners)

HOLLYWOOD, Sept. 7.—Given any sort of a chance, Patric Knowles may rise to a high ranking position at the box-office. He has personality, and that which attracts women, and he looks a great deal like Errol Flynn. Unfortunate is the selection of "Expensive Husbands" as a part of the buildup planned for him by Warners. The story, which had elements of a grand light comedy, misses. The dialogue is amateurish, the direction unsteady, and the actors appear shaky in delivering their lines.

Laurine Lynne, film star, played by Beverly Roberts, finds her place in the cinema firmament unsteady and goes to Europe. Getting an idea for a publicity stunt, she arranges to marry a prince (Patric Knowles) for his title. She is skyrocketed again to fame, but discovers she loves the prince. In the meantime, the prince, who had been working at menial tasks in Vienna, comes into his inheritance. Miss Lynne throws over her career to go to Vienna and, presumably, live happily ever after with the prince.

Running time, 60 minutes. "G."

Cinecolor Withdraws
SEC Petition Again

HOLLYWOOD, Sept. 7.—The second withdrawal of an S.E.C. application to place 400,000 shares of Cinecolor on the market as made today in Washington was explained tonight by Howard Brown, Cinecolor vice-president, as a move necessitated by the Government's desire to inspect the patents and equipment of the company. Government men are expected out here this week.

The first withdrawal was caused by S.E.C. objection to listing the stock at \$1 per share par and selling at \$1.50. The action to have been filed today would list the stock at \$1.50 par to sell at the same price. Brown said when the company incorporated in California, the state appraised the patents but under the stock selling plan the Federal Government makes its own appraisal of patents and equipment.

Sparks in Agreement
With Florida Union

TAPPA, Sept. 7.—A two-year contract has been signed between Sparks Theatres and the Union of Theatre Operators and Stage Employees of Florida, providing for a 10 per cent wage increase. W. E. Sullivan, business agent, acted for the union.

Casino Enterprises, Inc., of West Tampa and Ybor City, signed an agreement with the union several days ago. Casino also has concluded an agreement with a union of cashiers and ushers who kept three Tampa houses closed for six weeks.

Flash Previews

"The River of Missing Men"—Rather formula G-man action stuff, which should go with the fans that like it.

"Doctor Syn"—Definite box-office value in this English film, starring George Arliss. With a murder or two it is speedy and different.

"The Squeaker"—Another from England, and a good adaptation of the Edgar Wallace novel and play. An ingenious crime thriller.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Para. Technicolor Deal

HOLLYWOOD, Sept. 7.—Paramount today signed a contract with Technicolor for six color pictures to be made at the rate of two yearly for the next three years. This is in addition to the current commitments on "Ebb Tide," "Men With Wings" and "Beau Geste."

Unveil Bust of Rogers

COLORADO SPRINGS, Sept. 7.—Approximately 1,000 persons crowded the grounds around the Will Rogers Shrine of the Sun, at the dedication yesterday, during which a bust of Rogers was unveiled. The shrine and bust are on Cheyenne Mountain, near here.

Ellman Ball Team Wins

CHICAGO, Sept. 7.—Henri Ellman's softball team has won the 1937 softball championship of the M. P. League here, as a result of a double-header victory over the Balaban & Katz team.

AMERICA IS WAITING!

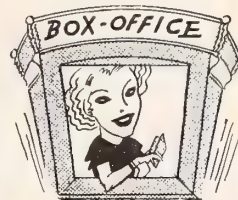
THE SEASON'S FIRST BIG SMASH HIT!



IT'S THE TALK OF THE TOWN!

Wherever you go they're singing the praises of M-G-M's newest eye-ful and ear-ful of screen thrill! It's the biggest show that stage or screen has ever known! The dream of film producers has at last been realized. Here is the first great romantic, dramatic musical spectacle. 2½ hours of glorious entertainment!

Jeanette MacDonald THE Firefly



SEATS ON SALE 6 WEEKS IN ADVANCE

ASTOR
ALLAN JONES · WARREN WILLIAM
BILLY GILBERT · DOUGLAS DUMBRILLE
and CAST OF THOUSANDS



A GALA M-G-M TRIUMPH STARTS THE NEW SEASON

It's a pleasure to watch that thrilled Astor Theatre audience. They're literally sitting on the edge of their seats with each suspenseful moment. Never has there been a musical picture with such a thrilling story to hold you spell-bound and so romantic! You simply must see it!



YOU'LL BE AMAZED...

Behind the mighty scenes of carnival, battlefield, fiesta, two lovers lift their yearning voices in heart-song.



CALL UP YOUR SWEETHEART!

She'll hold your hand during the love songs which include these Friml Favorites: *Sympathy*, *Giannina Mia*, *Love is Like a Firefly*, *A Woman's Kiss*, *He Who Loves and Runs Away*.



SHE SHINES WITH A NEW BRILLIANCE
Brilliant dancer as well as captivating song-bird! See Jeanette MacDonald do the beautiful and provocative "Dance of the Flame" in the boisterous drinking scene with the French officers.



DISCOVER ROBT. SPINDOLA!
He's the little fellow who appears with Allan Jones in the delightful "Donkey's Serenade" number.

ANOTHER TRIUMPH! LAVISH MUSICAL — *Sun*
VASTLY ENTERTAINING... RARE SINGING — *Journal*
STUNNING IN ITS GRANDEUR — *Mirror*
A ROMANTIC STORY... MISS MacDonald AND ALLAN JONES IN A TREAT — *News*
STARTS FALL SEASON WITH A BANG! — *Brooklyn Eagle*

with
Allan Jones
Warren William
Billy Gilbert
Douglas Dumbrille
Directed by
Robt. Z. Leonard
Produced by
Hunt Stromberg
An M-G-M Picture

ASTOR
BROADWAY & 45th ST.
Twice Daily, 2:40, 8:40. Sun. 3, 6, 8:40.
Mats. 50c to \$1. Eves. 50c to \$2. Sat. &
Holiday Mats., Saturday Midnite, Sunday
& Holiday 6 P.M. 50c to \$1.50. (Plus Tax).

"Horizon" Is Sensation at San Francisco

SAN FRANCISCO, Sept. 7.—"Lost Horizon" was sensational in a week when there was plenty of downtown competition. It pulled \$18,000 at the Orpheum, over normal by \$10,000.

"Souls at Sea" and "Blonde Trouble" at the Warfield went to \$19,000, topping par by \$5,000. "Broadway Melody of 1938," on a dual with "She's No Lady," reached \$15,000, up by \$1,000.

Total first run business was \$92,700. Average is \$76,000.

Estimated takings:

Week Ending Aug. 31:

"BIG SHOT" (RKO)

GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: Gene Autry. Gross: \$14,500. (Average, \$16,000)

Week Ending Sept. 1:

"SAN QUENTIN" (Col.)

"LOVE UNDER FIRE" (20th-Fox)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$19,000. (Average, \$17,000)

"LOST HORIZON" (Col.)

ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days. Gross: \$18,000. (Average, \$8,000)

"BROADWAY MELODY OF 1938" (M-G-M)

"SHE'S NO LADY" (Para.)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$15,000. (Average, \$14,000)

"THE GOOD EARTH" (M-G-M)

ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 3rd downtown week. Gross: \$6,400. (Average, \$6,000)

Week Ending Sept. 2:

"SOULS AT SEA" (Para.)

"BLONDE TROUBLE" (Para.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. Gross: \$19,000. (Average, \$14,000)

Week Ending Sept. 3:

"AMPHITRYON" (French)

CLAY—(400), 15c-35c-40c, 7 days, 2nd week. Gross: \$800. (Average, \$1,000)

Jubilesta Names Booked

KANSAS CITY, Sept. 7.—This year's Jubilesta will be held from Sept. 17 to 25 in the Municipal Auditorium. Eddy Duchin, Rufe Davis, Wayne King, Frances Langford, Jack Haley, Isham Jones, Alec Templeton, Buddy Rogers, Edgar Bergen with Charlie, and Benny Goodman has been booked.

The event is considered big time competition for all Kansas City theatres.

AMERICAN FLAGSHIPS



TO LOS ANGELES

MERCURY SKYSLEEPER
OVERNIGHT—3 STOPS ONLY
THRU SERVICE—NO CHANGE OF PLANES
COOL, AIR-CONDITIONED CABINS
MERCURY—Lv. 5:10 pm; SOUTHERN—Lv. 8:30 pm.
Call your Travel Agent, or VANDERBILT 3-2580
Ticket Offices: 45 Vanderbilt Ave. and
Rockefeller Center, 18 W. 49th St.

AMERICAN
AIRLINES INC.

Purely Personal

GERTRUDE LAWRENCE, EVELYN LAYE, BEATRICE LILLIE and NOEL COWARD were among those who arrived on the *Queen Mary* from London Monday. Miss LAWRENCE will do a stage play, "Susan and God"; Miss LAYE will co-star with JACK BUCHANAN on the musical comedy stage in "Between the Devil"; Miss LILLIE reports shortly to Major Prod. for her first picture under that banner and COWARD seems to be floating around with no immediate plans in the offing.

DON GREENHOUSE, who resigned recently as a foreign manager for M-G-M after four years with that company, arrived in New York yesterday from the Dutch East Indies, where he was last stationed. He was also Colombia representative for Metro earlier.

LEON NETTER yesterday returned from a holiday spent in and around Westchester County. He says he got acquainted with his family again and believes he's "in" for another year anyway.

MORRIS HELPRIN, ALEXANDER KORDA's publicity representative in this country, will return tomorrow from England on the *Ile de France*. He has been conferring with KORDA.

WALTER GREEN, president of National Theatre Supply Co., is kept pretty busy these days attending the official openings of several of his remodeled branches.

M. SWIFT, manager of the London branch of Guaranteed Pictures, will sail today on the *Queen Mary* after two months in New York and Hollywood.

NED E. DEPINET and NATE BLUMBERG went into a second slight delay yesterday and will not fly west until tonight.

JOHN E. OTTERSON is scheduled to arrive at Quebec on the *Empress of Britain* tomorrow. He is returning from a vacation trip to Europe.

JOSEPH M. SCHENCK, chairman of 20th Century-Fox, leaves today on the *Normandie* for New York.

ED SULLIVAN heads for Hollywood this week where he will replace SIDNEY SKOLSKY as studio columnist for the *New York Daily News*.

DAVE HARRIS has resigned as manager of the Hollywood, Brooklyn, to take over management of the DeLuxe, a Leff-Meyers house in the Bronx.

J. W. SERVIES of the sales promotion department of National Theatre Supply Co. is the father of a seven pound boy.

HERBERT GRIFFIN, vice-president of International Projector Corp., is on his first vacation in five years.

NINO MARTINI is in New York for a vacation following completion of his role in "Music for Madame."

BEN BERNIE arrived on the coast yesterday to begin work in "Love and Hises."

The Easy Way

Bob Goldstein is in London. His friends yesterday received postcard greetings, rubber-stamped to read: "Having a wonder time. Love."

Goldstein merely filled in the name and his signature.

BINNIE BARNES will sail for London on the *Queen Mary* to start work in "Bicycle Built for Two."

LOUIS D. FROHLICH and HERMAN FINKELSTEIN leave for Lincoln today.

Baltimore

MARGARET J. SCHANBERGER, 13, daughter of J. L., Keith's manager, is recovering from lacerations suffered in a bicycle fall.

FRANK BOUCHER, who managed the Metropolitan here, has become the manager of Strand, Altoona, Pa.

WILLIAM K. SAXTON, Loew's city manager, has had his tonsils removed at Sinai Hospital.

ROBERT MARHENKE has been appointed Preston manager succeeding WILBUR BRIZANDINE transferred to the Rialto; LOUIS STOEK becomes manager of the Cameo succeeding LEO MCGREAVY who becomes relief manager for Associated Theatres.

I. V. HART, publicist for Keith's, at home recovering from operation on throat.

Col. vs. Consolidated

The Columbia and Consolidated M. P. League baseball teams will play today at the George Washington High School stadium for the Quigley Publications Cup. The teams are playing the final post-season round of elimination playoffs.

Wall Street

All Issues Off

	High	Low	Close	Net Change
Columbia, vtc	22	21½	21½	-2½
Consolidated	3	2¾	2¾	-½
Consolidated, pfd.	11¼	10½	10½	-¾
Eastman	182	179	179	-5
Gen. T. Equip.	23	22	22	-2½
Loew's, Inc.	76¼	71	71½	-7½
Paramount 1 pfd.	140¾	140½	140½	-8
Paramount 2 pfd.	183¼	168	168	-27½
Pathe	9½	7¾	8½	-1½
RKO	8½	6¾	7	-1½
20th Century-Fox	34¾	31¾	32	-3
Warner	13¾	12	12½	-1¾
Warner, pfd.	55	55	55	-1¾

Little Curb Trading

	High	Low	Close	Net Change
Grand National	25½	2½	2½	-¾
Sonotone	17½	1¾	1¾	-¼
Technicolor	307½	29	29½	-1½
Trans-Lux	4	4	4	
Universal	6¾	6¾	6¾	-¾

Bonds Off Fractionally

	High	Low	Close	Net Change
Keith B. F. 6s '46	98	97¾	97¾	-¼
Loew's	99¾	99¾	99¾	-¼
Paramount Pict.	99¾	99¾	99¾	-¼
6s '55	99¾	99¾	99¾	-¼
Paramount F. L.	90	90	90	
6s '47	107½	107	107	-¾
RKO 6s '41 pp.	94	94	94	-¼
Warner Bros. 6s	94	94	94	-¼
'39 wd	94	94	94	-¼

(Quotations at close of Sept. 7)

"Under Fire" Kansas City Top, \$11,000

KANSAS CITY, Sept. 7.—Only two bills were stout enough to stand up under the heat and the general dolldrums. "Love Under Fire" at the Fox (formerly the Tower) was good for \$11,000, \$4,000 over normal, and was moved to the Fox Uptown for a second week.

Big money went to "Topper" and "Men Are Not Gods" at Loew's Midland, where, backed by a strong campaign, the combination was good for \$12,500, \$1,000 better than average.

Other first runs failed to make the grade. "Confession" and "Mr. Dodd Takes the Air" lasted only six days at the Mainstreet, squeezing out \$4,700 against a \$7,200 average.

Total first run business (exclusive of the Empress) was \$35,400. Average is \$35,100.

Estimated takings:

Week Ending Aug. 31:

"THE GREAT GAMBINI" (Para.)
"DANCE, CHARLIE, DANCE" (W.B.)
NEWMAN—(1,900), 25c-40c, 5 days. Gross: \$3,200. (Average, 5 days, \$5,000)

Week Ending Sept. 1:

"BACK STAGE" (G.B.)
"THE GREAT HOSPITAL MYSTERY" (20th-Fox)
EMPRESS—(1,500), 25c, 6 days. Gross: \$1,800.

"CONFESSION" (W.B.)
"MR. DODD TAKES THE AIR" (W.B.)
MAINSTREET—(3,100), 25c-40c, 6 days. Gross: \$4,700. (Average, 6 days, \$7,200)

Week Ending Sept. 2:

"TOPPER" (M-G-M)
"MEN ARE NOT GODS" (U.A.)
MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$12,500. (Average, \$11,500)

"LOVE UNDER FIRE" (20th-Fox)
FOX (formerly Tower)—(2,200), 25c-40c, 7 days. Stage: Frederick Sylvestre and his Nephews, Ann Lester, Joe & June McKenna, Charles & Helen Stone. Gross: \$11,000. (Average, \$7,000)

"WILD & WOOLLY" (20th-Fox)
"BORNEO" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 8 days. Gross: \$4,000. (Average, 8 days, \$4,400)

Rename "U" Picture

HOLLYWOOD, Sept. 7.—"The King Without a Crown" has been set as the release title for "The Uncrowned King," first of a series of historical mystery shorts at M-G-M.



FILMDOM'S FAVORITES—UNITED'S NEW SLEEPERS

* In addition to its famous overnight Continental (lv. New York and California at dinner hour), United offers a second coast-to-coast sleeper service, The Overland Flyer. Leave New York shortly before midnight... California next afternoon. Equally fast service West-East. United's sleeper service is really different!

TICKETS: United Offices, Travel Bureaus, Telegraph Offices

UNITED AIR LINES

WE TOLD YOU SO!

"PLATINUM-LINED
GROSSER!"

"HEAVY
APPLAUSE!"

"IT WILL GET
YOU!"

"MAGNIFICENT!"

"SWELL BUSINESS
ANYWHERE!"

"TOP NOTCH!"

"PERFECT BOX-
OFFICE!"

"ONE OF THOSE
RARE GEMS!"

"ONE OF THE
BEST THE IN-
DUSTRY HAS
SEEN!"

"REEKING WITH
SHOWMANSHIP!"

"SUPERB
ENTERTAINMENT!"

**"IN PHILADELPHIA
WHERE '100 MEN AND A
GIRL' OPENED AT THE FOX,
THE GROSS AT EXACTLY THREE
O'CLOCK HAD EXCEEDED THE
FIGURE OF ANY ATTRACTION
BOOKED INTO THAT THEATRE
IN THE LAST THIRTEEN
MONTHS."**

**—MOTION PICTURE
DAILY**

THE NEW UNIVERSAL'S



but **THESE RAVES**

PLATINUM-LINED GROSSER!

! "It's a pleasure to bow deeply to Universal for having turned out as delightful a picture as '100 Men and a Girl'. Theatre men will learn that they have a platinum-lined grosser coming up shortly. An occasion for dancing in the streets. Miss Durbin with the adult voice is much of an improvement; her work is an eyebrow-raiser. Freshness and heart-warming incident course through the film. Leopold Stokowski plays himself and does astonishingly well. A rich and very pleasing assortment of comedy and pseudo tragic situations with fun predominating all the way. There is about this picture a warmth reached for at large in Hollywood and not frequently enough attained."

MOTION PICTURE DAILY

ONE of the BEST THIS INDUSTRY HAS SEEN!

"We'll tab '100 Men and a Girl' as one of the big hits of the next few months and one of the best pictures this industry has ever seen."

THE HOLLYWOOD REPORTER

THE YEAR'S BEST!

! "One of the year's best pictures."

LIFE MAGAZINE

TOP NOTCH! SUPERB!

"Universal has done it again with Deanna Durbin. Here is a show packed with smooth dialogue, hilarious comedy, beautiful arias that every patron will enjoy. Deanna Durbin's acting is superb. A topnotch production. Should do swell business anywhere."

JAY EMANUEL PUBLICATIONS

NEW YORCHIDS!

"Universal's '100 Men and a Girl' with Durbin and Stokowski." WALTER WINCHELL

A FILM TO BE SEEN!

"'100 Men and a Girl' proves beyond all doubt that Deanna Durbin is no flash in the pan. The new film at the Fox Theatre establishes her as one of the most attractive new screen personalities in pictures. Lively with exciting incidents. A film to be seen."

PHILADELPHIA RECORD

The New Universal's **100**

TELL IT BETTER!

WEEKS WITH SHOWMANSHIP!

"Magnificent production reeking with showmanship values destined to make B. O. history. One of the greatest musical performances ever heard anywhere. A picture which will bring joy to those who see it and to the exhibitors who play it. Will undoubtedly make the box office of your theatre the busiest spot in town. Destined to greatest box office success as a result of the sheer merit of its entertainment qualities. Your patrons will love every minute of it!"

SHOWMEN'S TRADE REVIEW

IT WILL GET YOU!

"So alive, so vibrant, so direct, that it will get you and hold you. You will love little Miss Durbin. Don't miss '100 Men and a Girl'! It is one of those rare gems that emerge now and then from Hollywood!"

LIBERTY MAGAZINE

BETTER than FORMER FILM!

Deanna's singing is even better than was in her former film. At the close of the picture there was whole-hearted applause!"

PHILADELPHIA ENQUIRER

PERFECT BOX OFFICE!

"Superb entertainment and perfect boxoffice. It will quicken the pulse of the moviegoer and exhib alike, providing for the former 84 minutes of expertly fused comedy, emotionalism and fine music and assuring the latter rapidly spinning turnstiles and ticket choppers. Deanna gives an utterly charming performance, and her vocal work spells further critical raves. Stokowski, conducting, gives the role a needed dynamic and dramatic emphasis. The film is studded with fine music, splendidly recorded."

FILM DAILY

SOCK OPENING!

"Opened to the largest first-day audience the Fox has seen this summer."

PHILA. EVE'G BULLETIN

IT'S THE TOPS!

"In every respect it falls into cinema's upper brackets."

PHILA. EVEN'G LEDGER

100 MEN AND A GIRL

Flash!!

**JIMMIE
FIDLER**

Radio's famous movie commentator

gives it

5 BELLS

**100 MEN
AND A GIRL**

Nobody's talking about anything else!

20th-Fox to Produce 4 Big British Films

(Continued from page 1)

augurate production. No other details regarding directors and players for the four big films have been completed as yet, Schenck indicated. The greatest difficulty, he said, is the lack of first class producers here.

The board chairman denied that there were any new developments in the G. B. situation, declaring that the next move is up to the Ostrers. He expressed himself as satisfied with the quota proposals set forth in the planned new Films Act, and said he had no criticisms to offer on the legislation.

He declared that higher admission scales have been made necessary by the increase of 25 to 30 per cent in production costs, and said that producers could not recover their costs at the present admissions.

Also on board the *Normandie*, which is scheduled to arrive in New York next Monday, are Dr. A. H. Giannini, chairman of the board and president of United Artists; Hunt Stromberg and Constance Bennett.

Restraint Granted In Color Film Suit

(Continued from page 1)

vention known as the Wolff-Heide process pending trial of the suit.

Motions seeking to prevent a board meeting on the part of the defendants, to keep the defendants from taking possession of the invention; to keep the defendants from selling, using or financing the invention by carrying on their business and to refuse to allow delivery to the defendants of all apparatus, films and lenses were denied. The plaintiffs' claim that the defendants infringed on their patent and in their suit asked for an injunction and an accounting of the profits. They also claimed that James W. Gerard, former U. S. ambassador to Germany, is president of the corporation, but he denied this, saying that this relationship to the corporation is only that of a stockholder.

Gets Accountant Post

KANSAS CITY, Sept. 7. — Herbert E. Walters, manager of Mutual Theatres' Colonial here, has been promoted to accountant in the central offices of the circuit, which is operated by W. D. Fulton and Stanley Schwartz. Walters succeeds T. D. Stiles, resigned. J. F. Brosius is the new manager at the Colonial. Joe Green, general manager of the group, has temporarily assumed the duties of manager at the Tivoli, in addition to his other work. Thomas Garrett has been named manager of the Strand, another Mutual unit.

Files Capital Increase

OKLAHOMA CITY, Sept. 7.—Twentieth Century-Fox Film Corp., New York, has filed an affidavit of increase of capital stock from \$18,178.83 to \$19,149.33 with the secretary of state here.

Out Hollywood Way

HOLLYWOOD, Sept. 7.—Talking by short wave on station W6NN9, an amateur station here, SOL LESSER, in Honolulu, set the next SMITH BALEW picture as "Hawaiian Cowboy," and gave BARNEY BRISKIN orders to prepare the story for approval upon his arrival here at the end of the month.

JOE WEBER and LEW FIELDS, appearing in Schulberg-Paramount's "Blossoms on Broadway," may take up a screen career if public reaction to their work in the film is favorable. . . . Winding up her role in Goldwyn's "The Adventures of Marco Polo," BINNIE BARNES has gone to England where she will appear in "Bicycles for Two" for ALEXANDER KORDA. . . . Lieut. Commander GEORGE W. DASHIELL, U. S. N. R., has been signed as technical director for "He Wanted to Marry," Grand National picture starring WALLACE FORD. . . . MARY LOU TREEN will be billed as MARY TREEN in Grand National's "He Wanted to Marry." . . . M-G-M has postponed shooting of "The Ugly Duckling" until JUDY GARLAND has finished in "Thoroughbreds Don't Cry," which is due to start next week.

"Roar, Leo, Roar," M-G-M convention song, has been adopted as the marching tune by Detroit's police band. . . . ROBERT SINCLAIR, 13-year-old New Zealand boy, has been signed by M-G-M as a possible successor to FREDDIE BARTHOLOMEW, whose aunt has withdrawn him from the studio roster. His name has been changed to RONNIE ST. CLAIR and he has been assigned to a role in "Thoroughbreds Don't Cry," origi-

nally scheduled for BARTHOLOMEW and later, DOUGLAS SCOTT. The SCOTT boy will appear in "The Last Gangster." . . . WILLIAM POWELL has left for a vacation, and is headed for New York.

Contracts—MELVILLE COOPER and the MAUCH twins, BILLY and BOBBY, have had their contracts extended by Warners. The MAUCH twins' next vehicle will be "Penrod and His Twin Brother." . . . WILLIAM PIERCE, assistant to CHARLES R. ROGERS at Universal, has signed GORDON MILLER, 23-year-old singer in New Orleans, to a term contract and MILLER is tentatively set for a role in "Mad About Music," DEANNA DURBIN's next picture. . . . 20th Century-Fox has extended the contracts of Joan Davis and VIRGINIA FIELD, the latter's next assignment being "Shanghai Deadline."

Casting—ROBERT SPINDOLA in "Live, Love and Learn," M-G-M. . . . TULLY MARSHALL, OTIS HAROLAN, OTTO HOFFMAN and NORA CECIL in "Mr. Boggs Buys a Barrel," Grand National. . . . JAMES ROBBINS in "He Wanted to Marry," Grand National.

Writers and Stories—R. C. SHERIFF has finished his M-G-M assignments and has left for London. . . . Capitalizing on the mysterious submarine warfare in the Mediterranean, DAVID DIAMOND, Grand National producer, has registered a story woven around the incident. He has written an original, "The Phantom Submarine," and submitted it to Grand National.

Epidemic Disastrous To Toronto Theatres

(Continued from page 1)

ling drop in paid admissions, attendance figures have not been published from day to day as in all previous years but it is believed that the grand total will barely reach half of last year's figure.

Only a handful of towns around the province have prohibited the admission of children to theatres but parents have taken voluntary action along this line in a general way so that the result has been practically the same. Official bans were imposed at London, St. Thomas, Barrie and Simcoe after which the Ontario Government requested the people not to become panicky. Playgrounds, swimming pools and picnic spots have all been closed by municipalities as a special precaution.

Bank Night Tax Gains

LITTLE ROCK, ARK., Sept. 7.—Attaches of the State Revenue Dept. report that Bank Night taxes remitted during the month of August totaled \$1,077.07, increasing total collections from that source since the law became effective last March to \$4,214.41.

"As soon as we get all the merchandising schemes and 'free money' propositions catalogued," Cashier N. E. Shuffield said, "the tax should net the state between \$1,500 and \$2,000 a month."

Production Gains; 39 Films Shooting

(Continued from page 1)

Grand National, zero, three, zero, two; M-G-M, zero, four, four, four; Monogram, zero, zero, zero, two; Paramount, zero, eight, two, 11; Principal, zero, one, zero, zero; Republic, one, one, two, four; RKO, zero, three, five, five; Selznick, zero, one, zero, one; 20th Century-Fox, three, four, four, seven; Universal, zero, two, one, one; Wanger, zero, zero, zero, three; Warners, zero, seven, one, 24.

Columbia and M-G-M each started a short subject, both of which are still shooting. Columbia finished one. Three are preparing, one each at Columbia, M-G-M and RKO, and a total of 13 are being edited.

Opens Ontario House

LONDON, ONT., Sept. 7.—London's eighth theatre opened Labor Day when the Elmwood, a suburban house in the south end of the city, started operations under the direction of N. McLeod, owner, who also has a theatre in nearby Strathroy. The Elmwood seats 450.

Close in Washington

WASHINGTON, Sept. 7.—The Rialto will close next Saturday, almost exactly one year after it was opened by Louise Noonan Miller and Abraham M. Tolkins. Its future is uncertain.

RKO Theatres 26-Week Net Is \$757,803

(Continued from page 1)

plus, of \$476,491.50, which compares with a net profit of \$256,944.64 for the 26 weeks ended June 27, 1936, the report indicated. Included in the charges during the 1937 period is the accrual of interest on indebtedness to RKO in the amount of \$511,785.32.

Pathe News, Inc., for the same 26 weeks, reported a net profit after all charges, including the interest accrual of \$6,601.92 on indebtedness to RKO, of \$2,080.77, which compares with a net profit for the reel of \$3,165.34 for the same period in 1936.

The net profit for the 26 weeks of RKO and subsidiaries, \$1,448,783.11, has already been published. The corporation income for the period, as indicated in the consolidated statement of profit and loss, included theatre admissions of \$10,595,892.42; film rentals and sales, \$13,243,772.60, and rents and other income of \$1,357,467.39.

The report stated that during the period from Jan. 1, 1937, to July 3, 1937, the fixed indebtedness of RKO was reduced to \$1,337,592.56, including the payment of \$350,000 principal amount of RKO's secured six per cent gold notes, and interest on indebtedness was paid in the aggregate amount of \$626,416.38.

The cash of RKO and subsidiaries declined from an aggregate of \$7,928,810.69 on Dec. 31, 1936, to \$5,633,148.75 on July 3, 1937. It was noted in the report that in addition to the debt reduction during the period of \$1,337,592.56, Stadium paid \$700,000 for the assets of Orpheum and the inventory of films, stories and continuities increased approximately \$1,500,000.

Doyle Is Turning to Radio in Australia

(Continued from page 1)

music publisher in Australia, the Commonwealth Broadcasting Network, composed of 16 stations in key cities, at present the only commercial air chain in the Antipodes. Also, he is planning a theatre in London.

He will leave here this weekend for New York, enroute to London, where definite consummation of the radio project plans are awaited. While here, he is looking over the transcription material field for stuff on network programs, but no deals are definitely in sight. Before returning to Australia, he will make a quick survey in England for radio broadcasting ideas which he indicated might result in at least his considering extending his radio holdings outside Australia. He refused comment on the possible future of the Greater Union and Hoyts contract tangle but said a breach is definite.

John Carroll in Serial

HOLLYWOOD, Sept. 7.—Republic will soon produce a new variation of the regular serial. John Carroll, singer, whose only film appearance to date was in RKO's "Hi, Gaucho," will be featured in a singing role in "Zorro Rides Again," 12-episode serial to be directed by William Whitney and Jack English. Sol Siegel will supervise.

Holiday Takes Soar to Boom Period Levels

(Continued from page 1)

the anticipation is about \$20,000 and perhaps a trifle higher. Yesterday, an extra show was slipped in at 6 P.M. to take advantage of the termination of the second day of Rosh Hashana, the Jewish New Year.

Reports on the four-day weekend reaching the Paramount home office yesterday were incomplete, but indicated generally decisive gains in attendance and gross over several preceding years. Of a total of 150 houses which reported, 80 ran ahead of the comparable period last year, 40 fell behind and 30 were about even. Near capacity business was reported in many of the company's theatre strongholds, with New England and Detroit among those reporting especially heavy business. Scattered, but representative, reports from the south and southwest indicated business gains were general in that area, although less marked there than in the north and east. Grosses generally were above those of a year ago in the leading cities of the south, it was said.

Paramount Grosses High

The circuit's chief bookings were "Souls at Sea," "Thin Ice," "The Prisoner of Zenda," "Dead End," "You Can't Have Everything" and "The Broadway Melody of 1938." "Dead End" had a very big opening in Chicago. "The Broadway Melody," in some spots, ran behind "Thin Ice," it was Paramount's experience. However, the latter picture was paired off by the company with "Souls at Sea" as a money draw.

In 50 key cities, the latter picture opened day and date, having been tied in with Paramount Week. The company had this to say about early grosses:

\$8,200, Palace, Rochester; \$5,600 Strand, Scranton; \$5,200 Capitol, Wilkes-Barre, or \$1,000 ahead of "The Plainsman" on the four-day calculation; \$4,200, Capitol, Davenport, and \$9,000, Majestic, Houston. All of these covered Saturday through Monday takes. The Metropolitan, Boston, did \$27,000 in five days; the Paramount, Springfield, Mass., \$9,100 in five days; the Paramount, New Haven, \$6,800 on the week and, thus, became a holdover; the Paramount, Salt Lake City, \$6,500 in five days, playing day and date with the Studio, a neighborhood theatre, in what was described as the first simultaneous booking in Salt Lake.

"Double" at \$62,000

Paramount is matching "Souls at Sea" with "The Plainsman" which, with "The Big Broadcast of 1937," was the company's top picture last season. By comparing the Labor Day weekend and figuring it out on this basis, Paramount views "Souls at Sea" as equaling "The Plainsman" business.

"Double or Nothing" rounded out a first week at the Paramount, New York, last night with an anticipated \$62,000 or thereabouts. Computed in advance, but on the basis of business up to 4 P.M. yesterday, the statisticians there figured paid attendance

Ban Rejected

Montevideo, Sept. 7.—A representative of the German Government, accompanied by the local chief of police, saw "The Road Back," now playing at the Cine in Radio City here.

After the show, the German asked that the picture be banned, but the request was rejected.

would run to 125,000 which they further stated was 6,000 ahead of "The Plainsman," the previous attendance high mark at the house. Saturday, Sunday and Monday bulked \$35,000, they went on to say, made possible by holding open to 4 A.M. on Sunday and Monday mornings to catch straying night hawks.

While reluctant to embark upon comparative percentages, officials of the RKO circuit, national and local, stated business over the holiday was "much better" than last year. They had expected a shrinkage Sunday when the first day of Rosh Hashana fell, but it failed to develop. Saturday and Sunday were described as "big" and Monday "tremendous." The out-of-town theatres were playing "Make a Wish," "Thin Ice," "Lost Horizon" and "The Life of the Party" chiefly. In the Greater New York area, 20th Century-Fox held all the honors, RKO theatres having booked almost solidly with "You Can't Have Everything" and "Wee Willie Winkie."

National Gets Share

Reports from the field to National Theatres' headquarters here also revealed several waves of prosperity in that organization's far-flung theatre domain. West Coast business, despite the excellent weather prevailing there over the weekend, established new records in many localities and boosted national business for the circuit well above that of a year ago. Central and north central divisions of the circuit also reported exceptionally heavy business, many spots recording their best takes since 1930, it was said.

"Thin Ice," "You Can't Have Everything" and "Love Under Fire" were named as the current attractions at the circuit's leading houses.

Music Hall Snarls Traffic

The general area surrounding the Music Hall has had all of the markings of a traffic snarl since "The Prisoner of Zenda" opened last Thursday. Not only has the theatre staff been working overtime, but it became contagious with the United Artists publicity staff as well. On the basis of business so far in the first week, they're talking about a gross of \$125,000. Thursday ended with \$14,600; Friday with \$15,391; Saturday, \$20,500; Sunday, \$21,400, and Monday, \$22,109, which totals \$94,000 in five days, according to the distributor. Now, the individual claims:

Sunday was the biggest in the history of the Music Hall.

Monday was the biggest in the history of the theatre with the exception of a previous attraction, unnamed, which had the benefit of a midnight show. Yesterday, the house threw back its doors at 9:45 A.M. instead of the normal 11:30 A.M. This allowed for six runs of the film, instead of five,

and for five stage shows, instead of four.

United Artists' enthusiasm was not confined to the Music Hall, either. There was plenty of it in reserve for what has been happening at the Rivoli, as well.

With a reputed \$53,000 in the first week behind it, "Dead End" was expected to hit \$45,100 in its second stanza which terminated at the Rivoli last night and will be held for a third week. United Artists was sending around wires about the money performance yesterday and, with only the slightest pressure, came up with these figures by way of detail:

Wednesday	\$5,000
Thursday	4,500
Friday	4,510
Saturday	7,490
Sunday	8,200
Monday	8,700

They have a way of figuring the final day of the week at the Rivoli, according to those who insist John Wright can successfully forecast within \$37 of the actual take. Wright, consequently, computed yesterday and last night at \$6,700 and that's how the \$45,100 second week was doped out.

Nationally, the company reported that "Dead End" grossed 108.3 per cent above average on a composite tabulation for 20 cities over the weekend. Among the cities were Chicago, Louisville, Syracuse, Richmond, Memphis, New Haven and Hartford.

"Thin Ice" at Record

Excitement was evident aplenty around the Roxy yesterday where the theatre reported "Thin Ice" had established what was uniquely described as a four-day opening attendance record of 106,956 paid admissions from Friday through Monday evening, or the heaviest since 1929. Twentieth Century-Fox was not far behind with a statement of its own in which it said Sunday was the biggest at the theatre in seven years. The four-day attendance figure claimed a 6,000 increase over "Wake Up and Live" for a similar number of days, sans benefit of holiday. By 3 o'clock yesterday, the management said Tuesday business was "the biggest weekday in money and in attendance." However, the final day of the Jewish New Year is not normally regarded in New York as merely a weekday. At its current pace, the anticipation is a \$70,000 first week with a hopeful \$75,000 not regarded as too completely remote. The producer, late in the day, issued this statement:

The film broke all opening day records for the Tower, Kansas City, Mo. In Asbury Park, N. J., the picture also started sensationally, doing \$10,000 business in three days. In Boston it pressed all records for the Modern Theatre by attracting \$20,000 in its first four days and in Newark it did close to \$18,000 for the same period. It had already beaten previous opening day figures in Denver and Los Angeles, and is running ahead of "One in a Million," 20th Century-Fox's high-grossing musical of last season, in all engagements to date."

Hopkins-Litvak Wed

YUMA, Sept. 7.—Miriam Hopkins and Anatole Litvak were married here Sunday. The couple left on a wedding trip to Coronado, Cal., following the ceremony.

Alice Faye, Tony Martin Marry

YUMA, Sept. 7.—Alice Faye and Tony Martin were married here over the weekend.

"Artists" and Show Chicago Wow \$45,000

CHICAGO, Sept. 7.—"Artists and Models" had plenty of appeal for Loop theatregoers last week. The Jack Benny starring picture on the screen with Jack Denny and his band on the stage, grossed \$45,000 which was \$13,000 over average.

"The Life of Emile Zola," at the Erlanger for three weeks, started the first week with a big \$14,800 which was very fine for a two-a-day showing. The average business at the Erlanger is \$10,000. The Oriental, with Jack Larue and Vince Barnett on the stage and "It's All Yours" on the screen, was in the money for the first time in weeks, getting a nice \$18,000 which was \$3,000 above normal. At the Palace the screen attraction was "Make a Wish" and the gross was \$20,000, slightly over average.

Free concerts, the All-Star football game and other attractions hurt business some last week as did the terrifically hot weather and the infantile paralysis scare.

Total first run business was \$155,300. Average is \$128,000.

Estimated takings:

Week Ending Sept. 2:

"ARTISTS AND MODELS" (Para.) CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Jack Denny and band. Gross: \$45,000. (Average, \$32,000)

"YOU CAN'T HAVE EVERYTHING" (20-Fox)

GARRICK—(900), 35c-55c-75c, 7 days, 2nd week. Gross: \$6,000. (Average, \$6,500)

"IT'S ALL YOURS" (Col.)

ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Jack Larue and Vince Barnett in person. Gross: \$18,000. (Average, \$15,000)

"MAKE A WISH" (RKO)

PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Red Norvo and band. Gross: \$20,000. (Average, \$19,000)

"REPORTED MISSING" (Univ.)

STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. Gross: \$13,200. (Average, \$13,000)

Week Ending Sept. 3:

"TRADER HORN" (M-G-M)

APOLLO—(1,400), 35c-55c-75c, 7 days. Gross: \$6,800. (Average, \$6,500)

"CAPTAINS COURAGEOUS" (M-G-M)

ROOSEVELT—(1,500), 35c-55c-75c, 7 days, 2nd week. Gross: \$11,500. (Average, \$11,000)

"GOOD EARTH" (M-G-M)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 3rd week. Gross: \$10,000. (Average, \$11,000)

Week Ending Sept. 4:

"LIFE OF EMILE ZOLA" (W. B.)

ERLANGER—(1,200), 50c-\$1.50, 2 shows daily. Gross: \$14,800. (Average, \$10,000)

Chicago Is Hit Hard By Ban on Children

CHICAGO, Sept. 7.—With theatres closed to children 16 years and under Chicago exhibitors report the lowest Labor Day grosses in history. One major circuit was reported to have lost \$40,000 over the weekend through infantile paralysis scare, health ruling which is expected to be in force until Oct. 1 at least, with an increasing number of new cases being reported daily.

Neighborhood theatres were hardest hit, some houses with big youngster trade taking a bad loss over the weekend. Adults also stayed away and newspapers daily headlined the situation. Present indications are that theatre men will lose \$1,000,000 in revenue before the ruling is withdrawn.

AUTHORED BY TWO OF THE GREATEST LIVING PLAY-
WRIGHTS, EDNA FERBER and GEORGE S. KAUFMAN

Stage Door

Thrillingly directed by the genius of the man behind "My Man Godfrey," GREGORY LA CAVA . . . Glamorously produced by Hollywood's ace picture-maker, PANDRO S. BERMAN . . . Intimately played by stars daringly cast to sweep your fans off their feet with curiosity — and satisfaction! . . . Broadway's sensational stage success . . . now the outstanding highlight of all the screen's new big pictures.

Stage Door

KATHARINE STARRING
HEPBURN ★ ROGERS
ADOLPHE
MENJOU

GAIL PATRICK
CONSTANCE COLLIER • ANDREA LEEDS
SAMUEL S. HINDS • LUCILLE BALL
FROM THE PLAY BY MORRIS RYSKIND AND GEORGE S. KAUFMAN
SCREEN PLAY BY GREGORY LA CAVA
DIRECTED BY GREGORY LA CAVA
PRODUCED BY PANDRO S. BERMAN

THE
GREATEST STROKE
OF SHOWMANLY
CASTING
IN YEARS . . .
HEPBURN and ROGERS
IN ONE
PICTURE!

Radio Personals

WALTER DUNCAN, NBC salesman, has resigned to become sales manager at WNEW, effective immediately. . . . Another NBC sales department resignation brings Robert Egan to the advertising staff of the publication *This Week*. . . . James E. Sauter of Air Features celebrated a birthday yesterday. . . . Irma Phillips, author of several sponsored network serials, will arrive here from Chicago this week to supervise the inaugural of her new series, "Road of Life". . . . Dave Driscoll of Mutual's and WOR's special events department, returned from the west yesterday. . . . Alfred McCann, Jr., will begin his 12th year in radio Monday when he returns with his food program on WOR from 10 to 11 P. M. . . . Dave Alber has taken over publicity for the Sealtest "Sunday Night Party" from the J. Walter Thompson agency, which formerly handled this detail. . . . Evelyn Oakes, southern singer, has been signed under CBS artist bureau management, through Mack Davis of the department. . . . William Rainey, NBC production head, returned yesterday from vacation. . . . Maurice M. Boyd, NBC local sales manager, is in Boston on business.

"Experience" Going Out on Two Stations

The "Voice of Experience," who has been signed for a new commercial series for Lydia Pinkham beginning Sept. 13 over WMCA and the stations comprising the WLW Line (WHN locally), the same day will begin a sustaining series over the Mutual network. His commercial program will be aired Mondays through Fridays from 1:30 to 1:45 P. M., while his WOR talks will be offered Mondays and Wednesdays from 12 to 12:15 P. M.

The two bookings are somewhat puzzling to those in the industry, for the "Voice," to all intents and purposes, will be opposing his own sponsored series with his Mutual sustainer.

Four Programs Are Renewed on CBS Net

(Continued from page 1)

American Home Products through Blackett-Sample-Hummert. The renewals are for 52 weeks.

"Watch the Fun Go By," for Ford, is renewed for 13 weeks beginning Oct. 5, through N. W. Ayer & Son, Inc. The series is broadcast Tuesdays from 9 to 9:30 P. M.

News Through a Woman's Eyes," featuring Kathryn Cravens, is renewed for 52 weeks, effective Oct. 11, through the McManus, John & Adams agency. Pontiac Motors sponsors. The programs are offered Mondays, Wednesdays and Fridays from 2 to 2:15 P. M.

Record at East Coast Studio

The "Rehearsal Club," half-hour variety show built on comedy lines, is being recorded for audition purposes at the studios of East Coast Radio Features, Ltd. The show is directed by Harry Miller.

Philco Air Contest Adding New Outlets

Because of dealer demands throughout the country, the Philco Radio & Television Corp. has been forced to add new stations daily to its list of broadcasting outlets for the \$50,000 cash "Phyl" Coe Radio Mysteries. The contest was originally budgeted for 100 broadcasting outlets, but dealer demands have been so great that the company has expanded its program to embrace a total of 230 stations, with petitions for more station coverage from dealers continuing to flow in.

The contest will run 16 weeks, with one 15-minute mystery broadcast each week. A total of 2,016 cash prizes will be awarded weekly winners and 51 grand prizes at the conclusion of the series.

With the 230 stations still short of the final figure, the program has come close to if not actually exceeding the record for station coverage for this type of contest.

Camden Votes Down Move to Sell WCAM

CAMDEN, Sept. 7.—Plans to sell Camden's municipally-owned radio station were defeated by the City Commission when Commissioner Frank J. Hartmann said he was "unalterably opposed" to such action. Hartmann said the letters WCAM are an advertisement to the city that should not be lost. The resolution was laid over. Bennett said he feared the station might not be permitted to continue in operation if it were privately owned.

Mayor Brunner, who sponsored the resolution, said an offer for \$30,000 had been received with a strong possibility the actual purchase price at public auction might be higher. When Hartmann, Bennett and Von Nieda voted against the measure, however, he went along with the majority, and Commissioner Kobus, who had declined to vote, changed her vote to make it unanimous.

New Announcers Named

Upholding its newly signed pact with the American Guild of Radio Announcers and Producers, WOR yesterday signed three new newcomers to its announcing staff. They are Bill Tuttle, formerly of WIND, Chicago; Tom Slater, formerly of WLW, Cincinnati, and William Perry, formerly of CBS.

Substitute "Wife, Doctor"

"Thin Ice," scheduled for broadcast on "Hollywood Hotel" Sept. 10 over CBS, will not be offered. Instead, the program will feature re-enactments of scenes from "Wife, Doctor and Nurse," with Warner Baxter and Loretta Young in the lead roles.

Musical Groups Back on CBS

The Curtis Institute of Music and the Cincinnati Conservatory of Music will return to the WABC-CBS network in October. Curtis will start a series of 30 broadcasts on Oct. 13, and the Cincinnati Conservatory will begin Oct. 9 at 11 A. M., E. S. T.

McGrady Starts with RCA

Edward F. McGrady, former assistant Secretary of Labor, began his new duties at RCA yesterday as director of labor relations for the company.

New Shows On the Air

Al Jolson Returns

Al Jolson returned to the air last night after a summer's absence, carrying over with him his allies of last season, Martha Raye, Parkyarkus, and Victor Young's orchestra. Georgie Jessel faced the mike in the role of guest.

The program maintained the fine pace and musical and vocal dash set in last season's opener, which we reported as a fine program. The show was woefully wobbly during its comedy moments, however.

Jolson was in one of his rarest moods, and his vocals and repartee with Jessel were thoroughly enjoyable. Martha Raye had surprisingly little to do, offering but one number, "Gone With the Wind." More from her would have been relished.

As for Parkyarkus, garbling the language like he does, we give him horrible mention for his evening's work. His comedy was rank.

Dusty Star Dust

Being an astrologer, Myra Kingsley undoubtedly consulted the stars before beginning her new "Daily Information" series for the Hecker H-O Co. over Mutual, in an effort to learn the fate which awaited her program. Undoubtedly, the twinklers must have answered smilingly, else she never would have begun a series foredoomed to obscurity.

Far be it from us to question the judgment of the stars, but we are compelled to do so. We found the opening 15-minute stanza a boring period of gab, with Miss Kingsley predicting bright futures for those born under the astronomical signs; Jean Paul King dishing out warmed-over news designed to appeal to feminine ears; and a Helen Rowan delivering in faltering style advice on how to hold onto one's husband.

The programs are presented Mondays through Fridays from 11:45 A. M. to 12 noon over a coast-to-coast Mutual hookup.

Flash Review

The New Packard Hour, "Hollywood Mardi Gras," with Lanny Ross, Charlie Butterworth, Florence George, Raymond Paige's orchestra and Amos 'n' Andy as guests, provided 60 minutes of brilliant entertainment.

A full review of this program will appear in tomorrow's issue of MOTION PICTURE DAILY.

BANNER

Bijur Now Mutual Agency

George Bijur, Inc., has been appointed advertising agency for the Mutual Broadcasting System, effective Oct. 1. Fletcher & Ellis, Inc., formerly handled the Mutual account. Bijur resigned recently as vice-president of the latter agency to form his own company.

To Broadcast from Fair

CINCINNATI, Sept. 7.—WKRC, CBS affiliate here, has installed lines in various buildings on the mid-way of the Carthage Fair grounds, and Dick Bray, special events announcer, will interview celebrities attending the fair, Sept. 15 to 18 inclusive.

Bank Musical Series Back on Air Oct. 18

The bank-sponsored Philadelphia Orchestra series, heard last season over CBS, will return to the air over a nationwide NBC-Blue network from 9 to 10 P. M., E. S. T., beginning Oct. 18 and each Monday thereafter for 26 weeks. The participating sponsors will include, among many others, the Chase National Bank of New York, The First National Bank of Chicago, The Pennsylvania Co. of Philadelphia, the National Shawmut Bank of Boston, First National Bank in St. Louis, the Anglo-California Bank of San Francisco, and the members of the Denver Clearing House Ass'n.

The program, which last season was of a half-hour duration, will this year be a full hour in length. During the series the orchestra will be conducted by Eugene Ormandie, with Fritz Reiner, Jose Iturbi and Alexander Smallens as guest conductors. Guest soloists or instrumentalists will supplement the orchestra weekly. Feodor Chaliapin has been engaged as the inaugural guest.

An additional feature of the broadcasts will be the weekly talks by W. M. Kiplinger, Washington news-letter writer, and Dr. Neil Carothers, Director of the College of Business Administration at Lehigh University.

The series will be presented under the supervision of the Wessel Co. of Chicago. James E. Sauter will produce. Alfred Reginald Allen, manager of the Philadelphia Orchestra, will act as musical consultant. The programs will originate from the Academy of Music in Philadelphia.

Parmelee Cab Firm To Have WHN Series

The National Transportation Corp., for Parmelee taxi cabs, has signed for a 13-week series of 15-minute programs over WHN, featuring Bryce Oliver in interviews of local political candidates. The World-Wide Advertising Corp. handled the contract.

Additional WHN business includes renewals for the Busch Credit Jewelry Co., 10 spot announcements a day for 52 weeks; renewal for the Peter Doelger Brewing Co., spot announcements, through the Leonard F. Winston agency; a new series of transcribed programs for the Technical Institute beginning this Sunday for 20 weeks, through the Winer advertising agency, and the addition of a new sponsor, the Alaska Pacific Salmon Co., to the participation series "What To Eat and Why."

Columbia Files on 2 Subsidiary Firms

By CLARENCE LINZ

WASHINGTON, Sept. 7.—Acquisition of interests in Columbia Management Corp. of California and Columbia Concerts Corp. by the Columbia Broadcasting System was reported today to S. E. C.

CBS advised the commission that on Aug. 13 it acquired 27½ per cent of the authorized capital stock of the management corporation at a cost of \$27,500 in cash and 22½ per cent of the capital stock of the concerts company for \$22,500 in cash. It was stated that CBS already owned 54 per cent of the outstanding common stock of Columbia Concerts and 100 per cent of the outstanding preferred.

ROXY 7-YEAR RECORD SMASHED BY 'THIN ICE'



THE KEYSTONE
OF YOUR FUTURE

- ★ Biggest week-end (money and attendance) in 7 years!
- ★ Monday beats 7-year record-breaking Sunday!
- ★ Street lines 5 deep for $\frac{1}{8}$ mile!
- ★ Crowds force opening of doors 1 hour earlier daily!
- ★ N. Y. Times sounds critics' keynote; "Vastly superior to 'One in a Million'!"

And everywhere else
"Thin Ice" is toppling
long-standing highs!

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 59

NEW YORK, THURSDAY, SEPTEMBER 9, 1937

TEN CENTS

New Mexican Tax Worrying Distributors

**Starting Sept. 15 Will
Be 3% of First 35%**

Export managers for large distribution companies expressed grave concern yesterday over the planned increase in taxes which Mexico is reported to be prepared to inaugurate on all imports beginning Sept. 15.

The new tax is understood to amount to three per cent on 35 per cent of the invoice value of merchandise and is collectible in advance at shipping points by Mexican consuls. The tax is in addition to the regular tariff which was increased by approximately 25 per cent last January.

Most of the film destined for distribution in Mexico is shipped from Los Angeles by rail and under the

(Continued on page 4)

Johnston Promises 30 by Next January

HOLLYWOOD, Sept. 8.—W. Ray Johnston today announced the complete release list for Monogram up to January 1. Under the production schedule, 30 of the 42 promised Monogram pictures will be completed by the end of the year, he said.

"Sales have greatly exceeded our expectations, running \$832,000 ahead of the same period as compared with Monogram's last year of operation," he declared. "This is due not only to the improved quality of our product, but also to the increased number of theatres in operation and the improved business being done by theatres."

Johnston has left, accompanied by

(Continued on page 4)

FCC Restricts Use Of 550 Kilocycles

WASHINGTON, Sept. 8.—Restrictions on the use of the 550-kilocycle frequency were imposed today by the F.C.C. following receipt of complaints of interference from the Navy Dept.

The new rules provide that no station will hereafter be licensed on that frequency with higher power than one kilowatt at night or five kilowatts a day, and no applications for new stations or increased power will be accepted from points less than 300 miles

(Continued on page 10)

More Radio, P. 9, 10

About \$125,000 For "Zenda" Week

"The Prisoner of Zenda" last night concluded a first week at the Music Hall with approximately \$125,000. The picture is being held a second week and if the gross hits the guarantee figure of \$65,000 over the weekend, it will be held for a third stanza. "Walter Wanger's Vogues of 1938" tallied \$88,000 in the second week at the theatre.

"Double or Nothing" finished the first seven days at the Paramount with \$61,000. Preliminary indications are that the film will be held four weeks. "Artists and Models" has just wound up a four-week run at the

(Continued on page 4)

No Play Financing Planned by Films

With the new Broadway stage season ready to open, spokesmen for major film companies asserted yesterday that they would forego financing of legitimate productions under the new Dramatists' Guild contract again this year.

No changes have been made in the guild's contract and none are in prospect, the dramatists holding that there is no scarcity of financial backing for new plays despite the absence of film money last season and this.

The film companies take the position that the financial risks involved in play backing are not sufficiently

(Continued on page 4)

Prizes at Charlotte To Be Investigated

CHARLOTTE, Sept. 8.—An investigation into the legality of Bank Night, Jackpot Night, and similar attractions in which prize money is offered by Charlotte theatres is promised by Solicitor John G. Carpenter.

Pointing out that the prize money events at theatres were "broken up" in his home county of Gaston, Solicitor Carpenter declared he would ask Attorney General A. F. Seawell's advice about procedure to be used in this (Mecklenburg) county.

CEA Council Talks On Rental Problem

By BRUCE ALLAN

LONDON, Sept. 8.—The Council of the Cinematograph Exhibitors' Ass'n, at a meeting today, considered the refusal of the Kinematograph Renters' Society (distributors) to agree to a joint meeting of the two bodies to discuss rental percentages, which are the same for early and late runs.

A special committee was appointed

(Continued on page 10)

Took No Chance

Universal's clips on the undeclared war in Shanghai are very raw and very strong stuff. That's why Jack Keith, manager of the Marine in the Flatbush section of Brooklyn, decided to take no chances.

Before each run of the film, he appeared in person on the stage and under a bright spot explained in person to his audiences the nature of the film at the same time suggesting some might prefer to step into the lobby while the clip was unreeling.

He reported subsequently that hardly any left their seats.

Balaban Predicts Bright Year Ahead

The brightest prospects for both exhibitors and producers in many years are seen by Barney Balaban, president of Paramount, for the new season.

After examining reports on the Labor Day weekend business done by Paramount theatres and houses operated by associates of the company, Balaban declared yesterday that box-office receipts in many parts of the country ran from five to 20 per cent higher than last year, with the promise of additional increases with the ending of the vacation season and the arrival of cooler weather.

"This remarkable weekend business was achieved despite the fact that in the Chicago and other middlewestern districts children were barred from theatres in the campaign being waged against infantile paralysis," Balaban said. "All of the information coming to me is highly optimistic and indicative of a very profitable season for both exhibitors and producing companies," he concluded.

Loew-F & M Deal at St. Louis Fizzles

Negotiations between Loew's and F. & M. whereby the former would purchase an interest in the Missouri, St. Louis, have been called off. Under the arrangement planned by Loew's, the Missouri would be used as a move-over house for product after Loew's State in the same city.

Executives of Loew's decided to end discussions on the proposed deal when it was learned that the Warner franchise with F. & M. covering the Missouri prohibits a change in management. The franchise with Warners is for 10 years and was made at the time the Federal anti-trust suit

(Continued on page 4)

Exhibitors Win Court Nod in Philadelphia

Judge Dismisses Para.'s Case Sans Prejudice

PHILADELPHIA, Sept. 8.—Paramount's injunction suit against local exhibitors who have been demonstrating against the withdrawal of six pictures from the 1936-37 schedule today was dismissed without prejudice by Federal Judge Oliver B. Dickinson.

A lengthy opinion was handed down by the judge, the conclusions of which follow:

"The effect of a refusal to exhibit films of the plaintiff upon transactions in interstate commerce is too indirect and remote to be within the provisions of the Sherman anti-trust law, or its supplements so as to confer jurisdiction upon this court to enjoin the commission of the acts complained of."

"The bill should be dismissed without costs, for lack of jurisdiction but without prejudice."

Reading on, the facts contained in the opinion boil down to this:

"The effect of the acts complained of, as alleged, is to stop all dealings of exhibitors with the plaintiff as a producer and distributor of films. If no picture films of the plaintiffs are

(Continued on page 4)

Submit Final Briefs In Minneapolis Case

MINNEAPOLIS, Sept. 8.—Final briefs in connection with Paramount's application for an injunction to restrain local exhibitors from carrying out mass demonstrations in connection with their "buyers' strike" against the company were filed here today with Federal Judge Gunnar H. Nordbye.

A decision on the application is expected in a week or 10 days. Meanwhile, the temporary injunction issued early in August continues in force.

Court Refuses Order For Files of Majors

DALLAS, Sept. 8.—U. S. District Judge W. H. Atwell today denied a Government motion to compel the Interstate Circuit and major distributors to bring memoranda into court to show alleged attempts at price-fixing.

This move was a preliminary to the trial of the Government's anti-trust suit scheduled for trial here Sept. 20.

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Berman to Coast Today

Pandro S. Berman will leave for the coast today by train with plans for starting work immediately on "Having Wonderful Time," the new Ginger Rogers picture. Berman arrived in New York on Monday with a print of "Stage Door," which was screened for home office executives. His new Fred Astaire picture, "Damsel in Distress," is now in production and two additional pictures have been scheduled for him by the studio following these.

Will Hays Heads East

HOLLYWOOD, Sept. 8.—Will H. Hays left here today for Glencoe, Ill., where he will attend the wedding of his nephew, John T. Hays, and Mary Power Spooner on Saturday. He will go on to New York from there, accompanied by Mrs. Hays.

Mayer Stays in London

LONDON, Sept. 8.—Louis B. Mayer is remaining here another week to personally supervise the inauguration of M-G-M's production plans in England. The first picture is "Yank at Oxford" with Robert Taylor.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Stage Door"

(RKO)

HOLLYWOOD, Sept. 8.—Katharine Hepburn has had some bad pictures. She also has had some good ones. Ginger Rogers' lot since she attained the heights with Fred Astaire has been consistently more fortunate. Here, under the sympathetic and considerate guidance of Gregory La Cava, both have a great show. Along with them in this frank and joyous picture, which only for a moment assumes a note of tragic pathos, a new star shines brilliantly by her performance. Andrea Leeds stamps herself as a performer ready to take her place in screen affairs. Miss Hepburn and Miss Rogers, with Adolphe Menjou, Gail Patrick, Constance Collier, Samuel Hinds and Franklin Pangborn are what people expect competent players should be as Miss Leeds gives the story a soul and as Phyllis Kennedy stands out among the host of minor, but important, supports.

"Stage Door" is a tonic for the mind and spirit. To see the show means going away from it with a happy heart and a satisfaction that should lead to its being often recalled with pleasure.

A story of human beings, "Stage Door" is presented in a singularly human manner, not finding it necessary to resort to theatrical artificiality to evoke or sustain interest. For the most part it sparkles with natural humor in dialogue, situations and characterizations as it mirrors life, as life is known to many girls in a theatrical boarding house. Of them all only two look to their future with any degree of seriousness. One does so because she has to make good, the other because she is determined to. As the direct theme is adhered to, contrast is provided by many branchings which give vivid glimpses into the lives of girls who suffer and starve for art. Mainly the treatment provokes laughter. Only as it pertains to Miss Leeds, does it suggest otherwise. But as Miss Hepburn ventures into the theatre for want of something else to do she learns much from Miss Rogers, who also teaches Playboy Producer Menjou many tricks. She gets the part on which Miss Leeds has set her heart. Miss Leeds chooses suicide. On the opening night Miss Hepburn is a murderess to the girls and when she learns of the tragedy she goes on to give the kind of performance that she knew Miss Leeds would have given. Incidentally, it is the kind of performance that Hepburn can give when she wants to. The applause at the picture's fadeout shook the walls of the theatre.

"Stage Door" may need some selling. If so, the essentials in personalities, the warmly sentimental story content, production finesse, intelligent direction and writing quality are at hand. The chances are, however, that the show will be on the air and that metropolitan sophisticates and the more neighborly patrons of the small houses will be waiting for it. As it charmed and thrilled the preview audience so should it do to all seeing it.

In transcribing the stage play to the screen Morrie Ryskind and Anthony Veiller have drawn swift moving portraiture of picturesque people and developed their sketch in a spontaneous and stimulating style. La Cava, bringing all the knowledge and skill garnered from his years of experience, blends the talents of his players with the quality of the material in a directing job that should be regarded as an achievement. Running time, 90 minutes. "G."

"Gun Smoke Ranch"

(Republic)

While it does not possess the usual tongue-in-check Three Mesquiteer hokum, "Gun Smoke Ranch" featuring Ray Corrigan, Bob Livingstone and Max Terhune is otherwise satisfactory and should be found acceptable to outdoor-action audiences.

The focal point of the story centers around Kenneth Harlan's slick real estate deals. He transports a number of flood refugees to Arizona and sells them ranches on highly reasonable terms. The debunking triumvirate starts to upset his plans soon after the settlers arrive and further annoy him when they learn a Government dam is to be constructed, causing the property to be condemned. However, mainly by force, they outsmart Harlan, but not before a great deal of lead is slung about the landscape.

The film is set in a number of highly interesting localities which have much pictorial appeal. The romantic thread is lightly carried by Julia Thayer. Sammy McKim is adequate as the juvenile interest. Joseph Kane directed from a screenplay by Oliver Drake. Gus Peterson photographed.

Running time, 59 minutes. "G."

(Additional Reviews on Page 8.)

Landis to Leave His SEC Post This Week

WASHINGTON, Sept. 8. — S.E.C. Chairman James M. Landis will return to Washington this week to wind up his Government service before returning to Harvard University as Dean of Law. He is expected to leave about Sept. 20. Possible successors to Landis as chairman of the S.E.C. are Commissioners William O. Douglas and George C. Matthews.

Appointment of the former, considered most likely, would be taken as an indication that President Roosevelt does not intend to abate the present drastic regulation of the securities markets and issues, while Matthews' elevation would be seen as foreshadowing a more conciliatory attitude on the part of the Administration in financial matters.

Doyle Coming East

Stuart Doyle is due from the coast Monday, en route to England and Australia. He is booked to sail Sept. 22 on the *Queen Mary*. If he is delayed, he will take the *Berengaria* Sept. 29. Doyle is returning to Sydney via South Africa and is due home Dec. 3.

Columbia Wins Trophy

Columbia Pictures baseball team yesterday defeated Consolidated Film Laboratories' nine in the final playoff game for the Quigley Publications Cup. The score was 3 to 2.

Hold Eleanore Whitney

HOLLYWOOD, Sept. 8.—Paramount has exercised its option on Eleanore Whitney. She will be seen soon in "Thrill of a Lifetime," a Fanchon production.

With Pathe 23 Years

Joseph Sanfilippe, projectionist at Pathe News, yesterday celebrated his 23rd year with the organization.

Wall Street

Paramount Drops 9½ Points; Loew's Up

	High	Low	Close	Net Change
Columbia	21½	19½	21½	+ ¾
Consolidated	2¼	2¼	2¼	— ¾
Consolidated, pfd.	10	10	10	— ½
Eastman	179	178	178	— 1
Eastman, pfd.	160	160	160	+1½
Gen. T. Equip.	22	21	21	— 1
Loew's, Inc.	74½	72½	74	+2½
Paramount	19	18½	18½	— ½
Paramount 1 pfd.	131	128	131	—9½
Paramount 2 pfd.	17¼	16¾	16¾	+ ¾
Pathe	8	7¾	8	— ½
RKO	7¾	7	7½	+ ½
20th Century-Fox.	32	31	31½	— ¾
Warner Bros.	12½	12	12½	— ¾

Curb Issues Decline

	High	Low	Close	Net Change
Grand National ..	23½	23¼	23½	— ½
Sonotone	1¼	1¼	1¼	
Technicolor	29¾	28	28	— ½
Trans-Lux	37½	37½	35½	— ¾
Universal	5	4½	4½	—2¼

Bonds Off

	High	Low	Close	Net Change
Loew's	99½	99½	99½	— ¾
Paramount B'way				
3s '55	67	67	67	
Paramount Pict.				
6s '55	99	98¾	98¾	— ½
Paramount '47 ...	89	89	89	— 1
RKO 6s '41 pp.	106	106	106	— 1

(Quotations at close of Sept. 9)

GOOD?.... It's *Perfect!*

THE STAR'S PERFECT! It's Flynn's first modern-dress role since 'Green Light'—and twice as romantic!

THE SUPPORT'S PERFECT! Cast your eyes on the supporting talent then add 7 big favorites to the picture's name values!

THE STORY'S PERFECT! By SAMUEL HOPKINS ADAMS! (He's the author of 'It Happened One Night'!)

THE DIRECTION'S PERFECT! Director MICHAEL CURTIZ at the megaphone that delivered 'Captain Blood' and 'Kid Galahad'!



ERROL FLYNN in "THE PERFECT SPECIMEN"

ANOTHER PERFECT WARNER MONTH
October

THE LIFE OF EMILE ZOLA (PAUL MUNI, Gale Sondergaard, Joseph Schildkraut, Henry O'Neill, Erin O'Brien-Moore)

THEY WON'T FORGET (Claude Rains, Gloria Dickson, Edward Norris, Otto Kruger, Lana Turner)

THE PERFECT SPECIMEN

THE GREAT GARRICK (BRIAN AHERNE, OLIVIA de HAVILLAND, Edw. Everett Horton, Melville Cooper, Lionel Atwill, Henry O'Neill)

with

JOAN BLONDELL

HUGH HERBERT • EDW. EV. HORTON • DICK FORAN

BEVERLY ROBERTS • MAY ROBSON • ALLEN JENKINS

Screen Play by Norman Reilly Raine, Lawrence Riley, Morse Brewster and Fritz Falkenstein • A First National Picture

Exhibitors Win Court Nod in Philadelphia

(Continued from page 1)

exhibited there will be none shipped in interstate commerce."

According to the decision, theatre owners are given leave to put on extensive picketing campaigns through any medium they desire.

Originally, picketing activities were to have started Aug. 1, but Paramount has been successful in obtaining temporary restraining orders.

There is some doubt expressed locally as to whether exhibitors will again take up picketing as a means of protesting against Paramount. Benjamin M. Golder, counsel for independents in the matter, has called picketing not such a good device inasmuch as it would reflect upon fellow exhibitors, thus destroying a united front in the eyes of the public.

Whether or not Paramount will appeal to the Court of Appeals could not be learned today. The situation here is extremely odd in that local exhibitors now have the court's permission to picket and at the same time may decide against it.

What other measures will be taken by theatre owners will be decided in the near future, if at all.

No Play Financing Planned by Films

(Continued from page 1)

offset by the existing provisions of the guild's contract governing the division of proceeds from the sale of film rights to plays. A film company backing a play, formerly, had a financial advantage in bidding for the film rights against competitors. Since the guild contract was changed to give the author 60 per cent of the film rights money, however, the companies feel that this advantage is unduly offset and a company assuming the financial risk of a stage production still is given no assurance of obtaining the film rights to the play it may back.

Although the companies will not participate in the financing of Broadway productions this season, they will, of course, continue to bid in the open market for the film rights to desirable stage properties.

Loew—F & M Deal at St. Louis Fizzles

(Continued from page 1)

against Warners, Paramount and RKO in St. Louis was settled out of court here.

Talks with Charles Heyman involving a partnership arrangement in Niagara Falls have not been concluded. No further developments have taken place since a deal was first discussed.

ITOA Discusses Buying

Members of the I. T. O. A. yesterday held a general discussion of film buying at the Astor. It was reported many exhibitors have not yet purchased new product because of the type of theatres and late availabilities.

Purely Personal

WALTER FUTTER left England yesterday on the *Normandie* which is scheduled to arrive in New York Tuesday.

GEOFFREY G. MARTIN, member of the publicity department of Warner Bros. Pictures, Ltd., is in from London on his first trip to New York and enjoying it.

JACK COHN and A. SCHNEIDER were back at their desks yesterday after a week at the Columbia studio viewing new product.

JACK KAPLAN and SAM ROSEN-SHEIN of the Rivoli, South Fallsburgh, N. Y., were in town yesterday on film buys.

NATE J. BLUMBERG took an American Airlines plane to the coast last night and NED E. DEPINET will leave the same way tonight.

ARTHUR LEE left Chicago by plane yesterday for the coast where he plans to remain until next Tuesday and then return east.

ARTHUR W. KELLY, in charge of United Artists foreign activity, has been home for several days with ear trouble.

EDWARD BURKE, former manager at the Roxy, is now holding down a similar post at Loew's State.

LOUIS NIZER is vacationing at Arrowhead and isn't expected back in New York for several weeks.

W. RAY JOHNSTON is in San Francisco and will not be back in New York for another 10 days or so.

A. H. MCCAUSLAND, RKO trustee's representative, will leave tomorrow for an annual vacation of several weeks.

WILLARD PATTERSON of Warner Theatres is reported to be much improved after a long illness.

CHARLES SCHWERIN, Albany salesman for Grand National, was in town yesterday.

LOU IRWIN is back from an extensive stay on the coast.

MILT KUSELL has purchased a 100-acre farm near Ridgefield, Conn.

LOU DIAMOND plans to make another coast trip around Christmas.

LOUIS PHILLIPS plans to leave for Dallas in a fortnight.

HARRY C. ARTHUR has returned from St. Louis.

CHARLES FORD may get away to the coast by air tonight.

WALTER WANGER has again delayed his departure for the coast.

BENITA HUME arrived in Hollywood yesterday by plane.

BOB HOPE and MRS. HOPE also are at the Waldorf Astoria.

Y. FRANK FREEMAN will return from Boston tomorrow.

ALEC MOSS recounted some of his experiences at Columbia at the Tavern during lunch hour yesterday. CHARLES FORD was so nervous about the reaction to the Universal News-reel on the Shanghai bombings that he couldn't sit quietly without talking about the scenes in the reel. GEORGE DEMBOW had a guest.

EDWARD A. GOLDEN and NORTON RITCHEY were seated in back of MOSS and discussed Monogram from domestic and foreign angles. JACK BARNSTYN, Grand National's foreign head, was seated by the wall. JOHN EBERHARDT was alone. ED FAY and COLVIN W. BROWN had a friendly chat and were joined by GOLDEN for a brief session.

IRVING LESSER, MORRIS KINZLER and JOE WEIL talked over the campaign for "100 Men and a Girl," which will follow "Thin Ice" into the Roxy. AL SUCHMAN, film buyer for Consolidated Amusements, was the guest of a few independent film salesmen. LEO JUSTIN and MORRIS JACKS occupied the Monday Knights Round Table. RALPH POUCHER and CHARLES D. PAINE talked about films in general while A. P. WAXMAN passed by and said "hello" to numerous friends.

HAROLD F. OXLEY, personal manager of JIMMIE LUNCEFORD, left last night for the coast, accompanied by his wife and daughter, where he will remain for several weeks to negotiate with producers for LUNCEFORD's appearance in pictures during the latter's engagement at Sebastian's Cotton Club.

HARRY J. GELL, former managing director for 20th Century-Fox in Central Europe, sailed yesterday on the *Manhattan* to make a survey of film conditions on the Continent. His tour will include Russia and take four months.

SPYROS and MRS. SKOURAS have booked passage on the *Normandie* which sails from New York next Wednesday. They will spend about eight weeks touring Europe, the Continent and Greece.

GEORGE BALSDON, one of the film buyers for National Theatres, has returned to his post recovered from an automobile accident on the coast last February.

MOE KERMAN of Times Pictures is the proud father of an as yet unnamed baby daughter, born at Long Beach Hospital.

J. S. HUMMEL, Warner general foreign sales manager, will return from Paris and London today on the *Ile de France*.

S. CHARLES EINFELD left yesterday for the coast. He will be at the Warner Studios for about a week.

WILLIAM POWELL sailed yesterday on the *Statendam*.

NINO MARTINI has arrived from the coast.

JAMES DUNN has gone to Cleveland for the air races.

OTTO KRUGER is at the Warwick.

New Mexican Tax Worrying Distributors

(Continued from page 1)

reported regulations the new tax will be payable in advance at that point. Industry officials regard the added levy as "seriously hampering" American film distribution in Mexico and indicated that they would probably register objections to it through the usual channels upon being officially advised of its adoption.

No merchandise can be shipped to Mexico until the tax has been paid, it is said.

About \$125,000 For "Zenda" Week

(Continued from page 1)

house, garnering \$32,000 for the last week.

"Thin Ice," which chalked up a gross of \$60,000 up to yesterday, will end the first week at the Roxy with \$70,000 or better. "Love Under Fire" was fair at \$44,500 last week.

The first four days of "The Firefly" at two-a-day at the Astor tallied \$6,844.

"Thin Ice" broke all records and set a new high for a day and date week at Grauman's Chinese and Loew's State in Los Angeles, rolling up \$43,300, according to a wire received by John D. Clark, general sales manager of 20th Century-Fox, yesterday.

Johnston Promises 30 by Next January

(Continued from page 1)

Howard Stubbins, Pacific Coast franchise holder, to visit branches in San Francisco, Portland and Seattle.

The September releases already have been completed, and in September the following will start shooting: "Federal Bullets," "The Country Beyond," "Telephone Operator," "Danger Valley," "Boy of the Streets" and "Romance of the Rockies."

During October, "The Marines Are Here," "Wanderer of the West" and "The County Fair" will start. In November, an untitled Tome Keene feature, "Romance of the Limerlost," "My Old Kentucky Home" and the fourth Jack Randall vehicle are scheduled.

December productions include "The Port of Missing Girls," the first Tim McCoy western, and "Queen of the Yukon."

Services for Mrs. Hart

Funeral services for Mrs. Barnett Hart, mother of Moss Hart, the playwright, were held yesterday afternoon at the Riverside Memorial Chapel. Mrs. Hart died Monday in Asbury Park.

Mrs. Pardee Rites Today

WINNETKA, ILL., Sept. 8.—Funeral services for Mrs. L. C. Pardee who died Tuesday will be held here tomorrow. Mrs. Pardee was the mother of Walter Trumbull, assistant to Will H. Hays.

Stage Door

THRILLINGLY DIRECTED BY THE GENIUS BEHIND
"MY MAN GODFREY".... GREGORY LA CAVA

Glamorously produced by Hollywood's ace picture-maker, **PANDRO S. BERMAN**... Intimately played by stars daringly cast to sweep your fans off their feet with curiosity—and satisfaction! . . . The picture you simply **MUST** give extra playing time! . . . Authored by two of the greatest living playwrights, **EDNA FERBER** and **GEORGE S. KAUFMAN** . . . Broadway's sensational stage success . . . now the outstanding highlight of all the screen's new big pictures.

Stage Door
KATHARINE STARRING GINGER
HEPBURN ★ **ROGERS**
ADOLPHE
MENJOU
WITH
GAIL PATRICK
CONSTANCE COLLIER • ANDREA LEEDS
SAMUEL S. HINDS • LUCILLE BALL
FROM THE PLAY BY EDNA FERBER AND GEORGE S. KAUFMAN
SCREEN PLAY BY MORRIE RYSKIND AND ANTHONY VEILLER
DIRECTED BY GREGORY LA CAVA
PRODUCED BY PANDRO S. BERMAN

**WAIT TILL
YOU SEE
HEPBURN
AND
ROGERS
TOGETHER!**

"Horizon" Is \$16,000 Hit In Cleveland

CLEVELAND, Sept. 8.—"Lost Horizon," playing its first popular priced engagement at Warners' Hippodrome, was the biggest draw of a big week, with the temperature sizzling all week. The take was \$16,000. This was \$4,000 better than average. It was moved to the Allen for a continued downtown run.

"Broadway Melody of 1938" at Loew's State was a close second. The gross was \$19,000—also \$4,000 above par.

"The Good Earth" at Loew's Stillman where it went after a big week at Loew's State, had a take of \$7,500. Average is \$6,000.

Total first run business was \$64,500. Average is \$59,000.

Estimated takings for the week ending Sept. 3:

"YOU CAN'T HAVE EVERYTHING"

(20th-Fox)

ALLEN—(3,000), 30c-35c-42c, 7 days, 3rd week. Gross: \$5,500. (Average, \$6,000)

"BROADWAY MELODY OF 1938"

(M-G-M)

LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. Gross: \$19,000. (Average, \$15,000)

"THE GOOD EARTH" (M-G-M)

LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. Gross: \$7,500. (Average, \$6,000)

"IT'S ALL YOURS" (Col.)

RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: vaudeville, headlining Roscoe Ates. Gross: \$16,500. (Average, \$20,000)

"LOST HORIZON" (Col.)

WARNER'S HIPPODROME—(3,800), 30c-35c-42c, 7 days. Gross: \$16,000. (Average, \$12,000)

"Confession" and Duchin Set Record

INDIANAPOLIS, Sept. 8. — All-time attendance and receipts records of the 25-year-old Lyric fell before the \$16,000 that Eddy Duchin and his orchestra and revue on the stage and "Confession" on the screen delivered. The take was double normal and about \$2,000 beyond the previous high, established in the faraway days of the 50-cent top.

"Dead End" and "It Can't Last Forever" on a dual delivered a lusty \$10,000 to the box-office at Loew's, \$3,000 to the good. "Souls at Sea" and "Blonde Trouble" did \$2,500 into the black for the Circle, where the take was \$7,000. Night business at the Circle accounted for the larger part of the take, despite expectations that Gary Cooper would prove a strong matinee draw.

Total first run business was \$33,500. Average is \$23,500.

Estimated takings for the week ending Sept. 3:

"BORNEO" (20th-Fox)

APOLLO—(1,100), 25c-40c, 7 days. Gross: \$2,500. (Average, \$4,000)

"SOULS AT SEA" (Para.)

"BLONDE TROUBLE" (Para.)
CIRCLE—(2,800), 25c-40c, 7 days. Gross: \$7,000. (Average, \$4,500)

"DEAD END" (U.A.)

LOEW'S—(2,800), 25c-40c, 7 days. Gross: \$10,000. (Average, \$7,000)

"CONFESSION" (F.N.)

LYRIC—(2,000), 25c-40c, 7 days. Stage: Eddy Duchin orchestra and revue. Vic Hyde, Mario & Floria, Miriam Verna. Gross: \$16,000. (Average, \$8,000)

"Married" and Vallee a Twin Cities' Smash

MINNEAPOLIS, Sept. 8. — "Married Before Breakfast," with Rudy Vallee and company on the Minneapolis Orpheum stage, proved the winning combination for the week in the Twin Cities. The show stayed but five days but made a record \$21,000. The normal seven-day take is \$6,000.

Cooler weather and several small conventions aided grosses, with "Thin Ice" doing second best at the Minnesota. The show brought in \$13,000 as against a usual \$10,000. "The Good Earth," playing a second week at the Riviera, did \$4,400. Average is \$3,500. The Paramount also did well with "Artists and Models." The show grossed \$6,000 over average by \$500.

Total first run business in Minneapolis was \$44,200. Average is \$27,000. Total first run business in St. Paul was \$16,300. Average is \$15,000.

Estimated takings:

Minneapolis:

Week Ending Sept. 2:

"THIN ICE" (20th-Fox)

MINNESOTA—(4,000), 25c-55c, 7 days. Gross: \$13,000. (Average, \$10,000)

"ARTISTS AND MODELS" (Para.)
CENTURY—(1,600), 25c-40c, 7 days, 2nd week. Gross: \$3,000. (Average, \$3,500)

"KING SOLOMON'S MINES" (G.B.)
WORLD—(400), 25c-35c, 7 days. Gross: \$1,700. (Average, \$2,000)

Week Ending Sept. 1:

"CASE OF THE STUTTERING BISHOP" (F.N.)

"WILD MONEY" (Para.)
STATE—(2,400), 25c-40c, 7 days. Gross: \$5,500. (Average, \$5,500)

Week Ending Aug. 31:

"MARRIED BEFORE BREAKFAST" (M-G-M)

ORPHEUM—(2,900), 35c-55c, 5 days. Stage: Rudy Vallee and show. Gross: \$21,000. (Average, \$6,000)

St. Paul:

Week Ending Sept. 2:

"ARTISTS AND MODELS" (Para.)
PARAMOUNT—(2,300), 25c-40c, 7 days. Gross: \$6,000. (Average, \$5,500)

"SLAVE SHIP" (20th-Fox)
ORPHEUM—(2,000), 25c-40c, 7 days. Gross: \$3,900. (Average, \$4,000)

Week Ending Sept. 1:

"THE GOOD EARTH" (M-G-M)
RIVIERA—(1,000), 25c-40c, 7 days, 2nd week. Gross: \$4,400. (Average, \$3,500)

"ARMORED CAR" (Univ.)
"WILD MONEY" (Para.)
TOWER—(1,000), 25c-35c, 7 days. Gross: \$2,000. (Average, \$2,000)

Remodel Detroit Houses

DETROIT, Sept. 8.—Charles Stepanuckas, owner of the Delray, who recently purchased and remodeled the DeSoto, will reopen it as the Oakland within the next 10 days.

Bernard Brooks, partner with Ray Schreiber in the Crystal, who recently took over the Ideal and also is remodeling, will reopen it as the President within the next two weeks. Ira Caplan has reopened the Cinema, foreign picture house, which has been closed during the summer.

Pogson Starts Home

HOLLYWOOD, Sept. 8.—Capt. N. A. Pogson, British expert on Oriental matters who acted as technical adviser for Goldwyn's "The Adventures of Marco Polo," has left via the Panama Canal for England to prepare for the production of a play in London.

Get Fields Gags

Hollywood, Sept. 8.—W. C. Fields is already a Paramount star and has been supplying gags for years, but the company has just signed a new contract with him to use his old stage routines in films. They include: "Gas Station," "Golf," "Barber Shop," "Pool" and "Orchestra."

Some of them may be used in "The Big Broadcast of 1938."

"Under Fire" Only Good Houston Draw

HOUSTON, Sept. 8.—"Love Under Fire" was the only money-maker in a week of lax business. The picture drew \$7,350 at the Majestic.

"Stella Dallas," in the second week at Loew's State, drew \$5,950, and "Confession" at the Metropolitan fell to \$6,300. Average at each of the three theatres is \$7,000.

Nan Gray, Houston girl, appearing in person at the Kirby in connection with "Love in a Bungalow" brought the three-day take 10 per cent above normal. The week's business, with "Pick a Star" playing four days, was \$5,500. Par is \$5,000.

Total first run business was \$24,100. Average is \$26,000.

Estimated takings for the week ending Aug. 30:

"PICK A STAR" (M-G-M)

KIRBY—(1,450), 15c-35c, 4 days. Gross: \$2,850. (Average, 7 days, \$5,000)

"LOVE IN A BUNGALOW" (Univ.)
KIRBY—(1,450), 15c-35c, 3 days. Stage: Nan Gray. Gross: \$2,650. (Average, 7 days, \$5,000)

"STELLA DALLAS" (U.A.)

LOEW'S STATE—(2,700), 25c-50c, 7 days, 2nd week. Gross: \$5,950. (Average, \$7,000)

"LOVE UNDER FIRE" (20th-Fox)
MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$7,350. (Average, \$7,000)

"CONFESSION" (F.N.)

METROPOLITAN—(2,600), 25c-50c, 7 days. Gross: \$6,300. (Average, \$7,000)

"Topper" Dual Hits \$8,800, New Haven

NEW HAVEN, Sept. 8. — "Topper" topped the town on a Loew-Poli dual with "Between Two Women," taking \$8,800, over par by \$800.

"Souls at Sea" and "Meet the Boy Friend" did an average Paramount week business of \$4,800 in the first 5½ days of its scheduled 11½-day run. The Roger Sherman dual, "Confession" and "Mr. Dodds Takes the Air," fell \$600 under the line to a \$4,000 gross.

Total first run business was \$19,400. Average is \$20,200.

Estimated takings for the week ending Sept. 3:

"DINNER AT EIGHT" (M-G-M)

"IT CAN'T LAST FOREVER" (Col.)
COLLEGE—(1,499), 25c-35c, 7 days. Gross: \$1,800. (Average, \$2,800)

"TOPPER" (M-G-M)

"BETWEEN TWO WOMEN" (M-G-M)
LOEW'S POLI—(3,040), 35c-50c, 7 days. Gross: \$8,800. (Average, \$8,000)

"SOULS AT SEA" (Para.)
"MEET THE BOY FRIEND" (Republic)
PARAMOUNT—(2,348), 35c-50c, 5½ days. Gross: \$4,800. (Average, \$4,800)

"CONFESSION" (W.B.)
"MR. DODDS TAKES THE AIR" (W.B.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$4,000. (Average, \$4,600)

"Solomon" Is High in Dull Capital Week

WASHINGTON, Sept. 8.—In another heat wave "King Solomon's Mines" at the Metropolitan took \$5,500, over average by \$1,200. The runner-up, also a B house, was Loew's Columbia, where a return engagement of "You Can't Have Everything" took \$3,700, or \$100 over par.

"The Life of Emile Zola" at the National did \$8,300 on the first seven days at \$1.65 top. It was continued.

"Confession" at the Earle, with a stage show, took \$16,600, under par by \$1,800. Loew's Capitol, with "Love Under Fire," and a stage show, took \$18,400, or \$2,500 below average.

Total first run business, exclusive of the Rialto and National, was \$61,300. Average is \$73,700.

Estimated takings, exclusive of tax:

Week Ending Aug. 31:

"DARK JOURNEY" (U.A.)

RIALTO—(1,064), 15c-40c, 7 days. Gross: \$2,400.

Week Ending Sept. 1:

"THE LIFE OF EMILE ZOLA" (W.B.)
NATIONAL—(1,697), 55c-\$1.65, 7 days (roadshow). Gross: \$8,300.

Week Ending Sept. 2:

"CONFESSION" (F.N.)

EARLE—(2,218), 25c-77c, 7 days. Stage: The Debonnaires, Marjorie Gainesworth, Emily von Losen, Ross Wyse, Jr. & June Mann, Four Vespers. Gross: \$16,600. (Average, \$18,400)

"LOVE UNDER FIRE" (20th-Fox)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Johnny Perkins, Sheila Barrett, Walter & Paul Briant, Sara Ann McCabe, Mann, Dupree & Lee. Gross: \$18,400. (Average, \$20,900)

"YOU CAN'T HAVE EVERYTHING"

(20th-Fox)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$3,700. (Average, first-run, \$3,600)

"BROADWAY MELODY OF 1938"

(M-G-M)

LOEW'S PALACE—(2,370), 35c-55c, 7 days, 2nd week. Gross: \$8,100. (Average, first week, \$15,900)

"KING SOLOMON'S MINES" (G.B.)
METROPOLITAN—(1,591), 25c-40c, 7 days. Gross: \$5,500. (Average, \$4,300)

Eight Days Ending Sept. 2:

"MAKE A WISH" (RKO)

RKO-KEITH'S—(1,836), 25c-55c, 8 days. Gross: \$9,000. (Average, 7 days, \$10,600)

"Broadway Melody" Oklahoma's Leader

OKLAHOMA CITY, Sept. 8.—"Broadway Melody of 1938" was the only first run attraction to make an impression during a week of showers and 90 degree temperatures. The take at the Midwest was \$7,200, over normal by \$3,200.

Total first run business was \$16,300. Average is \$14,500.

Estimated takings for the week ending Sept. 4:

"LOVE UNDER FIRE" (20th-Fox)

CRITERION—(1,700), 10c-25c-40c, 7 days. Gross: \$4,200. (Average, \$5,000)

"WOMAN WISE" (20th-Fox)

"MOUNTAIN JUSTICE" (F.N.)
LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$1,900. (Average, 7 days, \$2,500)

"MEET THE MISSUS" (RKO)
"OFF TO THE RACES" (20th-Fox)
LIBERTY—(1,500), 10c-20c-25c, 3 days. Gross: \$500. (Average, 7 days, \$2,500)

"BROADWAY MELODY OF 1938" (M-G-M)

MIDWEST—(1,500), 10c-35c-55c, 7 days. Gross: \$7,200. (Average, \$4,000)

"ELEPHANT BOY" (U.A.)
TOWER—(1,100), 10c-25c-35c, 7 days. Gross: \$2,500. (Average, \$3,000)

"Topper" Out Front in Dull Boston Week

BOSTON, Sept. 8.—"Topper," with "Between Two Women," took the lead in a week of heat and rain at Loew's Orpheum with \$18,000, which was \$6,000 above average. The same program also drew well at Loew's State with a take of \$15,500, up by \$4,500.

"Make a Wish," with "Hot Water," drew \$13,000, above par by \$1,000, at the RKO Memorial.

"Artists and Models," second run, with "She's No Lady," drew \$8,000, or \$1,000 over par, at the Paramount. The same program playing the Fenway, took \$5,000, \$500 over the line.

Total first run business was \$83,500. Average is \$79,500.

Estimated takings for the week ending Sept. 2:

"ARTISTS AND MODELS" (Para.) (2nd Run)

"SHE'S NO LADY" (Para.) FENWAY—(1,382), 30c-50c, 7 days. Gross: \$5,000. (Average, \$4,500)

"MAKE A WISH" (RKO) "HOT WATER" (20th-Fox)

RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. Gross: \$13,000. (Average, \$12,000)

"TOPPER" (M-G-M)

"BETWEEN TWO WOMEN" (M-G-M) LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. Gross: \$18,000. (Average, \$12,000)

"TOPPER" (M-G-M)

"BETWEEN TWO WOMEN" (M-G-M) LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. Gross: \$15,500. (Average, \$11,000)

"CONFESSION" (F.N.)

METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Harriet Hayes. Gross: \$16,000. (Average, \$22,000)

"ARTISTS AND MODELS" (Para.) (2nd Run)

"SHE'S A LADY" (Para.) PARAMOUNT—(1,793), 25c-50c, 7 days. Gross: \$8,000. (Average, \$7,000)

"THE MAN WHO CRIED WOLF" (Univ.)

"WAY OUT WEST" (M-G-M) RKO BOSTON—(3,246), 25c-50c-65c, 7 days. Gross: \$8,000. (Average, \$11,000)

"Broadway Melody" \$7,500 at Omaha

OMAHA, Sept. 8.—"Broadway Melody of 1938," on a dual with "White Bondage," nearly doubled par with a take of \$7,500 at the Omaha.

The only other house to pass normal was the Orpheum with "The Emperor's Candlesticks" and "Wings Over Honolulu." The \$7,700 take was up by \$1,500.

Total first run business was \$16,800. Average is \$16,700.

Estimated takings:

Week Ending Aug. 31:

"MAKE A WISH" (RKO)

"FLIGHT FROM GLORY" (RKO) BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$3,600. (Average, \$4,000)

"BROADWAY MELODY OF 1938" (M-G-M)

"WHITE BONDAGE" (W.B.) OMAHA—(2,200), 25c-40c, 8 days. Gross: \$7,500. (Average, \$5,500)

Week Ending Sept. 2:

"THE EMPEROR'S CANDLESTICKS" (M-G-M)

"WINGS OVER HONOLULU" (Univ.) ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$7,700. (Average, \$7,200)

Hawks Film Titled

HOLLYWOOD, Sept. 8.—"The Mysterious Pilot," featuring Frank Hawks, will be the release title of Columbia's air serial.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The River of Missing Men"

(Darmour-Columbia)

HOLLYWOOD, Sept. 8.—This one will never decorate the bright lights the columnists talk about. But, out where the bars are illuminated by kerosene wicks, where they crop cotton, harvest wheat, smelt the minerals, weave the cloth, watch the oil wells gush, etc., they'll probably like "The River of Missing Men."

"The River of Missing Men" is only a G-man outwitting bad men stuff. A girl helps him do it, but there's only one kiss and hug in the picture. The rest is a rough tough fellow up against a lot of rough tough fellows. Of course, with the help of theatrical license the man and the woman emerge triumphant as the heavies are hoisted by their own petard.

But the crowd which watched its preview seemed to forget all about the fortune that might have awaited them had it remained to participate in "Keeno Night." It wanted to see Jack Holt or Jack LaRue, but was satisfied to mob Eleanor Stewart, who only had a minor part.

Outside of a sensational canoe ride down the rapids sequence which really enthused the audience, this is formula G-Man-bad man stuff. But the way Jack Holt, Wynne Gibson, Jack LaRue, C. Henry Gordon, Ed Brophy, Bill Pawley, Arthur Hohl, Bob O'Connor, Billie Bakewell, Frank Darien, et al., handle it under the guidance of producer Larry Darmour and director Lew Colins, it has no relationship to a routine affair.

Running time, 60 minutes. "G."

Overseas Preview

"Doctor Syn"

(Gaumont-British)

LONDON, Aug. 25.—The George Arliss vehicle is from the G.-B. Gainsborough studio, which is currently turning out a line of material of very definite box-office value. Roy William Neill directed from a Russell Thorndike novel.

The story values in "Doctor Syn" remind of "Treasure Island," which it resembles in period, in its background of piracy on the high seas and in the "blood-curdling" intent of its melodramatic and highly colored incident, presented by characters as vivid and surprising. It is a real thriller in its presentation of an army officer's search for smugglers in a village on the Essex marshes, where the trade in contraband liquor is controlled by the saintly Doctor Syn, vicar of the parish, who, in fact, is really the notorious Capt. Clegg, supposed to have been hanged, but who was cut down still alive, and carrying on in this unusual disguise.

A murder or two, an episode in which "ghost" riders lead the military astray in the marsh, and a stirring climax in which Syn-Clegg takes to the seas again after making a getaway from the court are high spots. There is a love interest interpreted by Margaret Lockwood and John Loder and plenty of comedy relief, but the virtue of the picture is that it gets away from drawing rooms, bedrooms, and sex in general into the days of high adventure when men wore knee-breeches and wigs and life was very jolly and exciting although the scaffold loomed in the background.

It's a different one, likely to be a big winner where they like it at all. Arliss is right in character, acts with humor and impressiveness, but the director and story writer earn the real laurels for their maintenance of suspense and the color of their characterization. It is speedy, different, and makes one feel a boy again and it's a picture which England could make and America couldn't. That, in the prevailing trend of trade opinion, labels it one well worth looking at.

Running time, 81 minutes. "G"

ALLAN.

G. N. Adds to Space

Grand National has taken additional space on the 23rd floor of the RKO Bldg. The increased footage was formerly occupied by Pathe, which has moved to the RCA Bldg.

O. Henry Briggs, president of Pathe, is due back from the coast Friday or Monday.

Doctor Wins France Trip

Dr. N. Philip Norman of New York, has been awarded a trip to France on the *Normandie* for his model of a river steamboat which won a contest sponsored by Model Builders, Inc., and Universal. Norman modelled his craft after the vessel used in filming "Show Boat."

Short Subjects

"March of Time"

(RKO)

Two episodes, entitled "Pests of 1937" and "The War in China," comprise the new issue of March of Time which is No. 1 of Volume IV. Both are ably presented in this reel's customary interesting manner.

"Pests of 1937" depicts the activities of the Dept. of Agriculture and of farmers and individuals voluntarily cooperating with the department in combating the spread of insects harmful to vegetation. Laboratory phases of the work as well as the methods employed in treating affected crops and trees are shown in a manner which makes both the necessity for the work and its economic value apparent.

"The War in China" traces the development of the current hostilities over a period of years ending with current shots of the bombing of Shanghai. Particular attention is given American residents in China and the possible consequences of the hostilities to this country.

Running time, 17 minutes. "G."

"Arnold Johnson and His Orchestra"

(Vitaphone)

Arnold Johnson and the director are arranging a radio program, when the pictures on the wall come to life, and set in their frames in clever fashion, proceed to perform—entertainingly. Featured are the Three Sirens, Siroy and Weaver and the Three Orchids, which means dancing and singing, and all good. A picture of Schubert comes to life, protests swing music, then joins in the fun. Running time, 10 mins. "G."

"Golf Magic"

(Columbia)

A number of well-known tournament and trickshot players do their interesting stuff for the camera in this News World of Sports number. The material is well-handled, diverting and there is fitting comment by Ford Bond. Running time, 9 mins. "G."

"The Littlest Diplomat"

(Vitaphone)

Done in Technicolor, this "Broadway Brevity" number, directed by Bobby Connolly, is entertaining, and would be effective except for the fact that it is actually nothing more nor less than the "Wee Willie Winkie" story over again in brief form. Little Sybil Jason plays the lead role, and is sufficiently pert, but the inevitable comparison with Shirley Temple arises. It is a bit difficult to understand why the subject was made. Running time, 20 mins. "G."

"Drug Store Follies"

(Columbia)

Roscoe Ates stutters his way into a drug store looking for lumbago relief. Instead he gets a lemonade, sees a floorshow, rides around in a motor car—all in the store. Finally he gets a plaster. It is rather obvious comedy set off by a number of fair juggling, singing and dancing acts. Running time, 9 mins. "G."

License One, Raise Power Of 7 Others

By CLARENCE LINZ

WASHINGTON, Sept. 8.—One new station has just been licensed by the F. C. C. and seven stations have been authorized to increase their power.

The new station is WIBX, Utica, authorized to operate on 1,200 kilocycles with 100 watts power night, 250 watts day. Stations given power increases are: KCRQ, Aberdeen, Wash., day power, 250 watts instead of 100 watts; KUOA, Siloam Springs, Ark., day power increased from 2,500 to 5,000 watts; WAGA (formerly WTFI), Atlanta, 500 watts night, 1,000 watts day; WSIX, Nashville, day power, 250 watts; KALB, Alexandria, La., day power, 250 watts; WAPO, Chattanooga, 100 watts night, 250 watts day and WLBL, Stevens Point, Wis., 5,000 watts, daytime only.

At a meeting of the broadcasting division, applications of a number of stations were ordered scheduled for hearings, among them the following applications for new stations:

Cadillac Unit Included

Cadillac Broadcasting Corp., Detroit, 1,140 kilocycles, 500 watts, daytime only; Santo Settle, Charleston, S. C., 1,200 kilocycles, 100 watts night, 250 watts day; Louis P. Thornton, Baker, Ore., 1,500 kilocycles, 100 watts night, 250 watts day; Kanawha Valley Broadcasting Co., Charleston, W. Va., 1,500 kilocycles, 100 watts; Valley Publishing Co., Harlingen, Tex., 1,200 kilocycles, 100 watts night, 250 watts day; J. T. Griffin, Fort Smith, Ark., 880 kilocycles, 1,000 watts, daytime only; Broward Broadcasting Co., Ft. Lauderdale, Fla., 1,370 kilocycles, 100 watts night, 250 watts day; W. A. Barnette, Greenwood, S. C., 1,370 kilocycles, 250 watts, daytime only; Colonial Broadcasters, Inc., Savannah, 1,310 kilocycles, 100 watts; Tom Olsen, Port Angeles, Wash., 1,500 kilocycles, 250 watts, daytime only; Platt & Platt, Poughkeepsie, N. Y., 1,000 kilocycles, 1,000 watts, daytime only; Kentucky Broadcasting Corp., Louisville, Ky., 1,210 kilocycles, 100 watts night, 250 watts day, and James F. Hurley, Jr., Salisbury, N. C., 1,500 kilocycles, 100 watts, daytime only.

Sues Mutual on Broadcast

William A. Brady, who asserts that since 1897 he has owned exclusive rights to all forms of production of "Way Down East," filed suit in the N. Y. Supreme Court yesterday to enjoin the Mutual Broadcasting Co. and others from using the vehicle. An accounting is also asked of the defendants in order that damages for alleged broadcasting of the subject may be ascertained. Other defendants in the action are the Bamberger Broadcasting Service, Blackett, Sample & Hummert, Inc., and the Charles H. Phillips Chemical Co. Brady states that only once had he consented to the broadcasting of "Way Down East," in 1935 when he accepted \$750 for one broadcast.

250 May Attend AFM Meet Here Tomorrow

More than 250 owners and managers of independent and independently owned but network affiliated stations will report at the meeting called for Friday at the Waldorf-Astoria it was indicated by a survey yesterday. The Friday meeting will mark one of the final get-togethers of the broadcasters before meeting with A. F. of M. heads in an effort to solve the problem of union musician unemployment in radio.

Meanwhile, the committee representing the independent broadcasters met in closed session at the Waldorf yesterday as a preliminary to Friday's meeting. The attendants were Emile Gough of Hearst Radio, William S. Hedges of WLW, Cincinnati; Samuel R. Rosenbaum, WFIL, Philadelphia; Edward W. Craig, WSM, Nashville, and Mark Ethridge of WSAM, St. Louis. The accomplishments, if any, were not made public.

NBC affiliated station owners already arrived here include Ed. Hamlin, St. Louis; K. B. Thompson, Columbus; John Gillen, Omaha, John Shepard, of the Colonial and Kankee networks; L. B. Wilson, Cleveland. At least 60 others will report here tomorrow and Saturday.

Among Those Listed

CBS representatives who will attend are as follows:

Allen T. Simmons, Akron; Tom Lyons and Lew Milbourne, Baltimore; Ike Lounsbury, Buffalo; Luther Hill, Des Moines-Yankton; Franklin Doolittle, Hartford; Art Church, Kansas City; Lee Coulson, Louisville and Indiana; Howard Clark, Pittsburgh; Clarence Wheeler, Rochester; Sam Woodworth, Syracuse; Ted Hill, Worcester; Edger Bell, Denver and Colorado Springs; Fred Moats, Dallas; Joe Malland, Davenport; Leonard Reinsch, Dayton; Joe Calkins, Elmira; E. Ridge, Greensboro; Mrs. Jesse Jacobson, Great Falls and Missoula; Vincent Callahan, New Orleans; Harold Danford, Orlando; C. W. Meyers, Portland; Frank Megargee, Scranton; C. Lucy, Richmond; E. J. Meahan, South Bend; Tom Symons, Spokane; A. S. Moffat, Springfield.

Ed Jansen, Tacoma; Don Searle, Topeka; Dale Robertson, Utica; D. Kahn, Wichita Falls, Tex.; Bill Williamson, Youngstown; H. K. Carpenter, Cleveland; John Kennedy, Charleston and Parkersburg; Hoyt Wooten, Memphis; A. L. Schilton, Atlanta and Little Rock; Ralph Nicholson, Tampa, Miami and Savannah; H. G. Wall, Fairmount and Wheeling; K. G. Marshall, Birmingham and Jacksonville; Edgar Bill, Peoria; Norris O'Neil, Winston-Salem; Bill Cherry, Providence; H. Sedgewick, Toronto; R. Gordon, Roanoke; Bill Borel, Columbus; and E. F. Orr, Houston.

Represented in this list are 62 stations.

Chicago Unions Join A. F. M.

CHICAGO, Sept. 8.—James C. Petrillo, head of the musicians' union here, today revealed the merger of the Polish-American Musicians' Union and the American union with the American Federation of Musicians. The merger brings the total of the local musicians' union to 11,000, all members of the A. F. of M.

The move is seen as a serious blow to the C.I.O., Petrillo declared today in a statement.

Mutual Billings Up

Mutual billings for August totaled \$79,555.67, a slight decline under the figures amassed for the similar month last year. The cumulative total for the year thus far is \$1,179,937.05, a gain of 5.3 per cent over the eight-month figure for 1936, which was \$1,120,142.34.

NBC Day Hours Show 39% Gain Over 1936

Expenditures of radio advertisers for weekday daytime hours on NBC's Blue and Red networks jumped 39.3 per cent over 1936 during July and August, to \$1,443,469, and boosted the gross revenue for the two months to a new summer high of \$5,492,427, up 13.2 per cent over the corresponding two months last year, when summer advertisers spent \$4,852,414.

Weekday daytime hours in August alone were used to the amount of \$714,589, up 40.6 per cent over August a year ago. This figure brought the daytime total for the first eight months to \$6,965,451, up 70 per cent over 1936.

Evening revenue in August was \$1,976,940, up 7.5 per cent over a year ago.

Total gross network billings of NBC in August were \$2,784,977, up 15 per cent over a year ago, and the eight-month total was \$25,440,534, up 21.6 per cent.

Socony-Vacuum Gets Yale's Home Games

Socony-Vacuum, for Mobilgas and Mobiloil, will sponsor all the home games of the Yale football team over WMCA exclusively, with Bill Slater, network sports announcer, doing the play-by-play description. The games, under the same sponsorship, were broadcast over WOR last year.

Seven games in all will be broadcast. The schedule is as follows: Oct. 2, Yale-Maine; Oct. 16, Yale-Pennsylvania; Oct. 23, Yale-Cornell; Oct. 30, Yale-Dartmouth; Nov. 6, Yale-Brown; Nov. 13, Yale-Princeton. All games will begin at 2 P. M., with pre-color broadcasts to be offered 15-minutes earlier with Dick Fishell, WMCA sports commentator, at the microphone. J. Sterling Getchell is the agency.

Renew CBS Time as of Oct. 1

Renewed for additional time on CBS are "Hollywood Hotel" and "News Parade."

The former, sponsored by Campbell Soup Co., will renew as of Oct. 1. Sixty-seven stations carry the program. F. Wallis Armstrong is the agency.

"News Parade," sponsored by American Tobacco Co. for Lucky Strike cigarettes and featuring Edwin C. Hill, will renew as of Oct. 1 also. Lord and Thomas is the agency.

The Beneficial Management Co.'s CBS series title "Your Unseen Friend," and currently broadcast Tuesdays from 10 to 10:30 P. M., will shift to another day and time after Sept. 21, when it will be presented from 8 to 8:30 P. M. Albert Frank-Gunther Law is the agency.

Radio Personals

RALPH KIRBERRY has been signed for three additional Chevrolet recordings. . . . Hildegard sails from Europe Sept. 15, and will make a guest appearance on the Vallee show Sept. 30. . . . The Ben Bernie American Can Co. show definitely is through and will fade from the air late in October. . . . NBC has signed Jean Ellington for another year. . . . Lewis Charles is the latest addition to the announcing staff at WHN. . . . Bette Davis is set for a guest appearance on the Chase & Sanborn series Sept. 12. . . . Jack Pearl and wife arrive from Europe aboard the *Conte Di Savoia* today.

Iowa Governor to Be On 2 KOIL Programs

OMAHA, Sept. 8.—KOIL's "Man in the Furrow" program, which will go out over the Mutual network during the Omaha Electrical Exposition at the City Auditorium as part of the dedication of the station's new 5,000-watt transmitter, will have Gov. Nels Kraschel of Iowa in the role of commentator and interviewer.

On Sept. 14 the Governor will interview five Iowa farmers on crop conditions for 30 seconds each. On Sept. 16 an as yet unnamed Nebraskan will do likewise with farmers from his state.

Arthur Faust, KOIL's dramatic director, will be master of ceremonies and Bob Cunningham, KOIL program director, will introduce the main speakers.

"Zola" on 56 Stations

HOLLYWOOD, Sept. 8.—The premiere of "The Life of Emile Zola" at the Carthay Circle tomorrow, will be broadcast over a coast-to-coast hook-up of 56 Mutual stations. The broadcast will be heard from 12:30 to 1 A. M., New York time.

Paley Paid \$237,524

William S. Paley received \$237,524 in 1936, it was revealed in a report to the S. E. C. filed yesterday by CBS. Edward S. Klauber, executive vice-president, received \$71,359 and Hugh K. Boice, vice-president, \$45,098.

Valentino Quits Speedy Q

Thomas J. Valentino has resigned as local representative of the Speedy Q Library and will concentrate on the sales of the Gennett Sound Effects Library.

Broadcast Council Meetings

SUPERIOR, Wis., Sept. 8.—Common Council proceedings are being broadcast over WEBC here, the first time in the city's history.

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SERVING ADVERTISING AGENCIES

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New York, N. Y.

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that extra something that's good radio

Radio

Mutual Gets Option To Air World Series

The Mutual network has secured an option for one week for the broadcast rights to the World Series baseball games, it has been learned from an authoritative source. The option, it is understood, still has several days to run, and it is known that several of the bigger advertisers now are bidding for the games, through at least three agencies. The agencies are Lennen & Mitchell, Arthur Kudner, Inc., and Ruthrauff & Ryan.

The price for the games has been set at \$200,000, in payment for time, stations, and all other incidentals. Of this sum \$100,000 is to be turned over to the clubs participating in the series.

This year, the client need only buy Mutual for coverage. Last autumn, the games were broadcast over the three networks, Mutual, CBS and NBC. The Ford Motor Co. sponsored the games last year, at a price of \$410,000.

FCC Restricts Use Of 550 Kilocycles

(Continued from page 1)

from the nearest coast unless accompanied with written approval of the Navy Dept., and applications from points 300 to 500 miles from the coast will be submitted to that department for approval.

Crosley to Add New Line

CINCINNATI, Sept. 8.—The Crosley Radio Corp., operating WLW, WSAI and W8XAL, will shortly begin the manufacture of inter-communication systems in the form of a two-way loudspeaker for use between offices and departments in large organizations, between rooms in a home and between judges and announcers in schools, churches and similar places.

"Silver Serenade" Oneida Show Title

"The Silver Serenade" is the program title for a new transcribed series to be presented by Oneida, Ltd., over 33 stations. The series will begin Sept. 23, and will feature guests whose opinions and achievements are of interest to women listeners.

Guests already set include Beatrice Fairfax, Angelo Patri and Anna Steese Richardson. WOR will broadcast the program locally. Batten, Barton, Durstine & Osborn is the agency.

Kaufman to Resume Comments

Sidney Kaufman, film critic, will resume his program, "Cinema Comments," on WQXR from 9:30 to 9:45 P. M. Monday, and will be heard weekly thereafter. The program was presented over WQXR last season, but was discontinued during Kaufman's stay in Hollywood.

Shift Editorial Program Time

"The Editor Speaks," program of editorials appearing in New York newspapers, presented by WMCA in cooperation with the press of New York, will be heard Fridays from 8:45 to 9 P. M., effective Sept. 17, instead of at 8:15 P. M., as formerly heard.

"Time" Off Air Oct. 7

The "March of Time," long a popular CBS feature, will fade from the network after the broadcast of Oct. 7. The program is currently sponsored by Time, Inc., through Batten, Barton, Durstine & Osborn.

Schattner's Going on WNEW

Schattner's Shoe Shop, through the Newman Associates, has placed a 52-week contract for electrical transcriptions, Monday through Saturday, on WNEW. The contract is effective immediately.

New Shows on the Air

"Hollywood Mardi Gras"

Save for one or possibly two minor faults, "Hollywood Mardi Gras," the new Packard program starring Lanny Ross and Charles Butterworth, is one of the best musical variety shows to be found on the networks. The initial airing pulsed with the smooth power and rhythm associated with the sponsor's product, and there is every reason to believe that the slightly jarring elements which made themselves evident in the inaugural will be eradicated as the series progresses. Even as the show stands now, however, the sponsors of opposing Tuesday 9:30 to 10:30 P. M. programs have our ardent sympathy.

Let's dispense with the fault finding before dusting off the superlatives the program deserves. To begin with, Raymond Paige's orchestrations were much too ponderous for a light program of this type. The music sounded more like Werner Janssen's than it did like Paige's. And a 72-voice chorus has no place on this program.

The cathedral-like effect it achieves clashes sharply with the light mood that the series strives to achieve.

Ross seldom has been heard in better voice, and his em ceing was excellent. His offering "A Wandering Minstrel, I," from Gilbert and Sullivan's "Mikado," still must linger carressingly in the ears of the listeners, as it does in ours. As for Butterworth, his bewildered style of comedy is unfailingly pleasing. His humor never provokes a belly laugh, but always there is a smile lurking about the corners of one's mouth when he unlimbers for action.

Amos 'n' Andy, appearing as guests, practically stole the show from all the permanent principals. Considering how excellently the program standbys performed, this was by no means a small achievement.

"Hollywood Mardi Gras," presented by the Packard Motor Co., is broadcast Tuesdays from 9:30 to 10:30 P. M. over the NBC-Red network.

BANNER

Makeup Union Drops Painter Affiliation

HOLLYWOOD, Sept. 8.—The Makeup Artists' local seceded today from the Painters' International Brotherhood and completed affiliation with the I. A. T. S. E. The move was said to have resulted from resentment of members over the alleged failure of the painters' officers to support the local during its strike here last spring and also to a desire of the local to obtain a closed shop agreement with producers.

The action was taken on the unanimous vote of 244 members of the local. The public apology tendered the I. A. by the makeup artists' organization last week was regarded as a preliminary to the moves made today.

Vernon Murdock, business agent of the makeup local, was elected executive secretary of the new I. A. T. S. E. local. The local is not sending a delegate to the painters' international convention, now in session in Buffalo, nor is the scenic artists' local of the Painters' Brotherhood. The latter organization, also, is withholding its per capita tax from the international. As a result, it is believed that that organization, also, may affiliate with the I. A. Charles Elrod, business agent, would not affirm the belief, explaining that the tax had not been paid because the local's treasury had been depleted by the strike.

Completing Roxy Report

U. S. District Court Judge John Clancy yesterday authorized Howard S. Cullman, Roxy trustee, to retain Barrow, Wade, Guthrie & Co., accountants to assist him in completing his final accounting and to pay them \$1,000. Since June, 1934, the accountants have received \$12,474.

"Riviera" Retitled

HOLLYWOOD, Sept. 8.—"Riviera," the picture made by New World for Twentieth Century-Fox, has been retitled "Dinner at the Ritz."

"Don't Forget" Retitled

HOLLYWOOD, Sept. 8.—RKO has changed the title of "Don't Forget to Remember" to "There Goes the Groom." Other pictures in preparation on the lot include "Here Comes the Groom," and "Behold the Bridegroom."

Retitle Stanwyck Film

HOLLYWOOD, Sept. 8.—RKO has changed the title of the picture called "A Love Like That," Barbara Stanwyck-Herbert Marshall starring vehicle. It is now "Breakfast for Two."

Rename "Cartoon Lover"

HOLLYWOOD, Sept. 8.—Republic has changed the title of "The Cartoon Lover," to "Love Is a Fable." The original screenplay of Edmund Seward has a background of an animated cartoon studio.

Hoffman Sues Columbia

HOLLYWOOD, Sept. 8.—Sam Hoffman, writer and stage producer, has filed a \$200,000 suit against Columbia Pictures, Inc., charging plagiarism of his story, "Command Performance," in the film, "Racketeers in Exile."

CEA Council Talks On Rental Problem

(Continued from page 1)

to consider rentals generally and to consult with the circuits on possible joint action. The proposal for a C. E. A. press bureau to publicize the work of the exhibitor organization was criticized on the ground of excessive cost, entailing an increase in the subscription for members, which is now \$1 annually for all theatres.

The matter was referred back to the legal committee for the preparation of a more modest scheme, which could be financed from present income. A questionnaire has been sent to all members of the organization, asking a vote for or against the proposed 2,000-foot reel.

Technicolor Meet Today

A special meeting of stockholders of Technicolor is scheduled to be held today to vote on an amendment to the certificate of incorporation which would authorize a 500,000-share increase in the company's no par value common stock. The additional shares would be used to permit the issuance of stock purchase options to Technicolor customers, conditioned upon a guaranteed volume of business, it is understood.

Warners-Lightman Sign

Warners have closed a deal with M. A. Lightman's Malco Theatres for the entire Warner list. Herb Ochs, western and southern sales manager for Warners; Fred Jack, southern district manager, and Byron Adams, Memphis branch manager, acted for Warners.

Contracts were also signed with the Maine and New Hampshire Circuit for all of the company's output.

Paramount-Shea Sign

Paramount has closed a one-year product deal with the Shea circuit of 14 upstate New York theatres. Milt Kusell acted for the distributor while Vincent McFall represented the circuit. Kusell returned yesterday by plane from Buffalo after closing the deal.

Team Raymond-Sothorn

HOLLYWOOD, Sept. 8.—Gene Raymond and Ann Sothorn, co-stars in four earlier RKO pictures, will be teamed again in "She's Got That Swing," which Al Lewis will produce and Joseph Santley will direct. Victor Moore and Helen Broderick top the supporting cast.

Union Talks Continue

Another meeting of major circuit representatives and executives of Local 306, projectionists' union, was held yesterday in the office of C. C. Moskowitz of Loew's, in an attempt to negotiate a new two-year working agreement, as provided in the master agreement. Further meetings are scheduled.

20th-Fox Men On Tour

TACOMA, Sept. 8.—Herman Wobber, William Kupper, J. P. O'Laughlin and W. J. Clark of 20th Century-Fox's western sales force are here in the course of a tour of the company's Washington and Oregon exchanges.

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VOL. 42. NO. 60

NEW YORK, FRIDAY, SEPTEMBER 10, 1937

TEN CENTS

Para. to Ask Philadelphia Case Appeal

"Buyers' Strike" Ruling Held Contradictory

Paramount will take steps immediately to appeal from the decision of Federal Judge Oliver B. Dickinson dismissing the company's action for a permanent injunction to restrain Philadelphia exhibitors from engaging in concerted activities in their "buyers' strike" against the company, it was stated yesterday by the Paramount legal department.

The preparation of papers asking leave to appeal the action to the U. S. Circuit Court of Appeals at Philadelphia will be begun at once, it was said, and efforts will be made to get that court's consent to a special convening to hear the application some time next week. The circuit court is still on its summer recess, which necessitates the request for a special convening of the entire court or a majority.

Spokesmen for Paramount said that they were "mystified" by certain portions of the ruling.

(Continued on page 6)

Chinese in Offer to Buy "U" War Shots

A group of Chinese in San Francisco, after witnessing the latest Universal Newsreel with the Shanghai bombings, yesterday telegraphed Charles Ford, editor, several times offering to purchase the clips for the purpose of exhibiting them to raise funds. When Ford failed to answer, the Chinese prevailed upon Barney Rose, San Francisco manager, to get in touch with Ford.

Ford yesterday stated that Universal would not sell the "shots" as the company would not take sides in the undeclared war. However, Ford may decide to rent the reel to the group in the usual manner.

"Zenda's" \$123,700 Close to M.H. Record

"The Prisoner of Zenda" grossed \$123,700 in its first week at the Music Hall and captured for itself second place in the history of that theatre. It failed to outdistance the first week of "Top Hat" which did \$131,200 for the week ending Sept. 4, 1935, but it nosed "Swing Time" out of second place by \$523.

Further detail and a breakdown of the Music Hall's top money pictures, what they were and when they did it, appear on Page 2 today.

North Dakota Asks Myers to Aid Defense of Theatre Divorce Law

Washington, Sept. 9.—Abram F. Myers, Allied States general counsel, this week was invited by Gov. William A. Langer of North Dakota to join with his legal staff in defending the state divorce-law, now under attack in the Fargo Federal Court by Paramount.

The North Dakota Divorcement Act prohibits any producer or distributor from owning any theatre within the state. Paramount is seeking to enjoin the Governor and state officials from enforcement of the law.

G.B., Loew's, Five Million 20th-Fox Deal From Options, Is "Dormant" States Kalmus

"Dormant" and "just resting" is the way David Bernstein, vice-president and treasurer of Loew's, described the Loew-20th Century-Fox-GB deal upon his return yesterday on the *Ile de France*, from a two-month vacation abroad. He said that none of the M-G-M or Loew officials who went abroad recently discussed the English situation.

Business is very good and Loew's does not plan any theatre expansion in England, Bernstein said. He visited London, Paris, Vichy and the Continent. Louis B. Mayer, he added, will be back in a few weeks.

Joseph Hummel, foreign sales head for Warners, returned from a six-week trip to Paris and England. He said Warners are prepared to meet the new quota regulations in England. Sam Morris, he said, will sail next Wednesday on the *Normandie* to discuss new production plans with Irving Asher. About 20 British films are planned.

Robert W. McFarland of the U.A. office in England is here for a vacation. He will spend a month in New York and then go to the coast. Morris Helprin and his wife, Katharine Locke, returned from a six-week tour of England, France and the Continent. He said Korda will make six features next season for American distribution. Mrs. Charles Morgan, sister of J. Cheever Cowdin, also was a passenger.

Brandt Books G. N. First Run on B'way

Grand National gets a Broadway show window under a first run deal just closed with Harry Brandt covering the Globe and Central theatres. The deal gets under way with "Something to Sing About," the new Cagney film, which opens at the Globe Sept. 20.

New stock options designed for issuance to Technicolor customers which were authorized at a meeting of stockholders of the company yesterday will bring \$5,000,000 into the company's treasury if all are exercised, Dr. Herbert T. Kalmus, president and general manager, said yesterday. The sum is in addition to a potential \$2,500,000 in cash which would be paid in to the company if options now outstanding are exercised.

The stockholders authorized an increase of 500,000 shares in the company's no par value common stock, of which 182,000 shares will be issued to producers with whom Technicolor has closed new contracts. Three unnamed producers who will make 18 features in Technicolor were given an option for 108,000 shares at approximately \$22 per share; two who will produce 10 features were given an option on 52,000 shares at \$28, and an option on 16,000 shares at \$28 was given Walt Disney, Ltd., in connection with a contract to produce 39 Mickey Mouse and Silly Symphony subjects over a period of two years beginning March 1, 1938.

Two other contracts under discussion involve the issuance of options for 72,000 shares at \$28.50, Dr. Kalmus said. Of the new money which may be realized through exercise of the op-

(Continued on page 6)

Skouras-Springer Deal Reported Set

The long-pending deal whereby Skouras Theatres would take over the various Springer theatres on upper Broadway is understood to have been closed. The Beacon, Broadway and 76th St., is not embraced in the deal, MOTION PICTURE DAILY learned last night.

M-G-M Taking To Air; First Show Nov. 4

General Foods, Sponsor— Network Not Set

M-G-M, after months of deliberation and delay, is understood set to embark upon a radio broadcasting career. Sponsored by General Foods Corp., acting through Benton and Bowles as the agency, the company is expected to take to the airways on Nov. 4.

The complete yearly cost to the sponsor, it is understood, will be approximately \$2,000,000 per year, an all-inclusive sum embracing talent, station, and all other charges.

However, neither time nor network has been selected as yet. This will be settled within the next day or so. The network, however, will be either one of NBC's two, or Columbia.

Those familiar with the deal last night were inclined to read into it an elimination of the last barrier between radio and films and were prone to predict early alliances between other major studios and various national radio webs.

Billy Bacher, signed recently by M-G-M and placed in complete charge of radio activities at the studio, has been in New York on the deal. He returns to Hollywood today to begin active preparation for the advent of the series.

(Additional radio news on page 9)

Infantile Paralysis Hits Illinois, Wis.

Business in Illinois and Wisconsin has dropped 40 to 50 per cent because of infantile paralysis, James Coston, Warner theatre zone manager, stated yesterday upon his arrival to meet his wife and daughter returning from a European vacation on the *Ile de France*.

Weekend grosses were off 40 per cent, Coston stated.

Warners Plan 26th Theatre in Chicago

Plans have been completed for the building of a 1,200-seat theatre at 87th St. & Ashland Ave., Chicago, and Warners will begin construction in three weeks, it was learned yesterday at the home office. This will make the 26th theatre in Chicago for the circuit. It will be located between the Beverly and Highland theatres.

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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

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Dismisses RKO Suit

The copyright infringement suit of Samuel Shipment and Clara Lipman against RKO was dismissed in the U. S. District Court yesterday by Federal Judge John M. Woolsey. The plaintiffs claimed infringement of their play, "Depend on the Woman" in the RKO picture, "I Dream Too Much." Judge Woolsey stated in his opinion he found no basis for a claim of "literary larceny."

Fire Hits Universal Lot

HOLLYWOOD, Sept. 9.—The Universal back lot was damaged to the extent of \$1,500 yesterday when a brush fire swept over 20 acres to reach the studio buildings. Six houses on a set and the studio ranch house were destroyed. Animals being used in the serial, "Tim Tyler's Luck," were endangered. The fire was checked by the studio and Burbank and North Hollywood firemen.

"Souls" Big in Seattle

SEATTLE, Sept. 9.—"Souls at Sea" at the Paramount grossed \$11,300 for its first week. The figure is \$500 better than "Artists and Models" which recently broke a two-year house record.

Insiders' Outlook

By RED KANN

IT was like a Santa Anita finish, but "Zenda," flying Dave Selznick's colors, slid across the line into second ranking position in Music Hall annals by a handful of dollars Wednesday night. Gross: \$123,700, with due deference to a combination Labor Day-Jewish New Year's week-end and a made-to-order break in the heat wave by Saturday evening. By \$523, "Swing Time" moved back from its hitherto uncontested second place to third. That was the Astaire-Rogers which did a fantastic \$123,177 in the seven days ending Sept. 2, 1936.

Undisputed leader at the Van Schmus establishment, of course, continues to be "Top Hat," which, incidentally and to our way of thinking, indisputably continues to be the finest Astaire-Rogers ever turned out. Even more fantastic than "Swing Time," this was the attraction which almost landed on the finishing line at \$135,000, but had to be content with \$131,200. The Music Hall had had nothing like it. As a matter of fact, it hasn't since. . . .

Hazel Flynn, whose typewriter gets hot at times like these, turned inordinately busy in her cubicle and conveniently has been supplying an assortment of comparisons on behalf of her theatre. For instance, from Miss Flynn:

Records for a weekend, for a Sunday and for a Labor Day were broken when 121,539 paid admissions were recorded at closing time Monday by "Zenda." On Monday, ticket sales were 27,044 and a gross of "nearly \$22,000 for the holiday, or some \$500 more than the previous holiday record established by 'Top Hat' on Labor Day in 1935."

Estimated, but pretty accurate, check on total paid admissions on the week: 170,000.

Why "Zenda" will not beat "Top Hat," same source: "Because of its ('Zenda's') longer running time."

Anyhow and anyway you look at it, there seems nothing to go apologetic about on a performance such as this. . . .

However, it set us ruminating about peak performances at this theatre with its enormous possibilities. How many attractions had reached and passed the \$100,000 division? Which, when and how much? So began the research and now the findings:

Since January, 1933, the Music Hall, by the statistical stars in MOTION PICTURE DAILY's heaven, has had thirty-one weeks when the take has been \$100,000 and over. Twenty-six pictures from five distributors comprise this rarefied classification. How they break down is an interesting analysis on its own and that comes next. . . .

Radio nabbed the peak load. Of the thirty-one which the Music Hall can boast, this distributor contributed fourteen weeks divided over eleven attractions. In 1933 they were "Topaze," "Morning Glory," "One Man's Journey" and the first and third weeks of "Little Women." Nothing ranked in 1934, but in '35 came along "Little Minister" and the first two weeks of the record-breaking "Top Hat."

Four attractions in '36 gave the Music Hall five \$100,000 weeks and over. "Follow the Fleet" was the first from this company last year and "Mary of Scotland" followed. Third was "Swing Time," just now nosed out of second place by "Zenda." It started ahead of Labor Day last year and was held over for a second week of \$120,000, or only \$3,000 under the first seven days. At the close of the year, "Rainbow on the River" went over the mark by a nice \$8,000. So far in 1937 "That Girl from Paris" marks Radio's only contestant in the top division and for the first time, it is significant to note, an Astaire-Rogers did not make the grade. This, of course, was "Shall We Dance?" . . .

Second is United Artists. Seven attractions under that label played as many weeks. In 1933, it was the famed "Private Life of Henry VIII." In 1934, "Nana" and "We Live Again" which gave Sam Goldwyn the distinction of having been the solo producer at United Artists to furnish his company such august representation. In 1935 and in the days when Darryl Zanuck was still releasing his 20th Century output through U.A., it was "Cardinal Richelieu." In 1936, a blank. And in this year of grace, three, all in a rush giving to U.A. the leadership among all distributors

(Continued on page 6)

Purely Personal

E. C. MILLS of Ascap left for Lincoln, Neb., yesterday to attend the hearing tomorrow before a Federal statutory court there on Ascap's action to test the constitutionality of the Nebraska law which would bar the society from operating within the state. LOUIS D. FROHLICH and HERMAN FINKELSTEIN, Ascap attorneys, are also en route to Lincoln for the hearing.

KENNETH THOMSON, executive secretary of the Screen Actors' Guild, leaves Hollywood this weekend on a vacation motor tour which will bring him to New York by way of Canada. He will be accompanied by Mrs. THOMSON.

EDWIN MILES FADMAN of Films Red Star, who has arrived in this country for a two month stay to buy product, leaves next month and will spend two weeks in Hollywood before returning to Europe.

MARGARET TALLICHET, Selznick International contract player, arrived from Mt. Kisco yesterday. She has been playing in summer stock. She will leave soon for the coast.

MRS. FRED MEYERS, wife of the RKO theatre division head, is recuperating from an operation at the Westchester Square Hospital.

JOSEPH BERNHARD, general manager of Warner theatres, will fly to the coast today and will return at the end of the next week.

M. A. SCHLESINGER will sail for South Africa in a month to visit his brother I. W. for two or three months.

CHARLES FORD, editor of Universal Newsreel, has delayed his trip to the coast for several days.

EDWARD SCHNITZER left last night for Pittsburgh and Chicago. He's due back next Tuesday.

RUSSELL BIRDWELL and S. GLASS of Selznick International flew to Hollywood yesterday.

LILLIE MESSENGER, RKO story head in the east, has returned from a stay on the coast.

J. MEYER SCHINE and GEORGE LYNCH are in town from Gloversville on product buys.

GERALD SCHNITZER, after several months at the Republic studios on the coast, is back.

ARTHUR ABELES, branch manager for Warners in Brazil, is in town for a vacation.

HERBERT J. YATES is planning to leave for the coast Sunday.

JOHNNY HARRIS of Pittsburgh was in town yesterday.

PANDRO BERMAN left for Hollywood yesterday.

20TH'S

"THIN ICE"

AT ROXY

SETS NEW

7-YEAR

MONEY AND

ATTENDANCE

HIGHS FOR

WEEK!

**IT'S NATIONAL
"THIN ICE" WEEK**

as "Thin Ice" cracks
long-standing records
everywhere! *Check up!*

Need we say

HELD OVER!



THE KEYSTONE
OF YOUR FUTURE



TIME

The Weekly Newsmagazine

Shanghai Shambles

You are going to be shocked, but this is war
UNCENSORED

This brief caption, flashed on the screen, was all the warning U. S. cinemagoers had last week before the usually innocuous newsreel plunged them into such a blood-bath of visual horrors as few of them had ever imagined. Shown throughout the U. S. these were the first frankly gruesome newsreels of the Shanghai shambles to reach the U. S. Hundreds of feet of this hastily, dangerously made record had been ground out by cameramen under fire or within a few minutes after shell-burst or bomb-explosion. They tell, as pitilessly as only the camera can, what war means to the flesh it tortures. Mobs stream to shelter from an air raid. After a shell-burst in a crowded street, corpses bright with blood and rows of grimy bodies, barely distinguishable from the dusty wreckage, clutter the smashed sidewalk. Stinking human garbage (the street-cleaners have tied handkerchiefs around their mouths and noses), big chunks of it insufficiently wrapped, is dumped on open trucks. Later, as the trucks are unloaded, the still-warm, flexible dead are flopped out like a big catch of fish.

Strong stuff for even a medical audience, these newsreels were, from the standpoint of both horror and history, in many respects the most remarkable ever shown. For if the utter freakishness of the new usage of lightning wars, instead of in the country has vastly increased the peril of non-combatants, it has at the same time advanced the efficiency of news coverage of the hostilities a hundredfold. For instance: on the afternoon of Aug. 14, three Chinese bombers flew over Shanghai's Bund, accidentally or intentionally slipped two bombs out of their bomb-racks and blew in the fronts of both the Cathay and Palace Hotels, which face each other across teeming Nanking Road. Two hundred and twenty people were killed and mangled. And had the ghastly scene been directed in a Hollywood studio, the cinematography could scarcely have been handled better. The MARCH OF TIME's cameraman Harrison Forman, an aviator, explorer and author just down from Tibet, was sitting inside the Cathay



UNIVERSAL NEWSREELMAN GEORGE KRAINUKOV

In Nanking Road, his pictures were the most gruesome. When the terrifying explosion took place. The Hearst cameraman, George Wong, a daredevil called "Newsreel" Wong, was behind the counter of his camera shop, two blocks away. Universal's George Krainukov, who had just had his camera shot out of his hand in the Chinese evacuation of Peiping, was also almost within hailing distance of the tragedy. As a consequence, the films these three got of the Cathay-Palace Hotel tragedy—most horrifying of last week's collection—have all the historic immediacy of the Hindenburg fire films.

Judged by the progressive destruction of a Lincoln Zephyr which, rammed head on into the curb, burns throughout Forman's, Wong's and Krainukov's films, Wong was the first man on the scene. (Presumably Forman lost time by having to rush upstairs from the Cathay bar to get his machine.) But, according to the best guesses of U. S. newsreel people, Wong must have been turned back by the police after making his first shots, for it is Krainukov whose camera turns in the most gruesomely inclusive report of the bombing.

The bomb which blew up the Great World Amusement Palace, and the refugees who fled to the Nanking Road explosion that apparently no Shang-

hai newsreel man got on the scene before the awful debris had been cleared. But Wong, Forman and Krainukov were once more on the spot to film the gore when a bomb from either the Japanese or Chinese shattered the roof of Sincere Co.'s department store nine days later. Something surpassed by his competitors in both the explosions, MARCH OF TIME's Forman scooped the pair of them with three other remarkable shots of the Shanghai shambles. He filmed a Japanese plane dropping a bomb on the native quarter, was the only one permitted aboard the *Augusta* after she was struck by a one-pounder. Better than that, almost miraculously he happened to be taking a night view of the *Augusta* when she was hit.

All Far Eastern newsreel men have not had the amazing professional opportunities of Forman & colleagues. Paramount's Henry Kotani, a 40-year-old Japanese, went north at the beginning of the hostilities, was last week marooned somewhere behind the Japanese lines. Paramount ordered a West Coast man to hop for Shanghai. Hard luck of a different kind befell Fox Movietone's Bonney Powell. The Japanese found he was an intelligent officer in the U. S. Naval Reserve, and have had him under surveillance ever since the occupation of Tientsin.

UNIVERSAL NEWSREEL

YOU ARE GOING TO
BE SHOCKED, BUT
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inclusive report of the bombing

First
Pictures...

BOMBING OF SHANGHAI

Photographed by
George Krainukov and Howard Winner

Produced by Charles E. Ford

UNIVERSAL NEWSREEL
the talk of the industry!

Para. to Ask Philadelphia Case Appeal

(Continued from page 1)

tions of Judge Dickinson's opinion and felt that some of it was contradictory while other portions of it appeared to indicate a misinterpretation of facts set forth in the briefs which were submitted to the court. That portion of the opinion which pointed to a stoppage of the company's films in the Philadelphia area as a result of the "buyers' strike" without finding the stoppage to have resulted from restraint of interstate commerce, and as such within the jurisdiction of the court, appeared to Paramount attorneys to be contradictory. Judge Dickinson held that with the stoppage there ceased to be any Paramount films in interstate commerce in Philadelphia and dismissed the Paramount action for lack of jurisdiction.

Judge Dickinson also held that the company's 1936-'37 contracts expired on Aug. 1 and that since new season contracts have not been made, Paramount films ceased to be in interstate commerce after that date. The company's attorneys said that this appeared to be a misinterpretation of the evidence as the plaintiff's briefs made it clear that while the releasing season ended on Aug. 1, contracts were not terminated concurrently.

Neil F. Agnew, Paramount vice-president in charge of distribution, issued the following statement on the Philadelphia situation yesterday: "Of course, the decision of Judge Dickinson is a surprise because it was unexpected on the undisputed facts proved. I have read the opinion of the court and it is plain to me, as a layman, that in it there is an apparent misconception of the facts. Our lawyers advise that the opinion has misinterpreted the Sherman Anti-Trust Law in a manner that is unprecedented and that the decision cannot stand on appeal."

Lightman Deal with Warners About Set

M. A. Lightman of Malco and Joseph Bernhard of Warners expect to close a deal within the next few days whereby the former will take over 11 Warner houses in seven Kentucky towns. Lightman indicated yesterday that he will have the arrangement all set before he returns to Memphis in a day or so.

Included in the 11 theatres will be two in Danville which Lightman plans to turn over to Paramount for operations. Malco currently operates 68 units without outside affiliations and 14 additional with affiliations.

Lightman has closed for all of Warners product for one year. Also set is Columbia.

U. A. Takes Six Shorts

Arthur W. Kelly has added six two-reel Educational comedy shorts to the United Artists lineup for distribution in India, Burma and Ceylon. They are: "Man to Man," "Home on the Range," "Pixilated," "His Best Girl," "Her Accidental Hero" and "That's the Spirit."

Insiders' Outlook

(Continued from page 2)

thus far in 1937. The pictures: "A Star Is Born," "Walter Wanger's Vogues of 1938" and now, of course, "The Prisoner of Zenda." Two for Dave Selznick, incidentally. . . .

Third spot distributor is Columbia with a tally of four pictures and five weeks. Curiously enough and, as these circumstances have a manner of shaping themselves, the Messrs. Cohn had two in 1934. One was "One Night of Love" of pleasant memory and two whopping weeks; the second was "Broadway Bill." The following year found this company represented by one, "Love Me Forever" and 1937 by "When You're in Love." Three of the four pictures were Grace Moore vehicles and four of the five weeks hers as well.

The spree in research marked Fox and 20th Century-Fox in fourth place with two pictures and three weeks. Two weeks of the trio in playing time went to "Cavalcade" which hies back to 1933. There were some stretches, of course, when the Music Hall did not play either Fox product or that of its successor, 20th Century-Fox. However, the record reveals nothing for the following three years and finds, in 1937, "Seventh Heaven" which barged across the line with a round \$100,000 and a place in this breakdown.

Fifth and final listing goes to Universal with a stronger front than appears on the surface. Little of that lineup played the big house, but the more significant product had nothing to apologize for by way of delivered performance. "Magnificent Obsession" did a handsome \$100,255 in January, 1935, and "My Man Godfrey" did a paltry \$55 less in September of last year. . . .

Now if it's the blue ribbon division you're after, here goes. The basis of this chart on the \$100,000-and-over-grossers is money, naturally. The right hand column is the pay-off:

Picture	Distributor	Week Ending	Gross
Top Hat	Radio	Sept. 4, 1935	\$131,200
Prisoner of Zenda	U. A.	Sept. 8, 1937	123,700
Swing Time	Radio	Sept. 2, 1936	123,177
Swing Time	Radio	Sept. 9, 1936	120,000
Top Hat (2nd week)	Radio	Sept. 11, 1935	113,500
Little Minister	Radio	Jan. 2, 1935	110,000
Little Women	Radio	Nov. 22, 1933	109,000
Rainbow on the River	Radio	Dec. 30, 1936	108,000
Cavalcade	Fox	April 12, 1933	107,761
Cavalcade	Fox	April 19, 1933	105,986
Walter Wanger's Vogues of 1938	U. A.	Aug. 25, 1937	105,100
Follow the Fleet	Radio	Feb. 26, 1936	105,000
One Night of Love	Columbia	Sept. 12, 1934	104,120
One Night of Love	Columbia	Sept. 19, 1934	103,793
One Man's Journey	Radio	Sept. 6, 1933	103,064
Nana	U. A.	Feb. 7, 1934	103,000
Private Life of Henry VIII	U. A.	Oct. 18, 1933	103,000
Cardinal Richelieu	U. A.	April 24, 1935	103,000
Little Women (3rd week)	Radio	Dec. 6, 1933	102,000
Morning Glory	Radio	Aug. 23, 1933	101,249
When You're in Love	Columbia	Feb. 26, 1937	101,000
Star Is Born	U. A.	April 28, 1937	101,000
Topaze	Radio	Feb. 15, 1933	100,956
Mary of Scotland	Radio	Aug. 5, 1936	100,500
Magnificent Obsession	Universal	Jan. 2, 1935	100,255
My Man Godfrey	Universal	Sept. 23, 1936	100,200
Love Me Forever	Columbia	July 3, 1935	100,019
We Live Again	U. A.	Nov. 7, 1934	100,000
Broadway Bill	Columbia	Dec. 5, 1934	100,000
That Girl from Paris	Radio	Jan. 6, 1937	100,000
Seventh Heaven	20th-Fox	March 31, 1937	100,000

Trolley Captures Buck

Frank Buck, who has pursued lions for years in Africa without sustaining a scratch, fought it out with a trolley car in the elevated-pillared jungle of Brooklyn yesterday, and came out second best. Buck's car was a new one, too. The animal master was badly shaken up when the car pinned the auto against a pillar, and his companion, Ronald C. Stout, New York park director, suffered minor cuts.

Further Union Talks

Meetings were continued yesterday between major circuit executives and representatives of the projectionists' union, Local 306, in an effort to arrive at a new two-year agreement on working terms, as provided in the master agreement. No settlement was reached yesterday, and meetings will be continued in an effort to reach an accord.

Five Million From Options, States Kalmus

(Continued from page 1)

tions, not more than \$750,000 is believed to be needed for laboratory and plant expansion to take care of new business, the stockholders were told. Additional funds will be required for extending the company's business in other parts of the world, Dr. Kalmus said. He predicted a plant capacity of 130,000,000 feet per year of release prints during 1938 and said that present contracts should put about 50 Technicolor features in distribution annually. No further stock options to producers are contemplated he said.

Net profit of \$132,000 was reported for the month of August for Technicolor M. P. Corp., compared with \$54,500 for the same month last year. Net profit before Federal taxes for the first eight months of the year was given as \$567,600, compared with \$460,800 for the same period last year. Positive print footage for the first eight months was reported at 26,500,000, a gain of 5,000,000 feet over a year ago.

Technicolor is experimenting with a new process known as Monopack, which requires only one film with three layers of emulsions and the use of ordinary cameras. The new process, however, is not expected to be commercially available for at least two years, stockholders were told.

Discuss Price Hike

KANSAS CITY, Sept. 9.—One hundred and twenty-five Fox Midwest executives and managers representing 110 active theatres in Missouri, Kansas, Iowa, Nebraska and Illinois concluded a two day meeting at the Hotel President today. Admission increases and operating essentials were among the chief topics of discussion. Variety Club entertained.

Wall Street

Board Up; Eastman 6½ Pts.

	High	Low	Close	Net Change
Columbia	22	21½	22	+ ½
Consolidated	25½	25	25½	+ ½
Consolidated, pfd.	10½	10	10½	+ ½
Eastman	183½	181½	183½	+6½
Eastman, pfd.	160	160	160	
Gen. T. Equip.	22¾	22	22¾	+1¾
Loew's, Inc.	77¼	75	75¾	+1¾
Paramount	197½	199½	199½	+1¾
Paramount 2 pfd.	18¼	17½	17½	+1¾
Pathe Film	85½	8½	8½	+ ½
RKO	7¾	7½	7¼	+ ½
20th Century-Fox	32¾	31¼	32¼	+ ¾
Universal, pfd.	55	55	55	—3
Warner Bros.	13	12½	12½	+ ½

Light Curb Increases

	High	Low	Close	Net Change
Grand National	2½	2¼	2½	+ ½
Sonotone	15½	15	15½	+ ½
Technicolor	287½	28	28¼	+ ¾
Trans-Lux	3½	3½	3½	
Universal	3½	3½	3½	

Warner Bonds Gain

	High	Low	Close	Net Change
Loew's	99¾	99½	99½	+ ½
Paramount Pict.	98½	98¼	98½	
6s '55	89	89	89	
Paramount '47	105	105	105	—1
RKO 6s '41 pp.	105	105	105	
Warner Bros. 6s '39 wd	92	91	92	+1

(Quotations at close of Sept. 9)

Stage Door

GLAMOROUSLY PRODUCED BY HOLLYWOOD'S
ACE PICTURE-MAKER, PANDRO S. BERMAN

Intimately played by stars daringly cast to sweep your fans off their feet with curiosity — and satisfaction . . . At last the picture you simply **MUST** give extra time . . . Broadway's sensational stage success . . . now the outstanding highlight of all the screen's new big pictures . . . Authored by two of the greatest living playwrights, **EDNA FERBER** and **GEORGE S. KAUFMAN** . . . Thrillingly directed by the genius behind "My Man Godfrey," **GREGORY LA CAVA**.

**EXPLOITATION
DYNAMITE!
BOX OFFICE TNT!
HEPBURN
AND
ROGERS
TOGETHER!**

Stage Door

KATHARINE HEPBURN STARRING GINGER ROGERS
ADOLPHE MENJOU

WITH GAIL PATRICK
CONSTANCE COLLIER - ANDREA LEEDS
SAMUEL S. HINDS - LUCILLE BALL
FROM THE PLAY BY EDNA FERBER AND GEORGE S. KAUFMAN
SCREEN PLAY BY MORRIS RYSKIND AND ANTHONY VELLER
DIRECTED BY GREGORY LA CAVA
PRODUCED BY PANDRO S. BERMAN

Expect CBS 6-Month Net \$2,600,000

It is indicated from a Wall St. source that CBS for the six months ended June 30 will show a net income after all charges of approximately \$2,600,000, equal to about \$1.50 a share on the 1,707,950 shares of the combined Class A and Class B stock.

This would compare with a net income of approximately \$2,150,000, equal after all charges to about \$1.25 a share, on the same basis for the comparable period in 1936.

CBS directors for the first time in the network's history are planning to issue a six-month interim statement to stockholders, probably in a few days.

Cumulative billings of the network for the first eight months of 1937 amounted to \$18,746,957, an increase of more than 36 per cent over the billings of \$13,711,138 reported for the corresponding period a year ago. Time sales for August totaled \$1,955,280, marking the highest August in CBS history, and representing an increase of more than 58 per cent over the \$1,232,588 figure reported for the like month in 1936.

Name 14 Stations to Be Taken by Don Lee

LOS ANGELES, Sept. 9.—Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, yesterday revealed the call letters of 13 stations which will be taken over by the network on Sept. 26. Another, KFJL, Klamath Falls, Ore., also will be acquired, but telephone lines will have to be installed, which is expected to require 90 days.

The 13 new stations are: KIEM, Eureka, Cal.; KNO, Tacoma; KIT, Yakima; KTQ, Wenatchee; KVOS, Bellingham; KIRO, Aberdeen; KOL, Seattle; KFIO, Spokane; KGY, Olympia, all Washington; KALE, Portland; KSLM, Salem; KORE, Eugene; KRNK, Roseburg, all Oregon.

Robinson Buckaroos Set Thrice Weekly

Carson Robinson's Buckaroos will be presented three times weekly in behalf of Musterole over the Mutual network starting Oct. 4. The broadcasting schedule will be Mondays, Wednesdays and Fridays from 1:15 to 1:30 P.M. The contract is for 26 weeks.

Thirty-three Mutual stations will carry the series. WHN also will take the program, but as a transcribed offering, from 11:30 to 11:45 A.M., the same days as above. The Erwin, Wasey Co. is the agency.

Isabel Hewson in New Series

Isabel Manning Hewson, known on the networks as "Petticoat on the Air," will initiate a new series of 15-minute programs over 13 CBS stations Sept. 14. She will continue each Tuesday and Thursday for 13 weeks. Wyandotte Cleanser is the sponsor; N. W. Ayer & Son, Inc., the agency.

\$100 Per Minute

It will cost the Gulf Refining Co. \$100 per minute, in addition to Jessica Dragonette's salary, to present Miss Dragonette as the featured guest on Sunday's "Summer Stars" series over CBS. Anxious to procure the very best vehicle for Miss Dragonette, the client has purchased the rights to a five-minute scene from Noel Coward's "Conversation Piece" at a price of \$500.

FCC Denies Plea Of Roosevelt Kin

By CLARENCE LINZ

WASHINGTON, Sept. 9.—Presidential relationships were shown to have no potency in the F.C.C. when that body denied a petition to grant, without a hearing, an application for control of KFJZ, Fort Worth, to Mrs. Ruth G. Roosevelt, daughter-in-law of the President.

An increase of power to 1,000 watts was granted to WHAZ, Troy, N. Y., but the commission dismissed or denied applications for new stations filed by the Ohio Broadcasting Co., Canton, O.; the Enterprise Co., Beaumont, Tex., and Salinas Newspapers, Inc., Salinas, Cal.

The commission announced that it has received examiners' reports recommending the granting of applications of William F. Maag, Jr., for a new station at Youngstown, O., to operate on 1,420 kilocycles 100 watts, daytime; and of KFNF, Shenandoah, Ia., for increase of power from 500 watts night, 1,000 watts day, to 1,000 watts night, 5,000 watts day; KGO, San Francisco, for increase of power from 7,500 to 50,000 watts; WHNS, Columbus, for increase of power from 500 watts night, 1,000 watts day, to 1,000 watts night, 5,000 watts day, and WWL, New Orleans, for increase of power from 10,000 to 50,000 watts.

Other reports recommended denial of applications for new stations filed by George W. Taylor Co., Inc., Williamson, W. Va.; Warren B. Worcester, San Diego; Abraham Plotkin, Chicago, and Philadelphia Radio Broadcasting Co., Philadelphia.

The commission this week received an application from Mittele Franklin Noble for a new 1,420-kilocycle, 100-watt daytime station at Anniston, Ala.

"On Broadway" New Title

"On Broadway" is the title of the program which has been selected to succeed the adventure series heard on the network last season for Diamond Crystal Shaker Salt, a General Foods product. The new series will be broadcast each Sunday from 3 to 3:30 P. M. over a split NBC-Blue network of 13 stations, beginning Oct. 3. Benton & Bowles is the agency.

The stations are as follows: WJZ, WBZ, WBZA, WFIL, WSYR, WHAM, WEBR, KDKA, WGAR, WXYZ, WCKY, WABY and WCOL.

Darrigo Bros. Take Spots

Darrigo Bros., through the Neff-Rogow agency, have contracted for a 26-week schedule of spot announcements over WNEW.

"Time" Goes Over to NBC on October 14

After more than six years of continuous broadcasting on the CBS network, the "March of Time" will be heard on the rival NBC web, beginning Oct. 14. The time is 9 to 9:30 P. M. on the Blue. The program will oppose the Major Bowes series on CBS and the "Showboat" program on the Red network, or the M-G-M program, if, as now appears all set, this is sold to General Foods Corp. Batten, Barton, Durstine & Osborn is the agency.

Confirm Blue Coal Program

Confirmation of the Delaware, Lackawanna & Western Coal Co. program for Blue Coal, titled "The Shadow," has been received at the Mutual network offices. The series will begin Sept. 26, and Sundays thereafter from 4 to 4:30 P. M. and from 5:30 to 6 P. M. Ruthrauff & Ryan is the agency.

Stations which will broadcast the 4 to 4:30 P. M. program include WFIL, WBAL, WNAC, WTIC, WEAN and WTAG. Stations which will air the sessions from 5:30 to 6 P. M. include WOR, WGN, WKBW, CKLW and WNBK.

Sid Schwartz Leaves WNEW

Sid Schwartz, for the past two years publicity director for WNEW, has resigned. For the present at least, the station will not appoint a successor to Schwartz, but will assign its special events director, Larry Nixon, to double in both capacities.

Atlantic's Football List Has 163 Games

The Atlantic Refining Co.'s roster of collegiate football games scheduled for broadcast this year has been completed, and the final schedule includes 163 games to be broadcast over 65 stations.

In Philadelphia, Sept. 13, the company will tender a dinner to sports and radio writers, after which it will demonstrate the methods used in training the announcers who will handle the games.

Broadcasters Meet Today

Two meetings which will serve as a prelude to the conclusion of negotiations Sept. 16 between the A. F. of M. and the radio industry open here this morning at the Waldorf-Astoria and the St. Regis hotels, with representatives of independent broadcasters and the NAB attending. The independent broadcasters are gathered at the Waldorf, the NAB members at the St. Regis.

"Barn Dance" Is Renewed

"National Barn Dance," sponsored by Miles Laboratories for Alka-Seltzer, has been renewed for an additional 52 weeks of broadcasting over the NBC-Blue network. The Wade Advertising Agency, Chicago, handled the pact.

NBC Executives Arrive

Arrived here on official business yesterday were three NBC vice-presidents, Don Gilman of the west coast, Frank Russell of the Washington, D. C., division, and Niles Trammell of Chicago.



Good Gulf Summer Stars Program

presents

JESSICA DRAGONETTE

acting - singing

Noel Coward's 'Conversation Piece'

SUNDAY, SEPTEMBER 12th - 7:30 P.M. - E.D.S.T.

WABC - COLUMBIA NETWORK

Columbia Concert Management

24 SCRIPPS-HOWARD PAPERS PICK THE WINNER!



N.Y. WORLD-TELEGRAM—SEPTEMBER 8, 1937

"Good Earth" Best August Film, Say Scripps-Howard Critics

They All Unite in Praising the Picture Itself
and Acting of Paul Muni and Luise Rainer

With an almost unanimous vote Scripps-Howard movie reviewers picked the August picture of the month—"Good Earth."

Bringing together "the greatest efforts of a great writer, Pearl Buck; an incomparable actress, Luise Rainer, and a magnificent character actor, Paul Muni, this picture stands alone" among August releases.

Here is what some of the reviewers said:—

Word from Columbus.

William S. Cunningham, of the Columbus Citizen:—"This is the cinema at its peak. There is power and majesty and beauty in its realistic re-creation of rural Chinese life. There are superb performances by Luise Rainer and Paul Muni."

Edward Klingler, the Evansville Press:—"From every standpoint this film is a cinema achievement. It would be less than useless to undertake to enumerate the fine points that go to make this picture a triumph."

Laurie March, the Akron Times-Press:—"Luise Rainer, for the second time, becomes one of the screen's incomparable actresses; Paul Muni improves upon all recent characterizations; the film is faithful to the book, which was great

also; the photography is exceptional; the sets are faithful, and the direction by Sidney Franklin is masterly."

Ray E. Glenn, the Birmingham Post:—"Good Earth" as a well-nigh perfect motion picture stands alone among August releases and rates not only the movie-of-the-month title but is a strong candidate for movie-of-the-year honors. Aside from the magnificent performances of Paul Muni and Luise Rainer, which were to be expected from two such distinguished luminaries, "Good Earth" offered also an air of honesty and authenticity rare in a picture dealing with a matter so foreign to the lives of the American movie-goer. Its staging, from beginning to end, really merits the use, for once, of the ballyhooer's pet adjective—COLOSSAL!"

An Almost Perfect Film.

James Thrasher, Indianapolis Times:—"As nearly perfect a picture as ever came out of Hollywood. 'Good Earth' is my choice for the August hit picture performance. Direction and photography are of the highest order, and the spirit and style of the book have been captured completely."

AN INTERESTING NEW ANGLE!

Intelligent handling of War News from China enables showmen to indicate to patrons that "THE GOOD EARTH" shows China in all phases of peace and military activity, making comprehension of news from the Orient easier for the public. One more angle to exploit this remarkable production.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 61

NEW YORK, SATURDAY, SEPTEMBER 11, 1937

TEN CENTS

Para. to File Phila. Appeal Action Monday

Possible That Hearing Will Be Same Day

Paramount will file its application for leave to appeal from Federal Judge Oliver B. Dickinson's decision dismissing the company's action to restrain Philadelphia exhibitors from mass activities in their "buyers' strike" against the company on Monday in the U. S. Circuit Court of Appeals in Philadelphia, the company stated yesterday.

There is a possibility that a hearing on the application will be obtained the same day, it was said. Since the court is now on summer recess a special convening would be required in order to obtain the immediate hearing. Indications are that in the event the appeal motion is granted Paramount would be given a temporary stay restraining the exhibitor-strikers' activities until Judge Dickinson's decision

(Continued on page 4)

Ambassador Pictures Asks SEC for Delay

WASHINGTON, Sept. 10.—A request that the effective date of its registration be deferred was filed with S.E.C. today by Ambassador Pictures.

The company filed its registration Aug. 25, covering a proposed issue of 1,176,000 shares of \$1 par capital stock, of which 600,000 shares are to be offered publicly.

Philco Wins Ruling In RCA Patent Suit

WILMINGTON, Sept. 10.—Chancellor Josiah O. Wolcott ruled in Chancery Court here today that RCA could not terminate a licensing agreement with the Philadelphia Storage Battery Co. for manufacture and sale of radio receiving sets under RCA patents.

The court ruled there had been no breach of contract in the organization of Philco Radio & Television Corp., as a sales subsidiary of Philadelphia Storage Battery Co. and that the storage battery firm does not have to pay royalties on complete receiving sets. An accounting on the manufacture of receiving sets made by P. S. B.

(Continued on page 4)

More Radio—P. 4

Those Rumors Don't Interest Joe Brandt

Reports that Joe Brandt would form a new producing company with George Hirliman, or with P. A. Powers, or would become associated with H. J. Yates' Republic Pictures were met by Brandt yesterday with the laconic comment that "The next one I'll hear is that I'm taking over Paramount."

Brandt added that the reports were "the fourth, fifth and sixth I've heard today." He declined to retail the other three. He confided, however, that "several proposals have been made to me, none of which I am particularly interested in at the moment. I'm here primarily on a vacation with my wife. We're having a swell time. I'll be around for a couple of weeks and if anything happens I'll let you know," he concluded.

Ehrhorn Reversed on An Orpheum Decision

The order of Referee Oscar W. Ehrhorn expunging the \$8,609 claim of Electrical Products Co., Inc., of California against the Orpheum Circuit, Inc., was reversed in the U. S. District Court yesterday by Federal Judge Robert T. Patterson and the claim was sent back to Referee Ehrhorn for a new hearing.

Electrical Products based its claim on a guarantee by the Orpheum Circuit of an instalment purchase in 1932 of a sign for a Los Angeles theatre by the Orpheum Theatre & Realty Co., a subsidiary. Samuel Zirn, attorney for the alleged creditor, previously had lost two motions to have Referee Ehrhorn removed from the Orpheum bankruptcy case on the grounds of prejudice. The claim was expunged on Aug. 5.

Scales in Midwest Continue to Go Up

KANSAS CITY, Sept. 10.—Admission prices continue to go up throughout the territory.

Glen W. Dickinson has raised from 25 to 30 cents at Ellsworth, Kan. The Golden Bell, his competitor, also has gone up to the same top. He has stated that he will raise in other spots in which he operates as competition permits. However, Dickinson doesn't expect grosses to be much better this fall than a year ago because the dry weather badly hurt the corn and row crops, and because the wheat money was "owed." Missouri, Dickinson said, is showing slightly more improvement than Kansas.

A. C. McKinney has gone from 15 to 20 cents on Sunday and Monday at Topeka, Kan., as has J. E. Pennington with his Crystal and Cozy. At Topeka, also, all but one theatre has

(Continued on page 4)

Optimism

The Grand in Shanghai was the first theatre to reopen yesterday since the bombardment of the city. The picture being shown is "Easy Living."

To Start Drive on Games in Charlotte

CHARLOTTE, N. C., Sept. 10.—Final decision to launch a campaign against prize money awards by Charlotte theatres has been made by Solicitor John G. Carpenter, City Solicitor Fred H. Hasty and Chief E. D. Pittman of the Charlotte police.

The decision was made after Carpenter received information from the state Attorney General's office that there is no court ruling in North Carolina on which to base a satisfactory opinion and that the only proper method of determining the status of the events sponsored by the Charlotte theatres is to prosecute the operators and let the courts rule on the matter. Attorney John D. Shaw, representing the Criterion, attended a conference of lawyers and said that his clients were not operating an illegal prize-giving event.

Costs One Cause of Twickenham Failure

LONDON, Sept. 2.—The failure of Twickenham Film Studios, Ltd., according to the report of the Assistant Official Receiver, was due chiefly to insufficient capital, the "excessive optimism" of Julius Hagen, managing director, regarding the value of the company's productions, and the high salaries paid to Hagen and other directors.

The deficiency of the company is shown as £12,267 as regards creditors and, including shareholders, £45,767 in all. Gross liabilities are £138,590, including £97,876 due to unsecured creditors. Players' unpaid salaries amount to £6,284. Debenture holders claim £39,556. Assets are valued at £126,322.

(Continued on page 4)

Reliable Plans 30 Films Next Season

HOLLYWOOD, Sept. 10.—Reliable Pictures Corp., headed by Bernard B. Ray and Harry S. Webb, has announced a program of 18 melodramas, eight musical westerns and four exploitation specials for the 1937-'38 schedule. Production is to start about Oct. 1.

Heading the list of melodramas are four James Oliver Curwood stories—"Retribution," "Regeneration," "Thor—Lord of the Jungle" and "Speck on

(Continued on page 4)

IATSE Seeks Uniform Pact In Exchanges

Meetings Are Expected To Start Shortly

Meetings are expected to get under way shortly between executives of the I.A.T.S.E. and representatives of the major distributing companies on a uniform contract for service employees at all exchanges.

On Sept. 2, negotiations were concluded between both interests on the last two exchange centers. They were Chicago and Los Angeles.

Under the master agreement, a uniform working schedule of 40 hours a week will be set up with minimum wage scales to be designated for individual situations.

Temporarily holding up the sessions are the discussions now under way between major circuits and the unions on a revised operators' scale for the next two years. Under the 10-year master agreement signed two years ago, provisions call for setting up new scales every two years. In the event

(Continued on page 4)

Spread of Paralysis Is Halted in Kansas

KANSAS CITY, Sept. 10.—Infantile paralysis did not reach epidemic proportions in Kansas this year, according to the State Board of Health, and there are approximately 25 cases under quarantine. Whereas in 1930 about 60 new cases were being reported weekly, only four new ones were reported last week. Consequently, there were only a few spots throughout the state where schools will fail, or have failed, to open on schedule.

In Kansas City, Mo., however, opening was delayed until Sept. 13

(Continued on page 4)

"Thin Ice" Grosses \$68,600 First Week

"Thin Ice" garnered \$68,600 for the first seven days at the Roxy. According to the theatre management, a total of 167,965 persons paid to see the picture.

The tally represents the largest gross since the new admission policy was inaugurated and also marks the first week of 20th Century-Fox operation. The Roxy on Sept. 3 emerged from reorganization after being under the supervision of Howard S. Cullman, trustee, for five years.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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Overseas Preview

"An Orphan Boy of Vienna"

(General Foreign Sales)

Featuring the Vienna Choir Boys, internationally famous organization of boy singers, "An Orphan Boy of Vienna" offers a genuinely moving and entertaining piece of screen fare, which is readily understandable to any audience through English subtitles and despite the German language. The film was made by Meteorfilm in Vienna, and was directed by Max Neufeld.

An excellent musical score runs through the entire picture, adding greatly to the effect, and the singing of the boys, as well as flashes of magnificent scenery in the Austrian Tyrol, are notable features of the production.

The story is simple and heart warming, telling of the young orphan, thrown out by his stepfather, who is befriended and taken in by an itinerant street singer, who quickly realizes that the youngster has an unusually good voice. He seeks to enroll the boy in the Vienna Choir Boys' group, and the friendly rector takes the youngster on trial. Disheartened by the fact that all the other boys have mothers, while he has none, he finds a mother in Julia Janssen, who plays the matron.

When she loses part of the day's receipts of the hotel the organization operates, the boy declares he stole it, thinking thus to protect her. He runs away, is almost drowned, and when the money is found, he is nursed to health by Miss Janssen, and is triumphantly reinstated in the group as they start for the United States.

Running time, 87 minutes. "G."

Purely Personal

J. H. SEIDELMAN, foreign head for Columbia, will sail today on the *Ile de France* to visit the company's branches in England and on the Continent. He also will visit the new office in Alexandria, Egypt.

RICHARD D. SPIERMAN has taken over the management of Japanese distribution for RKO, succeeding FRANK A. KENNEDY, who has resigned and is en route to this country, via Europe.

MILTON BERLE leaves for Boston Sept. 20 to open a week's engagement at an RKO theatre there. From Boston he will go to Chicago for another personal appearance.

NAT LIEBESKIND, head of RKO's Argentine branch, is aboard the *Northern Prince*, en route from Buenos Aires to New York for home office conferences.

SIDNEY KINGSLEY, author of "Dead End," left for the coast yesterday to confer with SAMUEL GOLDWYN on future picture work.

ARNOLD ALBERT, Warner trailer head at the Burbank studios, is being visited by his mother and brother.

AUSTIN C. KEOUGH has gone to Williamstown, Mass., for a vacation and will not return until Oct. 4.

LOUIS PHILLIPS will leave Monday for Philadelphia, and later next week will go to Dallas.

Film Men on Normandie

Dr. A. H. Giannini, president and chairman of the board of U. A.; Joseph M. Schenck, chairman of the 20th Century-Fox board; Stanton Griffis, chairman of the Paramount executive committee; and Hunt Stromberg, M-G-M producer, will arrive Tuesday on the *Normandie*.

FRED RYLE left yesterday to spend the weekend with his family at Barnegat Bay, N. J. If Ryle is as handy with a reel as he is with a makeup kit then it may be a tough break for those sea "monsters."

JOHN E. OTTERSON arrived in New York yesterday after returning from a European vacation by way of Quebec.

KAY KAMEN, that big race horse owner, is proud. Two of the nags finished first the other day.

D. A. DORAN is in town from the coast again.

Harry Brandt Said To Be After Beacon

Harry Brandt, largest independent exhibitor in the local territory, is reported to be negotiating for the Beacon, located at 76th St. and Broadway, and now in receivership. The theatre is part of the Beacon Hotel, which is being reorganized.

The estate of the late Jack W. Springer now operates the Beacon, which was originally included in the group of upper Broadway theatres to be taken over by Skouras Theatres.

Radio-Film Meet Set

ATLANTA, Sept. 10.—A statewide conference on educational uses of radio and films will be held here Oct. 15 and 16 under the auspices of the Audio-Visual Education Ass'n. A tour of radio stations will be a feature. Educational films also will be shown.

"Zola" on Coast

LOS ANGELES, Sept. 10.—"The Life of Emile Zola" had a \$5.50 top on a two-day basis at the Carthay Circle last night. The Hollywood fraternity turned out en masse for it.

Warners Will Start London House Soon

Construction of Warners' international showwindow, which will be built on the site of Daly's in London, will get under way shortly. Herman Maier, chief construction engineer for the company, will sail today on the *Ile de France* to supervise demolition and look after technical details in connection with the new theatre. Plans, already approved, call for 1,800 seats. The new name will be the Warner Theatre.

Sam E. Morris, in charge of all Warner foreign activities, will sail Wednesday on the *Normandie* to be on hand for preliminary arrangements. Joseph Hummel, foreign sales manager, returned Thursday on the *Normandie* after looking over Daly's. The new house will exhibit both American and British-made films from Warners.

Ohio Jurors Acquit In Sweepstakes Case

MARION, O., Sept. 10.—A jury in Municipal Court today acquitted George E. Planck, manager of the Palace, and three women employes on charges of operating a lottery.

Chief of Police William E. Marks made the charges following arrests at a Sweepstakes drawing Aug. 18. The defense contended that it was not necessary to buy a ticket.

The case was regarded as a test of the Ohio law. Sweepstakes had been suspended since the arrests.

Broadcast Takes Office

Broadcast Pictures has taken new office quarters in the General Motors Bldg. The company will handle the distribution of foreign as well as domestic product, the first being "Thank You, Madame." Joseph Steiner, former sales manager of American Tobis, has joined Broadcast in the same capacity.

Wall Street

Universal Lone Board Gain

	High	Low	Close	Net Change
Columbia	21 3/4	19 1/2	20	-2
Consolidated	2 1/4	2	2	- 1/4
Consolidated, pfd., ...	10 1/2	9 1/2	9 1/2	- 1/2
Eastman	181	178	178	-3
Eastman, pfd., ...	160	160	160	
Gen. T. Equip., ...	22	20 3/4	20 3/4	- 1/4
Loew's, Inc., ...	76 1/2	71 1/2	71 1/2	-4 1/2
Loew's, pfd., ...	105 3/4	105 3/4	105 3/4	
Paramount	19 1/4	17 1/2	17 1/2	-2 1/2
Paramount 1 pfd., ...	136 1/4	126	126	-5
Paramount 2 pfd., ...	17 1/2	16	16	-1 1/2
Pathe	8 1/2	7 3/4	7 1/2	-1
RKO	7 3/4	6 1/2	6 1/2	- 3/4
20th Century-Fox, ...	32 3/4	30 3/4	30 3/4	-2 1/4
Universal, pfd., ...	59	57	57	+2
Warner	12 3/4	11 1/4	11 1/4	-1 3/4

Fractional Curb Movement

	High	Low	Close	Net Change
Grand National ...	2 1/2	2 1/2	2 1/2	- 1/4
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	28 3/4	26 1/2	26 1/2	-1 3/4
Trans-Lux	3 3/4	3 3/4	3 3/4	+ 1/4
Universal Corp., ..	3 1/2	3 1/2	3 1/2	

Bonds Decline

	High	Low	Close	Net Change
Loew's	99 3/4	99 1/2	99 1/2	- 1/4
Paramount B'way				
3s '35	67	67	67	
Paramount Pict.,				
6s '35	99	99	99	
Paramount 3 1/4s '47	88 1/4	87 1/2	87 1/2	-1 1/4
Warner Bros. 6s				
'39 wd	91 1/2	91 1/2	91 1/2	- 1/4

(Quotations at close of Sept. 10)

"Souls" Strong Draw

MORGANTOWN, W. Va., Sept. 10.—Despite the summer recess for the college here, "Souls at Sea" outgrossed "Waikiki Wedding," "Mountain Music" and "The Big Broadcast of 1937" at the Metropolitan. The three previous pictures had the advantage of 4,000 students which normally attend the college.

CHARLESTON, W. Va., Sept. 10.—"Texas Rangers" at the Kearsce doubled the gross of "The Big Broadcast of 1937."

20th-Fox to Build

NEW ORLEANS, Sept. 10.—Twentieth Century-Fox has closed a deal with the Institute of Mental Hygiene for a lease on a site at Cleveland Ave. and South Liberty St. on which a two-story exchange building will be erected.

Two Open at Shanghai

SHANGHAI, Sept. 10.—Paramount and 20th Century-Fox are the only distributing companies whose exchanges are in operation here. Other major companies are expected to resume activities shortly.

MODERN

TODAY'S splendid motion picture quality can be completely protected...perfectly reproduced...with Eastman Fine-Grain Duplicating Films. For the simple reason that these new materials are capable of making duplicates actually indistinguishable from originals. With them the duplicating process goes definitely modern. Eastman Kodak Company, Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*
DUPLICATING FILMS

Broadcasters Fail to Agree On Music Plan

Yesterday's conference of the Independent Radio Network Affiliates at the Waldorf Astoria with 200 station representatives present was adjourned at a late hour last night when members failed to agree on a definite plan of action to submit to the American Federation of Musicians, which has demanded that the broadcasters act to bring about reemployment of musicians in the industry, with a musicians' strike as the alternative. The meeting will be resumed this morning.

Also adjourned without any concrete measures agreed upon toward a solution of the same problem was a meeting of the executive board of the National Ass'n of Broadcasters at the St. Regis. This body also will reconvene today.

The A. F. of M. has asked that the I. R. N. A. spend approximately \$3,000,000 annually for musicians' salaries. This sum, based on the reported yearly revenue of the approximately 200 I. R. N. A. stations, means an expenditure for musicians of approximately five per cent of each station's yearly gross.

It is believed a vote on the musicians' proposal or a compromise plan will be taken today. The opinion advanced by many of those who attended was that the threatened strike will not be necessary.

Radio News Editors Discuss Union Move

CHICAGO, Sept. 10.—A discussion as to whether members should affiliate with a labor union featured the opening session of Radio News Editors and Writers which got under way this morning at the Hotel Sherman. John Van Cronkhite welcomed about 25 members. The general opinion was that there should be no union affiliation, but a decision was put over until tomorrow.

During the afternoon there was a discussion on the handling of various types of news stories. It was agreed that sex and crime stories should be treated only as spot news without details.

Censorship of news broadcasts by sponsors and stations was also discussed and it was agreed that a better understanding should be sought between news men, advertising agencies and clients. Ken McClure of WOAI was chairman of the afternoon session.

Boake Carter's scheduled appearance was cancelled and a letter from him will be read tomorrow. The first annual banquet will be held tomorrow night with the principal speaker to be announced tomorrow.

Add 8 Stations on Cudahy Show

Eight stations will be added to "Bachelor's Children," starting Sept. 27, when the program celebrates its first year on CBS. The new additions will give the series a total of 18 stations. The series is sponsored by the Cudahy Packing Co., and is heard Mondays through Fridays from 9:45 to 10 A. M.

Radio Personals

HERMAN BERNIE left for Hollywood yesterday . . . Clay Morgan, NBC director of promotion, with Mrs. Morgan, will leave for Europe today . . . Milton J. Cross has bought a farm in Vermont . . . Hershell Hart, Detroit radio editor, is visiting here . . . Jessica Dragonette will present "A Waltz Dream" in the "Beauty Box Theatre" Wednesday over CBS . . . Ray Lee Jackson, NBC photographer, has been awarded the Photographers' Ass'n Certificate of Merit . . .

+

Bunny Berrigan is to leave for the coast soon, having been signed for pictures by Vincente Minelli, Paramount producer . . . Dick Ballou will get an NBC wire in addition to his two weekly broadcasts over the WLW line from the Belmont Plaza . . . Gertrude Lawrence will appear on the "Sunday Night Party" Sunday. . . . Set for interviews on Nellie Revell's program are Margaret Speaks, Walter O'Keefe, Helen Traubel, Stoopnagle & Budd, and Erno Rapee on successive Tuesdays, starting with Sept. 14 . . . Ramon Novarro will make a special appearance on WMCA's "Professional Hour" tonight . . . Gen. Hugh S. Johnson will be in New York Monday for a conference with his sponsor preparatory to beginning his series Sept. 27 . . .

+

Ralph Edwards, CBS announcer, has been engaged to do the announcing for the series of 13 transcriptions for De Soto motor cars, which will feature Ted Husing. Henry Cox, of the CBS artist bureau office, negotiated the contract for Edwards . . . Mack Davis and Jimmy Appell of the CBS artist bureau, have sold Mark Warnow as the orchestra leader on the forthcoming Consolidated Edison series over WJZ . . .

Philco Wins Ruling In RCA Patent Suit

(Continued from page 1)

was ordered. This had been requested by both P. S. B. and RCA.

RCA had claimed that Philco and P. S. B. were the same entity and had been organized for the purpose of reducing the basis on which royalties were to be paid to RCA.

In the original suit P. S. B. and Philco sought to enjoin RCA from terminating the licensing agreement whereby P. S. B. had a right to use the basic patents owned by RCA. RCA in a cross suit sought to end the agreement, charging P. S. B. had violated the agreement by dividing the licensing with Philco.

Costs One Cause of Twickenham Failure

(Continued from page 1)

In the directors' explanation for failure is the statement that they "were misled regarding revenue from the American market. Had they realized that the distribution receipts would be practically negligible, they would have been more conservative in production costs."

IATSE Asks Uniform Pact for Exchanges

(Continued from page 1)

of a deadlock, the matter is to go to arbitration.

Several sessions have been held this week between Local 306, members of the I.A.T.S.E. and major circuit heads on the new terms which are to prevail until 1939. Other meetings are scheduled for next week. The agreement, when made, will be retroactive to Sept. 1.

Local 306 is understood to be asking for increases up to 45 per cent. There are no signs of a compromise with indications pointing to the matter being delegated to an arbitration committee of three, as provided in the master 10-year agreement.

Exchanges throughout the country are now working under the terms of individual arrangements set up in New York by representatives of the I.A.T.S.E. and home office executives. Several agreements were revised after local unions objected to terms set for their members. These included Kansas City and Oklahoma City.

Reliable Plans 30 Films Next Season

(Continued from page 1)

the Wall." Others include "Pancho Villa's Treasure," "Wings of Mystery," "Port of Shanghai Men," "Ladies of the Night," "Beneath the River," "Hearts for Hire," "License to Love," "Honeymoon Lodge," "The Hate Ship," "Thirteenth Alarm," "Midnight Court" and "SOS Air-mail."

Negotiations are under way to sign Tex Fletcher, WOR cowboy singing star, for the leads in the musical westerns, titles of which are "Buffalo Valley," "Riders of the Silverado," "Pinto Trail," "Roundup Canyon," "Silver Spurs," "The Man from Montana," "The Silent Rider" and "Songs and Saddles."

Scales in Midwest Continue to Go Up

(Continued from page 1)

increased the children's price from five to 10 cents. This includes McKinney's and Pennington's houses, and Fox Midwest's Grand, Jayhawk, Orpheum and Gem. Fox has discontinued 25-cent "early bird" matinee prices in Wichita at the Miller and Palace, making admissions 35 cents straight to 6 P.M., and 40 cents thereafter. Night admissions prevail Sundays and holidays in Fox houses there.

Spread of Paralysis Is Halted in Kansas

(Continued from page 1)

because of the number of paralysis cases. While these were said to be not of epidemic proportions, many parents indicated they would not start their children to school until cooler weather lessened the chance of infection. The "scare" decreased the holiday weekend business, some exhibitors said.

Stern on His Own

Walter Stern, brother of Sam Stern of Stern Photo Co., has gone into business on his own and has opened the Arrow Photo Service, Inc. He will specialize in commercial and still photographs.

Para. to File Phila. Appeal Action Monday

(Continued from page 1)

had been reviewed by the higher court. However, in the light of recent developments in Philadelphia exhibitor circles the continuance of a restrainer would lack much of the significance which was attached to it at the beginning of the "buyers' strike." The exhibitors in the meantime have concentrated their efforts on the formation of a buying combine for Paramount product in the Philadelphia area, rather than on a campaign of public demonstrations against the company and local exhibitors using its pictures.

Judge Dickinson, in an opinion described by Paramount officials as "mystifying," held that distribution of Paramount pictures in the Philadelphia district had been stopped as a result of the strike and, therefore, were no longer in interstate commerce. For that reason he held that the Federal District Court lacked jurisdiction over the case.

Philadelphia Group To Avoid Picketing

PHILADELPHIA, Sept. 10.—An augmented committee of exhibitors making up the so-called U.M.P.T.O. "war board" met today and announced that they would not make capital of Judge Dickinson's dismissal of Paramount's suit for an injunction in the "buyers' strike" demonstrations.

Picketing will not be carried on, although there was veiled intimation that restraint in this respect will depend upon Paramount's attitude.

In the meantime a "persuasion" committee has been formed to contact exhibitors and maintain a front in the quarrel. Nearly 200 exhibitors have signed to join the buying combine to deal with Paramount when a settlement has been reached, it is claimed.

Exhibitor leaders say there is plenty of product available.

Hearing Date Fixed For Coast Writers

LOS ANGELES, Sept. 10.—The Regional Labor Board today set Sept. 27 as the date for a hearing on the Screen Writers' Guild petition to be declared the collective bargaining agent for all film writers here. William J. Walsh, national board attorney, will conduct the hearing.

The screen playwrights already hold a bargaining agreement for writers.

CIO Names Coast Organizer

LOS ANGELES, Sept. 10.—Rudolph Kohl, business agent of the A. F. of L. Motion Picture Painters' Local during the recent strike, has been appointed by the CIO as organizer for the film industry.

C. H. Jordan, secretary of the Los Angeles Industrial Council, said the organizing move was "merely educational and the CIO was not attempting to disrupt the film industry labor situation. We are trying to educate film workers to the advantages of industrial unionism as against craft unionism."

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and
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Picture
Industry

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Radio News
Brief,
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VOL. 42. NO. 62

NEW YORK, MONDAY, SEPTEMBER 13, 1937

TEN CENTS

Plan No Call For Strike in Studios Here

Actors Guild Definitely States Position

There will be no strike of talent employed by eastern studios regardless of the course which is followed by the few remaining producers who have not signed up with the Screen Actors' Guild yet, Mrs. Florence Marston, eastern head of the guild, said on Saturday.

"Despite published reports to the contrary," Mrs. Marston said, "there definitely will be no strike action called by the guild here."

She pointed out that the guild is so solidly entrenched in the east already in its own right and through its affiliations with Actors Equity Ass'n., Chorus Equity, the American Federation of Actors and the newly formed American Federation of Radio Artists, that no desirable talent available in the east could be signed up by any
(Continued on page 7)

Malco-Warner Deal To Be Signed Today

Contracts are scheduled to be signed today between M. A. Lightman of Malco Theatres and Joseph Bernhardt, general manager of Warner Bros. Circuit Management, Inc., whereby the former will take over 11 theatres in Kentucky.

Two of the theatres included in the group will be turned over to Paramount. The houses are located in Danville. With the nine units, Malco will have a new total of 93 wholly owned and affiliated theatres.

Lightman, who has been in town for about a week on the deal, will leave today for Memphis, following the signing of the contracts.

Report Move to Put On N. O. Vaudeville

NEW ORLEANS, Sept. 12.—It is reported here and not denied by any of those concerned that Mort Singer, Loew's and the Saenger organization have formed the St. Charles Amusement Co. to take over the St. Charles Oct. 1 for vaudeville shows. The stagehands' union has been approached, it is said, on the subject of wage scales.

This would allow the three major houses to stick to straight pictures while at the same time discouraging neighborhood amateur vaudeville and the Federal theatre programs.

Television to Show Films In Work at British Studio

LONDON, Sept. 12.—Daily Television transmissions of activities at the Pine-wood studio, through a mobile B. B. C. unit, will be a feature of the London service from Sept. 30 to Oct. 5. Afternoon transmissions throughout the period will show the working of

Radio developments over the weekend will be found on pages 6 and 7.

various production departments. There will be three night transmissions showing films actually in work on the floors. They will cover Jessie Matthews in "Sailing Along," the new Rene Clair picture for Jack Buchanan, showing Adele Astaire, and a British Paramount production. A dressing room tour will introduce many other stars.

Ford Will Finance Park Color Shorts

WASHINGTON, Sept. 12.—Financing of a series of two-reelers of Zion National Park and Bryce Canyon, Utah, some in color, by the Ford Motor Co. was announced today by Arne B. Cammerer, director of the National Park Service.

The two parks, together with Cedar Breaks National Monument, which probably will be included in the project, are among the most spectacular areas of the west.

The Ford company, which already has produced films of Yellowstone and Glacier National Parks, will spend about \$25,000 on the pictures, which will be released through the Motion Picture Division of the Interior Dept. The pictures in color will be the first of that type to be made by the company.

Declare Minneapolis Is Far Over-Seated

MINNEAPOLIS, Sept. 12.—That Minneapolis is over-seated was emphasized again when the City Council License Committee turned down the application of H. L. Griffith for erection of a house near the Loop district.

Representatives of Temple Israel, who contended that a theatre within 150 feet of the entrance to the house of worship would be a detriment, were joined by Loop and neighborhood theatre men in opposing the issuance of the license on grounds that Minneapolis is far over-seated. Griffith, member of one of Minneapolis' oldest families, sought to convert his homestead into a theatre as his first venture into show business.

To End Squawling

HAMILTON, O., Sept. 12.—To discourage bringing babies into the theatre, and thus reducing, partially at least, the annoyance thus caused, the Rialto, second run, a local unit in the Southio circuit, requires a child's ticket for every infant, regardless of age.

IATSE to Embrace All Coast Workers

HOLLYWOOD, Sept. 12.—The I. A. T. S. E. on Saturday announced that it would claim jurisdiction over all branches of production workers and that a letter asserting this claim would be mailed immediately.

This means, according to William Bioff, coast head for the International, that the organization claims jurisdiction over actors, writers, producers, directors, unit managers, editors, business managers, lot managers, makeup men, seamstresses, painters and all other lot laborers and white collar workers.

Bioff's statement culminates plans
(Continued on page 7)

Question Republic, British Lion Deal

By BRUCE ALLAN

LONDON, Sept. 12.—The obligations to Republic Pictures Corp. of British Lion Film Corp., Ltd., were the subject of a series of questions at the annual meeting of the latter company.

The report and accounts of British Lion, already reported, show \$250,000 deposited in New York in connection with the contract to distribute Republic product in England, and an obligation to deposit a like amount in the future.

S. W. Smith, chairman of British Lion, told shareholders that the money
(Continued on page 7)

Bank Night Resumed In Some Conn. Spots

NEW HAVEN, Sept. 12.—Cash giveaways in theatres and by organizations will resume in New Haven, Fairfield and Litchfield Counties, pending the outcome of the Bank Night test case against Ernest Dorau.
(Continued on page 7)

Federal Probe Here Reported As Quiescent

No Film Men Questioned For Some Time

Reports were current along Film Row Saturday that the Government has called off the local inquiry into the Brooklyn and Long Island clearances as they pertain to Loew's, RKO, Century and Skouras circuits. Efforts to check with Leo Hickey, U.S. District Attorney for the eastern district, were unsuccessful.

The Dep't of Justice since last April has refused to divulge any information as to the complainant in the local investigation and the reason for interrogating numerous film sales executives. From time to time, it has been reported that the complaint was filed by Century Circuit, but executives and attorneys for the independent circuit have been reluctant to discuss any phase of the case.

It is almost a month since Roy H. Haines has been called in by Hickey for questioning. He was the last sales executive to appear in the Brooklyn Federal Bldg., although Albert Warner and A. W. Smith have been reported to be on the calendar as next.

Among those who have been before Hickey in addition to Haines are Henry Randel and Lillian Bergson of Paramount and Harry Decker and Sam Lefkowitz of Warners. All have been advised to be on call, but no one
(Continued on page 7)

Ryan-E. M. Loew Suit For Fees Is Settled

BOSTON, Sept. 12.—E. M. Loew, a local exhibitor, has agreed to an out of court settlement of the suit brought against him by George S. Ryan for fees for legal services in Loew's recent anti-trust litigation against Paramount, it was learned today.

Ryan withdrew from the Paramount case charging Loew with bad faith after the circuit owner failed to perform a signed settlement with Paramount for cash and considerations approximating \$200,000. Ryan subsequently sued Loew for his fees in the action. Loew, with other attorneys, eventually settled with Paramount for approximately \$65,000.

The Ryan-Loew case was heard for several weeks before an auditor here when the temporary absence of a Loew lawyer recently brought about a recess. The amount of the settlement with Ryan was not learned.

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Eastman Appeals Tax

WASHINGTON, Sept. 12.—The U. S. Board of Tax Appeals has under consideration here an appeal by Eastman Kodak from a ruling of the Bureau of Internal Revenue that the company owes \$101,364 in 1931 income taxes. The appeal contends that the bureau failed to allow for taxes paid to Great Britain, France and South Africa by subsidiaries.

NSS Goes Into Charlotte

CHARLOTTE, Sept. 12.—National Screen Service will open at 219 South Mint St. this month.

The new office will employ more than 15 men. The company has been serving the Carolinas from the Atlanta office. Gaston L. Stern is in charge of the opening.

Golden at Rochester

ROCHESTER, Sept. 12.—Jay Golden, former manager of the RKO Palace, has returned to the house from the Keith at Syracuse. Walter W. Risley, who has been managing the Palace, plans to return to Hollywood.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Music for Madame"

(RKO)

HOLLYWOOD, Sept. 12.—A light and, to an extent implausible, story is carried above the ordinary classification by the splendid singing of Nino Martini, who offers an ingratiating personality and a magnificent voice to "Music for Madame," produced by Jesse Lasky, who gave the grand opera star his first screen opportunity.

Also, there is Joan Fontaine, RKO newcomer, who is attractive, a potentially good actress and possessed of a voice of some charm. Billy Gilbert and Erik Rhodes join in supplying entertaining comedy, while Alan Mowbray is excellent as the temperamental maestro, and Bradley Page adds his bit.

The story has a touch of melodrama, more of romance, and throughout is treated in a light vein. Attractive features are the music and lyrics of Rudolph Friml and Gus Kahn, especially the title song, as sung by Miss Fontaine and Martini, and the beautiful effect provided by a concert in the Hollywood Bowl.

John Blystone held his direction to a humorous treatment and succeeded, with but few letdowns, in the movement of the film. The story, by Robert Harari and Hans Kraly, finds Martini arriving in Hollywood in full voice to seek a spot on the screen. Two crooks use his voice to decoy the guests away from the gift display at a swank wedding as they steal a necklace. Afraid to use his voice since that would be the manner of identifying him, he meets the hopeful composer, Miss Fontaine, and finally, through the effort of Mowbray, comes to triumph at the concert, bringing fame to Miss Fontaine at the same time by singing one of her songs.

Running time, 82 minutes. "G."

"This Way, Please"

(Paramount)

HOLLYWOOD, Sept. 12.—Sub-standard in entertainment quality, although featuring several unique showmanship ideas and personalities, the picture chosen for Mary Livingstone's screen debut is merely routine musical comedy, boy-meets-girl romance. Miss Livingstone is not the star. Betty Grable, Buddy Rogers, Ned Sparks, Porter Hall and Lee Bowman carry the load.

The plot in "This Way Please" may be intimately familiar to many theatre operators. Miss Grable, seeking a chorus girl's job, becomes enlisted in a theatre's military disciplined usherette corps. The stage show's master of ceremonies, Rogers, becomes enamoured of her and, to eliminate the situation, Manager Hall fires her. Rogers quits and prospects for the theatre doing any business are nil. Miss Livingstone suggests that Miss Grable be given a chance as entertainer and she, with Hall and Sparks, plan a stage wedding to unite her with Rogers. Things become complicated, as Rogers momentarily reneges, but love finds a way.

Miss Livingstone works in the picture in a manner similar to her radio broadcasting. Good bits of specialty comedy are provided by Fibber McGee and Molly and the sound effects imitator, Rufe Davis.

Bill Thomas and Maxwell Shane concocted the idea. Grant Garrett, Seena Owen and Howard J. Green transcribed it to the screen and Robert Florey directed.

Running time, 70 minutes. "G."

Legion Approves 9
Of 10 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, approved eight of the 10 reviewed for general patronage, approved one for adults, and classed one as objectionable in part. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Atlantic Flight," "The Devil's Saddle Legion," "Hot Water," "It Happened in Hollywood," "Meltosagos Kisasszony" (Hungarian), "100 Men and a Girl," "Something to Sing About," "That's My Story." Class A-2, Unobjectionable for Adults—"Big City." Class B, Objectionable in Part—"Women Men Marry."

Miss Molseed to RKO

OMAHA, Sept. 12.—Regina Molseed, former secretary of the Omaha Film Board of Trade and of the M. P. Exhibitors' Ass'n of Omaha, has resigned as contract clerk at M-G-M to become second booker for RKO here. She replaces D. H. Mulne, who came from Detroit last May. He has returned east. Miss Molseed will continue some Film Board work, however, including checking of gratis and ownership lists and fire prevention work.

Gibson to Monogram

Miriam Gibson has joined Monogram's publicity department in charge of fan magazines. She formerly was editor of *Tower Radio*.

◀ Purely
Personal ▶

ROSE SAGER has joined Monogram as HERSCHEL STUART's secretary. LINDA SHERIDAN and BUDDY HANSON are new additions to the playdate and contract department under LLOYD LIND.

WILL H. HAYS stopped off at his Indiana farm after attending the wedding of his nephew at Glencoe, Ill., yesterday. He is expected in New York tomorrow.

CONSTANCE BENNETT, who arrives tomorrow on the *Normandie*, will leave for the coast the same night via American Airlines.

MRS. FRED MEYERS, recuperating at the Westchester Square Hospital, is expected to be discharged tomorrow.

JOAN BENNETT will play the leading part in "Stage Door," which takes to the road Oct. 16.

HERB BERG's mother is due tomorrow from a vacation in Europe on the *Normandie*.

STUART HARDY's "Mountains Are My Kingdom" has been acquired by Universal.

JOSEPH SCHILDKRAUT will leave today for Hollywood for Warners.

... Pittsburgh

ALFRED L. GOLDEN has returned to town after winding up his six-month writing contract with 20th Century-Fox.

JOHN HARRIS and family back from a vacation in Atlantic City and intend to take another to the coast in January.

GEORGE TYSON will return to his Alvin post Oct. 1 after handling the Showmen's Jubilee in Atlantic City all summer.

HAL LEROY left here following his engagement at the Stanley for Hollywood.

Weisman Gets Order

U. S. Circuit Judge Martin T. Manton has authorized Milton C. Weisman, equity receiver of the Fox Theatres Corp. in the U. S. District Court, to file a voluntary petition for reorganization of the Colwood Co. in the Michigan Federal Court. Weisman was also authorized to file a plan for reorganization and vote in favor of it.

According to Weisman's petition, Fox Theatres Corp. is the sole creditor and stockholder. The Colwood Co. is alleged to be in voluntary bankruptcy at the present time.

Pirosch Sues on "Races"

A suit for \$250,000 damages, an accounting of the profits and a permanent injunction was filed by Philip T. Clancy against M-G-M and Robert Pirosch in the U. S. District Court Friday. Clancy alleges that "A Day at the Races" is a plagiarism on his unpublished and unproduced play, "Nuts to You," which he wrote in 1934.

"Thin Ice" Is Smash Hit in 2 Coast Spots

LOS ANGELES, Sept. 12.—"Thin Ice," on a dual with "Hot Water," was a smash hit in two spots—the Chinese and Loew's State. At the former the \$21,698 gross was \$9,198 over normal and at the latter the \$25,421 take was \$11,421 above par.

"The Life of the Party," with "Annapolis Salute," pulled \$12,500, up by \$4,500, at the Hillstreet, and went \$3,000 into the profit column on a take of \$11,000 at the Pantages. "Souls at Sea" held up to \$19,800 in its second week at the Paramount.

Total first run business was \$126,019. Average is \$112,700.

Estimated takings for the week ending Sept. 8:

"HIGH, WIDE AND HANDSOME" (Para.)

CARTHAY CIRCLE—(1,518), 50c-1.50, 6 days, 4th week. Gross: \$3,400. (Average, \$17,000)

"THIN ICE" (20th-Fox)

"HOT WATER" (20th-Fox)

CHINESE — (2,500), 30c-55c, 7 days. Gross: \$21,698. (Average, \$12,500)

"THE FIREFLY" (M-G-M)

4 STAR—(900), 50c-1.50, 7 days, 5th week. Gross: \$7,600. (Average, \$8,000)

"AN ORPHAN BOY OF VIENNA"

(Foreign)

GRAND INTERNAT'L—(750), 35c-40c, 7 days. Gross: \$2,700. (Average, \$1,200)

"THE LIFE OF THE PARTY" (RKO)

"ANNAPOLIS SALUTE" (RKO)

HILLSTREET—(2,700), 30c-65c, 7 days. Gross: \$12,500. (Average, \$8,000)

"THIN ICE" (20th-Fox)

"HOT WATER" (20th-Fox)

LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$25,421. (Average, \$14,000)

"THE LIFE OF THE PARTY" (RKO)

"ANNAPOLIS SALUTE" (RKO)

PANTAGES—(3,000), 30c-65c, 7 days. Gross: \$11,000. (Average, \$8,000)

"SOULS AT SEA" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: Senator Murphy, 3 Astor Girls, F. & M. revue, Rube Wolf and his orchestra. Gross: \$19,800. (Average, \$18,000)

"VARSITY SHOW" (W.B.)

"WINE, WOMEN AND HORSES" (W.B.) WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. Gross: \$11,100. (Average, \$14,000)

"VARSITY SHOW" (W.B.)

"WINE, WOMEN AND HORSES" (W.B.) WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. Gross: \$10,800. (Average, \$12,000)

Father Kelly Lauds Film, "Dead March"

Rev. John B. Kelly, spiritual director of the Catholic Writers' Guild of America, in a letter to William Pizor, president of Imperial Dist. Corp., praised the production "The Dead March," which is being released by Imperial, and which opens Sept. 18 at the Broadway.

Father Kelly declared, "The film consecrates the screen to the mission of making known the dreaded price to be paid for war and inspires action to establish peace in the realm of time."

More Union Deals Closed

New pacts with the I.A.T.S.E. for Loew's out-of-town theatres have been set in all instances except for a few Poli situations in New England, according to an executive of the circuit. Some of the situations provide for one-year deals, while others run two and three years.

Looking 'Em Over

"Mayerling"

(Pax Film)

A strong, tragic drama recounting an episode in the melancholy story of the Austrian Hapsburgs, "Mayerling," produced at the Joinville studio near Paris by Nero Film, is heavy, but well produced and very ably performed. It has the unfortunate, yet logical conclusion of a suicide pact as the way out of the dilemma of a hopeless love.

There is something to sell in this country in the high production values of the film, as well as in the names of the two cast leaders. Charles Boyer brilliantly plays the dissolute Archduke Rudolph, who meets real love and a few moments of happiness with a young baroness, played by Danielle Darrieux, whose delicately restrained performance of the young girl who falls deeply in love with the prince promises well for her future on the screen.

The film, in French, is based on the novel, "Idyl's End," by Claude Anet, and is directed with fine skill by Anton Litvak from a screen play by Joseph Kessel and J. V. Cube. Excellent characterizations are provided by Suzy Prim as the gabbling countess who acts as go-between for the baroness and the prince, and by Jean Dax as the Emperor Franz Joseph. Subtitles are plentiful and helpful.

Boyer, forced to marry against his will, and constantly spied upon, hating the conservatism and iron will of his father, meets and falls in love with Miss Darrieux. Facing opposition on all sides, compelled to secret meetings, the Archduke is faced with the alternative of giving up the girl or seeing her forced into a convent. She willingly takes the way out which he suggests, and the tragedy of a suicide pact ends the story.

Running time, 91 minutes. "A."

"The Lower Depths"

(Burstyn-Mayer)

From Maxim Gorki's play, Jean Renoir has fashioned as fine a production as has come from French studios in a long while. It is a serious drama, acted to perfection, and relieved in rare moments by snatches of sarcastic humor. Produced by Albatross, English sub-titling effectively translates the dialogue.

The locale of the story is a shelter where vagrants and outcasts come to spend the night. It is kept by Kostylev, a receiver of stolen goods. A variety of characters reside at this rat-haven and much footage is given to their idiosyncrasies. The active part of the story, however, revolves around the love of Pepel, a thief, for Natasha, the sister of Kostylev's wife. They do not understand each other. Pepel breaks up a near seduction by an inspector who is intimidating Kostylev, and departs with Natasha. She later reveals her love for him.

The climax arrives when Kostylev and his wife beat the girl. Pepel interferes and, in the ensuing fight, Kostylev is killed. Pepel goes off to jail, but later is released and he and Natasha go off to their destiny, up from the depths. Another story, that of a bankrupt baron enters the scenario between the romance. Pepel befriends the nobleman while burglarizing his apartment. Later the baron, practically destitute, comes to Kostylev's establishment and resigns himself to his fate. The material is finely interwoven.

The film bears the earmarks of highly intelligent direction. The performances by Jean Gabin, Louis Jouvet, Suzy Prim, Jany Holt, Vladimir Sokoloff, Robert Le Vigan and Rene Genin, are impressive and convincing.

No production code seal. Running time, 95 minutes. "A."

"Time" Pictures Fusion

The next issue of the "March of Time" is expected to have the sequence on the last four years of Mayor F. H. LaGuardia's Fusion administration in New York, which the reel's cameramen have been filming quietly in Board of Estimate meetings, police stations and like places for several weeks.

Dodds to Do Casting

HOLLYWOOD, Sept. 12.—Harold Dodds, assistant to Paul Wilkins, Republic casting director, will take over Wilkins' post when the latter leaves the lot Sept. 15.

Hays Board to Convene

The quarterly meeting of the board of directors of the M. P. P. D. A. will be held within the next fortnight, the date to be set by Will H. Hays following a check with members of the board on his return here tomorrow after his summer stay in Hollywood. The meeting is scheduled to receive the report of the May committee on the availability of film subjects in company vaults for educational purposes. The committee recently completed several months' work of viewing more than 1,500 films from which the material regarded as suitable for educational purposes was catalogued.

Short Subjects

"Radio Patrol"

(Universal)

Hokum, mystery and action, served up as the juvenile trade relishes it, is to be found in this 12-chapter serial. It is based on the syndicated comic strip which should make selling it on weekend matinees a simple matter. The film is well-spiced with spectacular action, an amply far-fetched story and an easily followed narrative. The plot involves the police with an unscrupulous group of Egyptians who are seeking the formula for flexible steel. The inventor is murdered in the first reel, a suspect is kidnapped, the formula is found to be missing and many leads and clues are run down with much excitement. Grant Withers plays the law officer. Mickey Rentschler is the son of the inventor. Catherine Hughes is the misunderstood woman in the case. The support includes Earl Dwire, Adrian Morris, Gordon Hart, Frank Lackteen and Jack Mulhall. Silver Wolf, a police dog, is also featured.

Each chapter runs about 20 minutes. "G."

"Hawaiian Capers"

(Mentone-Universal)

A mediocre collection of acts presented in a night club setting. The second rate acts are the usual singing, dancing and comedy, none distinguished or novel. Featured in the reel are Jean Sargent, Harry Savoy, Lei Keli, The Leslies and Marshall Montgomery. Running time, 17 mins. "G."

"Community Sing 2-1"

(Columbia)

This songfest is set on a train that touches at various cities where tunes are found appropriate to the location. It ranges from "Sidewalks of New York" to "California Here I Come." Running time, 10 mins. "G."

Guild to Aid New Talent

The Theatre Guild will cooperate with the work of the American Theatre Council in providing increased opportunities for new stage talent by sending representatives to the general auditions to be held by the council, it was stated Saturday. In addition, the guild will hold its own "new talent" auditions from time to time and will offer daily interviews with its casting director. Interviews, formerly, were obtainable only by appointment, applied for in writing.

Walker Gets Column

Dan Walker, staff member of the New York Daily News, takes over Ed Sullivan's "Broadway" column in that tabloid beginning today. At the same time, Sullivan's first column from Hollywood where he succeeds Sidney Skolsky, resigned, will appear.

Omaha Game Appeal Set

OMAHA, Sept. 12.—Hearing of appeals taken by the M. P. Exhibitors' Ass'n. of Omaha and the Fox-Beatrice Corp. on adverse Bank Night decisions has been set for Sept. 21, second day of the Nebraska Supreme Court's fall term.

All in the

*D*on't be surprised at the way the nation has gone overwhelmingly wild over 'Zola'—and don't be amazed that 'Varsity Show' has topped even the biggest of all Warner musicals of the past. It's only the start of the determined



Year's Work

Warner Bros. plan to make 1937-38 the year of years for you—and us! That's why we're all ready this minute with another picture as sensationally box-office on every entertainment count—the next number on the 'talk-of-the-trade' program —

BETTE DAVIS

Offers a Brilliant Match for Paul Muni's 'Zola' Performance, with

HENRY FONDA

ⁱⁿ 'That Certain Woman'

Supported by

Ian Hunter • Anita Louise • Donald Crisp

Written and Directed by Edmund Goulding • Music by Max Steiner • A First National Picture

Warner Bros. Will Advertise It with a Coast-to-Coast Newspaper Campaign

CBS Summer Daytime Use Is Up 257%

CBS summertime advertisers increased their use of daytime radio hours 257.5 per cent over 1936, an analysis reveals.

Expenditures of advertisers for weekly daytime hours on CBS during July and August amounted to \$1,190,142, netting the percentage increase mentioned above and boosting the gross revenue for the two months to a summertime high of \$3,943,692, up 56.2 per cent over the corresponding two months last year, when summertime advertisers spent \$2,525,363.

Weekly daytime hours in August alone were used to the amount of \$566,827, up 308.1 per cent over August a year ago. This figure brought the daytime total for the first eight months of this year to \$5,281,148, up 106.2 per cent over 1936.

Evening revenue in August was \$1,388,453, an increase of 27 per cent over the same month last year. Total gross billings of CBS in August were \$1,955,280, up 58.6 per cent over a year ago. The eight-month total was \$18,746,957, an increase of 36.7 per cent.

New Program on WTMJ

MILWAUKEE, Sept. 12.—WTMJ has inaugurated a new series of programs, "Around the Town," presented Mondays, Wednesdays and Fridays at 4:30 P. M., C. S. T., with Bob Heiss acting as roving commentator and interviewer. Traveling in WTMJ's new short wave truck, Heiss visits places of interest in and around Milwaukee, broadcasting descriptions of these spots and interviews with people there.



JESSICA DRAGONETTE
Palmolive
BEAUTY BOX THEATRE
of the air

Every Wednesday Night, Nine-Thirty,
E. D. S. T.

W A B C — COLUMBIA NETWORK

Wednesday • Sept. 15th

"WALTZ DREAM"

Five New Accounts Sign for WHN Spots

Marking off 18 new accounts placed at WHN since Sept. 3, the station Saturday reported five commercial orders.

Adam Hat Stores, Inc., has signed to cover the broadcasting of boxing bouts each Tuesday night from the Bronx Coliseum. The season will open this month and will continue to June 1. Adam Stores has also signed to broadcast the fights every Monday from the Royal Windsor, beginning with the inaugural bout Sept. 20. The Glicksman agency handled the contracts.

Confidential Personal Loan Co., starting Sept. 20, will sponsor three 15-minute broadcasts weekly. Alsop Radio Recording is the agency.

Chevrolet Motor Co. has renewed its transcribed "Musical Moments" series for 13 additional weeks of broadcasting. Campbell-Ewald is the agency.

Eaton Paper Co. has signed for spot announcements, 13 weeks, through Badger & Browning.

Musterole Co. will present the Carson Robinson program Mondays, Wednesdays and Fridays from 11:30 to 11:45 A. M., beginning Oct. 4. Erwin-Wasey is the agency.

Arnew Session Ends; Adopt Ethics Code

CHICAGO, Sept. 12.—The Association of Radio News Editors and Writers, in their final day session here, worked out a code of ethics for broadcasting news and ways and means of handling sex and crime stories on the air. Delegates from the far west and south arrived Saturday, swelling total attendance to about 50.

Two New Shows on KGB

SAN DIEGO, Sept. 12.—"Magic Island," a 15-minute transcribed series, is a new bi-weekly feature on KGB, local Don Lee outlet. The program, an adventure serial for children, written and produced by Perry Crandall, former KGB continuity writer, is heard Tuesdays and Fridays at 5:45 P. M., P. S. T. The Universal Boot Shop is the sponsor.

Another program on wax spotted for KGB is the "Phil Cole Radio Mysteries" series sponsored by Philco Radio & Television Corp., and aired Mondays at 8:30 P. M.

Celler to Talk on Nazis

Congressman Emanuel Celler will discuss the difference of opinion expressed between Ambassador Dodd and Secretary of State Hull concerning an American representative to the Nazi convention in Germany, in a special address on WMCA today from 8:15 to 8:30 P. M. Celler will explain his opposition to American participation.

Pick Three for "Hotel"

"That Certain Woman," with Bette Davis, Anita Louise and Ian Hunter, appearing in the lead roles, will be presented on "Hollywood Hotel" over CBS Sept. 17.

Godfrey Has 88th Sponsor

WASHINGTON, Sept. 12.—Arthur Godfrey will start work for his 88th sponsor over WJSV in a new series titled "Moon Dial" for *Look Magazine*.

New Shows On the Air

"Schaefer Revue"

"Schaefer Revue," sponsored by the Schaefer Brewing Co. and presented locally only over WEAJ, provides tunelessly pleasant listening, with Ray Heatherton offering the vocals and Leo Reisman's crack unit serving the orchestral melodies.

Reisman's band is unquestionably one of the finest purveyors of popular music extant. The orchestra's repertoire for the evening consisted of an unusually sophisticated arrangement of the "St. Louis Blues," Johann Strauss' "Vienna Life," "Whispers in the Dark" and "Have You Got Any Castles, Baby?" The latter two numbers included choral performances.

Ray Heatherton's "I Know Now" and "Where or When" rounded out an altogether enjoyable period.

"The Schaefer Revue," it may be mentioned in passing, is not a new program. It was presented last season as the "9 O'clock Revue," on WOR. It is now heard from 7:30 to 8 P. M. Thursdays.

"Song Shop"

Coca-Cola's "Song Shop," for the balance of its stay on CBS, should be marked a "must" program. It lacks high-powered radio names, but the performers nevertheless are excellent artists, and are bound to be contenders for listeners' ears no matter what the star booking on opposition programs.

Candidly, we were never much of an admirer of Frank Crumit, Reed Kennedy, Gus Haenchen, or Kitty Carlisle, and as for Alice Cornett, we never heard of her. Since hearing them on the inaugural "Song Shop" airing, however, we are compelled to revise our estimation of their worth. Each was more than excellent.

Miss Carlisle offered "High Up On a Hilltop," "I Cannot Live Without You," both from "White Horse Inn," in which she starred, and "One Kiss" and "A Waltz Was Born in Vienna." The latter number was marred somewhat by the inclusion of a musical comedy vignette which told a love story. Kennedy's vibrant baritone was excellently fitted to "The Grenadiers." The band numbers, and Miss Cornett's solo, were thoroughly enjoyable.

"Song Shop" is offered Fridays from 10 to 10:45 P. M. over the CBS network, Coca-Cola sponsoring.

BANNER

WOR Promotes John Hayes

John Hayes, WOR announcer, has been appointed assistant production manager. In his new capacity Hayes will assist Harry Carlson, production manager. Before coming to WOR Hayes was a member of the announcing staff of WIP in Philadelphia, also serving as program director of that station.

Benny Signs Don Wilson

Don Wilson has been signed by Jack Benny to a new contract covering the next three microphone seasons. The new agreement goes into effect Oct. 3, when Benny and his troupe return to the NBC-Red network.

FCC Hearing Schedule Is Set for Week

By CLARENCE LINZ

WASHINGTON, Sept. 12.—The F. C. C. has made public its schedule of hearings for the current week, as follows:

Sept. 13, before an examiner—Applications of Nathan N. Bauer, Miami, for a 1,420-kilocycle, 100-watt station, and Airfan Radio Corp., Ltd., San Diego, for a 1,420-kilocycle, 100-watt station.

Sept. 14, before an examiner—Application of Ellwood Warwick Lippincott, Inc., Bend, Ore., for a 1,310-kilocycle, 100-watt station, and applications of WGRC, New Albany, Ind., for change of frequency from 1,370 to 880 kilocycles, and WRNL, Richmond, for increase of power from 500 to 1,000 watts.

Sept. 15, before an examiner—Application of Evanston Broadcasting Co., Evanston, Ill., for a 1,020-kilocycle, 250-watt, daytime station.

Sept. 16, before the broadcast division—Applications of Walter H. McGenty, Rice Lake, Wis., for a 1,210-kilocycle, 250-watt, daytime station; Lillian E. Kiefer, Brooklyn, for a 1,500-kilocycle, 100-watt station; Paul J. Gollhofer, Brooklyn, for a 1,500-kilocycle, 100-watt station, and Leonard A. Versluis, Grand Rapids, for an 830-kilocycle, 500-watt, daytime station; and applications of KLPM, Minot, N. D., for change of frequency from 1,240 kilocycles to 1,360 kilocycles and increase of power from 250 watts to 500 watts night, 1,000 watts day; KINY, Juneau, Alaska, for change of frequency from 1,310 to 1,430 kilocycles and increase of power from 100 to 250 watts; WCOP, Boston, for change of frequency from 1,120 to 1,130 kilocycles, and WMEX, Boston, for change of frequency from 1,500 to 1,470 kilocycles and increase of power from 100 watts night, 250 watts day, to 5,000 watts.

Sept. 17, before an examiner—Applications of Fred M. Weil, Grand Coulee, Wash., for a new 1,420-kilocycle station, 100 watts night, 250 watts day, and WNEL, San Juan, P. R., for change of frequency from 1,290 to 590 kilocycles.

Two NBC Programs Renewed

Renewals for two NBC-Blue network programs have been placed. Lamont Corliss Co., sponsors of "Husbands and Wives," has been signed for an additional 52 weeks on the air, effective Oct. 5. The series is offered from 8 to 8:30 P. M., Tuesdays. J. Walter Thompson handles the account.

Pacific Coast Borax Co., sponsors of "Death Valley Days," has renewed the series for 13 weeks, beginning Oct. 1. The programs are presented Fridays from 8:30 to 9 P. M. McCann-Erickson is the agency.

"Eton Boys" Set New Program

The "Eton Boys" will begin a new series of programs over CBS Sept. 20, and each Monday and Wednesday from 5:15 to 5:30 P. M. thereafter.

Radio Men Vote on Two Resolutions

The conference called by Independent Radio Network Affiliates, representing the approximately 200 stations belonging in this category, are voting on two resolutions designed to meet the A. F. of M. situation, it has been learned.

The resolutions are as follows:

Resolution No. 1. This convention, comprised of representatives of a majority of the radio stations affiliated in operation with the three nationwide networks NBC, CBS and MBS, has considered the report presented by its special advisory committee on negotiation with the AFM regarding the demands recently presented to the radio industry for employment of additional musicians. The committee reported that it recommended that these stations, which are approximately 258 in number, excluding the originating key stations of the networks in New York, Chicago and Los Angeles, agree to expend an aggregate of \$1,500,000 per annum in addition to present expenditures, or a total sum of not less than \$3,000,000 per annum, for salaries of staff musicians members of the AFM to be engaged on regular employment. The committee further reported that a tentative proposal to this effect presented by it to the officers of AFM was approved by them subject to approval by the AFM as to allocation of this expenditure among the stations. It was

Resolved: 1. This convention accepts and approves in principle the report as submitted.

2. This convention continues the special advisory committee with instructions to carry out the subject matter of this resolution.

To Negotiate Standard Contract

3. The committee is instructed to negotiate with the AFM a standard form of uniform contract as to all provisions except wages, hours and local working conditions, which will be incorporated in contracts to be entered into between radio stations and union locals intended to carry out the purposes of the agreement now to be entered into with the AFM, such standard form to include provisions as covered by this resolution.

4. Among such provisions such standard form of contract shall include:

a. Waiver of requirement of union membership for acknowledged virtuosos, amateurs other than band groups and performers on novelty instruments.

b. Employer shall have free right of selection of musicians, and complete control of program material.

c. Right to use services of staff musicians for commercial, sustaining or network programs, any extra compensation received by musicians for commercials to be credited against station's quota of expenditure.

d. Satisfactory clause for cancellation in the event of termination or modification of FCC license or other emergencies.

5. The committee shall point out to AFM the fairness of and endeavor to include in such standard form of contract the following further provision:

Booking Rights Defined

a. Right to book staff band for outside engagements at commission not in excess of the legal rate applicable but in no event in excess of 15 percent.

b. Satisfactory clause for arbitration of differences between station and local.

6. Such contract shall be for a term of not less than three years beginning October 1, 1937, or such later date as it becomes effective and shall contain such other provisions as in the judgment of the committee shall be fair and equitable to both station and the local.

7. Each station shall have the right to expend its agreed quota during such periods of the year as in its discretion it may elect with the understanding, however, the effort will be made to provide not less than nine months' employment during each year for each musician.

Resolution No. 2. Whereas, by adoption of Resolution 1, the IRNA has approved the recommendation of its special advisor committee that the radio stations affiliated in operation with the three nationwide networks, including the stations owned, managed or operated by the networks, except

the originating key stations in New York, Chicago and Los Angeles (all of which are hereinafter referred to as affiliates) shall expend for staff musician members of the AFM for a period of three years or more, beginning Oct. 1, 1937, a total sum of not less than \$3,000,000 per annum; and Whereas, it is necessary that a method of allocation of quotas be adopted which will fairly and equitably distribute the burden of this expenditure and the benefit of the employment thereby created,

Compute Basis of Percentages

Resolved, that it is the sense of this convention that the fair measure of expenditure which any individual affiliate shall be obligated to make to carry out the purposes of the committee's recommendations shall be:

1. A percentage of the gross revenue, defined as net receipts from sale of station time, said percentage to be computed on the aggregate gross revenue of all the affiliates to produce a total of \$3,000,000, being approximately 5 per cent or

2. A multiple of the station's maximum published quarterly hour rate to be expended weekly, computed to produce a total of \$3,000,000; being approximately three and one-half times the rate; or

3. A sliding scale based on the quarter-hour rate according to size of markets.

4. A weighted average based on both local rate, national rate and gross revenue; or

5. An option to the station to choose between 1 and 2; or

6. A factor of circulation or coverage as published by the networks; or

7. (Any other basis approved by this convention.)

8. In any event stations with a published quarter hour rate of \$15 or less shall be exempt.

Question Republic, British Lion Deal

(Continued from page 1)

was a bank deposit to guarantee payment by British Lion of the proportion of British distribution receipts due to Republic. It would come back to British Lion if the contract terminated. On the second \$250,000, he said, British Lion had not been asked to make the deposit; it had been deferred from time to time.

Bank Night Resumed In Some Conn. Spots

(Continued from page 1)

manager of the Palace, Middletown, as a result of negotiations by Bank Night men with local authorities. No move has been made in Hartford County, where the Rialto, Windsor Locks, was recently adjudged guilty of lottery law violation.

Takes Esquire Theatre

Contemporary Amusements has taken over the new Esquire on Eight Ave. at 44th St. and renamed it the Squire. "Spanish Earth," which completed a run at the 55th St. Playhouse, opened Saturday at the Squire for an indefinite engagement.

Union Meeting Today

A meeting between the local operators' union and major circuit heads on wage terms for the next two years will be resumed today at C. C. Moskowitz's office.

Gross Quits Lesser

HOLLYWOOD, Sept. 12.—Edward Gross, for the past three years with Sol Lesser, Saturday resigned as associate producer of Principal Prod., with Edward Cline replacing him on the Bobby Breen productions.

Nagel Signed for Series

Conrad Nagel has been signed for a new series of programs to begin Oct. 3 over NBC, and to continue for 13 weeks, Sundays from 5:30 to 6 P. M. International Silver Co. will sponsor.

Plan No Call For Strike in Studios Here

(Continued from page 1)

producer who was not a signatory to the guild contract. This in itself would be sufficient to make a strike call against any producer or studio here unnecessary, Mrs. Marston said.

Officials of the few remaining eastern production companies who have not yet signed with the guild admitted to MOTION PICTURE DAILY on Saturday that this was an accurate appraisal of the situation.

"We'll have to sign eventually," one spokesman said. He added that his company had no vigorous objections to dealing with the guild, but saw no reason for haste in view of the fact that new season production was not scheduled to get under way immediately and that a contract "can be made at any time."

Mrs. Marston said that the guild would not give formal notice of a "deadline" date for the inauguration of the guild shop in the east to the few remaining producers who have not signed. She said such a date may be set at any time and that producers here were "sufficiently informed already of the guild's intentions and purpose to require no further notice of the inauguration of a guild shop."

IATSE to Embrace All Coast Workers

(Continued from page 1)

of the I. A. T. S. E., but appears to be a vertical unionization of the film industry. However, while indications are that the international may get other groups into its fold, the belief here is that actors, writers, directors and producers will never go into the I. A.

The Screen Actors Guild has a contract with producers for 10 years. Directors are organized into a Screen Directors Guild with assistant directors and unit managers. Writers have been organized into a Screen Playwrights' and Screen Writers' Guild. Producers have no organization for collective bargaining.

No union officer was available over the weekend for comment on Bioff's statement.

The United Scenic Artists local of Painters Brotherhood disclosed yesterday that it would join the I.A.T.S.E. on Sept. 30, while the Associated M.P. Costumers are prepared to surrender their direct A.F.L. charter to join the international. The latter group includes wardrobe workers, costumers and seamstresses.

RCA Promotes Snook

CAMDEN, Sept. 12.—Homer B. Snook has been appointed assistant treasurer of RCA Mfg. Co., G. K. Throckmorton, executive vice-president, said today. Snook, who has been with RCA Photophone since 1928, was formerly in charge of credit and other financial departments.

Monogram Closes Deal

Monogram has closed with the Smalley Circuit and the upstate New York group of Warner houses.

Federal Probe Here Reported As Quiescent

(Continued from page 1)

has been notified by Hickey to make another appearance.

Meanwhile, Century Circuit has closed product deals with United Artists and 20th Century-Fox. Shortly another meeting will be held between Fred Schwartz, film buyer for the circuit, and Henry Randel of Paramount with indications that a one-year arrangement will be advanced a step further.

In the two deals already set, no changes in the present clearance setup, as far as Century is concerned, have been made. Loew's, which recently concluded a two-year contract with Paramount, has the same protection clauses as last year, thereby precluding an alteration in the Paramount-Century pact, if, and when, made.

Not to Alter Clearances

Although the complaint is said to be directed against Loew's and RKO, no executive of either major circuit has been before Hickey. Both circuits have insisted that they would not alter the local clearance schedules, despite the investigation.

Nate J. Blumberg, operating head for the RKO circuit, is on the coast and will be gone several days. Louis Nizer, who has been retained by the circuit and who has already submitted a 90-page brief to Leo Spitz on the activities of Century during the past 10 years, is vacationing in California.

Leo Hickey has been away from his office quite regularly during the past month. The only information given out at his Brooklyn headquarters is that "he is out of town."

Wall Street

Light Gains Revive Board

	High	Low	Close	Net Change
Columbia	20	19 3/4	19 7/8	- 1/8
Consolidated Film. 2 1/2	2	2 1/4	2 1/4	+ 1/8
Consolidated, pfd., 10	9 3/4	9 1/2	9 3/4	+ 3/8
Eastman Kodak.. 17 1/2	17 1/2	17 1/2	17 1/2	- 1/2
General Theatre				
Equipment	21	20 1/2	21	+ 1/2
Loew's Inc..... 74 1/2	74 1/2	74 1/2	74	+ 2 3/4
Paramount	18 3/4	17 3/4	18 1/4	+ 3/4
Paramount 1 pfd.. 128 1/2	126 1/2	126 1/2	128 1/2	+ 2 1/2
Paramount 2 pfd.. 16 1/2	15 1/2	15 1/2	16 1/2	+ 1/4
Pathe Film..... 8	7 3/4	7 3/4	7 3/4	+ 1/4
RKO	6 1/2	6 1/4	6 1/4	+ 1/4
20th Century-Fox. 31 1/2	30 3/4	31 1/4	31 1/4	+ 1
Warner Bros..... 11 1/2	11 1/2	11 1/2	11 1/2	+ 1/4

Curb Increases Fractionally

	High	Low	Close	Net Change
Grand National... 2 1/2	2	2 1/4	2 1/4	
Sonotone	1 3/4	1 1/2	1 3/4	+ 1/8
Technicolor	27	25 1/4	26 1/2	+ 1 1/4
Trans Lux..... 3 3/4	3 3/4	3 3/4	3 3/4	

Bonds Have Small Decline

	High	Low	Close	Net Change
Keith B. F. 6s '46. 97 3/4	97 3/4	97 3/4	97 3/4	- 1/2
Loew's	99 3/8	99 3/8	99 3/8	- 3/8
Paramount Broad-				
way 3s '55..... 67	66 3/4	67	67	
Paramount '47..... 87 1/2	87 1/2	87 1/2	87 1/2	+ 3/8
Warner Bros. 6s				
'39 wd..... 90	90	90	90	- 1 1/2

(Quotations at close of Sept. 11.)



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VOL. 42. NO. 63

NEW YORK, TUESDAY, SEPTEMBER 14, 1937

TEN CENTS

Music Strike Fear Killed By Agreement

**Union Accepts Offer-NA
In Special Session**

By JACK BANNER

The last possibility that a general musicians' strike would be called against the broadcasting industry has faded with the acceptance by the A. F. of M. of the Independent Radio Network Affiliates offer to add \$1,500,000 annually to musician payrolls. This was one of the major developments of the I.R.N.A. meetings held over the weekend at the Waldorf-Astoria.

Second major development of the weekend broadcasters' turmoil was

Additional developments in radio yesterday on pages 9 and 10.

the decision of the N.A.B. board of directors, meeting separately, to call a general convention of N.A.B. members in New York City. The date has not been officially set as yet, but it will probably be about Oct. 4, James Baldwin, managing director of the N.A.B. said.

The added employment of musicians
(Continued on page 9)

"Zenda" to Stay 3rd Week at Music Hall

"The Prisoner of Zenda" over the weekend went beyond the Music Hall's control figure governing holdovers and will be held for a third week. The picture did an approximate \$69,000 from Thursday to Sunday, inclusive.

United Artists, riding high on a wave of enthusiasm, yesterday was forecasting a second week of \$105,000 to \$106,000 and went further by computing \$90,000 on the third week.

"Dead End," another U. A. current release, tomorrow will start its fourth week at the Rivoli.

Ampa to Resume Its Meetings Thursday

Ampa begins its fall season of meetings with a luncheon at Sardi's on Thursday. Guests will include Walter Wanger, Stuart F. Doyle, Barbara Stanwyck, Gertrude Berg of "The Rise of the Goldbergs" air program, and Agnes Meollo and Walter Cosden, winners of the "Harvest Moon" dancing contest.

Grant Para. Rehearing in Phila. Case

**New Hearing Scheduled
For October 4**

PHILADELPHIA, Sept. 13.—The U. S. Circuit Court of Appeals here today granted Paramount a rehearing of its application for a permanent injunction to restrain local exhibitors from concerted action and mass demonstrations in their "buyers' strike" against the company. The new hearing is scheduled to be held on Oct. 4.

Paramount's application for the permanent injunction was dismissed last week by Federal Judge Oliver B. Dickinson in U. S. District Court here. Judge Dickinson, ruling that Paramount films had ceased to be in interstate commerce in this territory through the expiration of last season's contracts and the refusal of local exhibitors to enter into new contracts, ruled that the district court lacked jurisdiction in the case
(Continued on page 6)

Para. Drive Ends With Million Rental

Paramount Week, the annual weekly sales drive, closed last Saturday with more than \$1,000,000 in rentals for the week, the company reported yesterday. It is said to be the largest gross for the period of the drive since 1930.

Neil F. Agnew attributed the success of the drive largely to the "exceptional product available" and the manner in which the pictures were received at the box-offices of the nation. Paramount has 15 features completed and ready for release and an equal number in various stages of production.

Intermountain Lifts Scales in 50 Spots

DENVER, Sept. 13.—Admissions have been raised in 50 Fox Intermountain houses under the 40-cent mark. The general boost is five cents.

Four Denver houses are affected—the Aladdin, Broadway, Paramount and Tabor. The Aladdin and Broadway drop 25-cent balcony rates for a uniform 40-cent scale throughout the houses at night. Matinees remain at 25 cents. The Paramount will be on the same basis. The Tabor, subsequent run, will keep a 25-cent matinee with evenings raised to 35 cents.

Attack by Water

Boston, Sept. 13.—E. M. Loew has complained to the police that spectators in boats are non-paying patrons at his new Drive-In Theatre outside of Lynn.

The Lynn police, not having a navy, seem none too certain as to how to proceed.

IA to Proceed On Organizing Minor Workers

HOLLYWOOD, Sept. 13.—Emerging from a four-hour conference with E. J. Mannix and Victor Clarke of the producers' labor relations department, William Bioff, personal representative of George Browne, I.A.T. S.E. president, today said that the organization would proceed immediately to organize minor employees of the studios under its charter and would temporarily defer inclusion of other studio workers until the return here of Louis B. Mayer and Joseph M. Schenck.

The trio conferred at the M-G-M office of Mannix over the I.A.T.S.E. announcement Saturday of plans to extend jurisdiction over all film production workers, including actors, writers and directors as well as minor crafts and the demand of the I.A. that the emblem of the organization be used on pictures to "insure projection of prints throughout the country by our projectionists."

Clarke parried queries with the statement that he had nothing to say, that Bioff would make the announcement.

The complete Bioff statement follows: "We are immediately proceed-
(Continued on page 4)

Interstate Buys Out Moore & Fitzgerald

BOSTON, Sept. 13.—The Interstate Circuit has bought out Moore and Fitzgerald. Edward Ansin and Harold Stoneman acquire the Chatham in Chatham, Community in Osterville and Hyannis and Idle in Hyannis by the deal. Moore and Fitzgerald are reported to be quitting the business.

A deal also is on the fire between Phil Smith and Interstate to clarify the Hyannis situation, where Smith had set plans to build. The transfer brings Interstate close to being New England's largest independent circuit. The deal is reported not to be effective until the close of the present so-called summer season.

20th-Fox Will Again Seek to Buy Out Chase

**Schenck Says Deal Hangs
On Suit Settlement**

By BILL ORNSTEIN

Negotiations for the purchase of the Chase National Bank stock interest in 20th Century-Fox will be resumed by Joseph M. Schenck, chairman of the 20th Century-Fox board, following settlement of a Government suit against National Theatres Agency, Inc., theatre subsidiary of the distributing company, Schenck said yesterday, when he arrived from Europe on the *Normandie*.

There have been some talks, Schenck added, but "we have decided to do nothing until the suit is over."

Asked about the G. B. deal he said: "It is standing still, and that means they are going back." Schenck asserted he had no thought of discussing a deal with the Ostrers for acquiring their stock in G. B., adding that he had once made a deal with Isidore Ostrer and "he reneged."

There were no conferences abroad on the situation, although Schenck did meet John Maxwell once, but just to say "Hello."

"The contemplated quota could be improved a bit," the chairman of the 20th Century-Fox board said, "and
(Continued on page 4)

New Exchange Firm For Indies Planned

HOLLYWOOD, Sept. 13.—A plan to organize a national company to provide bonded exchanges in key cities exclusively for several independent producers is being mapped here. The idea would group the product of producers now using the state rights system under one organization controlling an exchange in each city and furnishing bonds to guarantee returns as stipulated in the distribution contract.

Herbert Silverberg, Buffalo attorney
(Continued on page 6)

National Theatres, U. A. Complete Deal

Film buyers for National Theatres have completed negotiations with George J. Schaefer and A. W. Smith, Jr., for the complete U. A. lineup next season. The deal is similar to that for the 1936-'37 season. Contracts are scheduled to be signed this week.

Spyros Skouras, who was scheduled
(Continued on page 6)

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ROME: Via Loranio 1; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Casilla 13300; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Ailberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Holdovers on "Thin Ice"

"Thin Ice" achieved a record number of 46 holdovers during its fifth week, according to 20th Century-Fox.

"Double" in Big Money

Paramount reports that "Double or Nothing" made the best gross in six months at the United States Theatre in Paterson, with \$3,200 in three days, and did \$6,200 in the first three days at the Saenger in New Orleans.

Skouras, Ricketson East

DENVER, Sept. 13.—Charles Skouras and Rick Ricketson will fly to New York next week to meet Spyros Skouras before the latter sails for Europe.

Meanwhile, they are on a week's deer hunt in Wyoming with several other theatre men including Joe Dekker, Al Gould, Jr., Tony Archer, Dick Dickson, Tom Berta and others.

Yom Kippur to Start

Tonight, at sundown, Yom Kippur, the Jewish Day of atonement, will be ushered in and commemorated by fasting until sundown tomorrow.

Purely Personal

SAM E. MORRIS, vice-president in charge of Warner foreign activities, will sail for London tomorrow on the *Normandie*. He will be met there by JACK L. WARNER, vice-president in charge of production, early in October.

CRESSON E. SMITH, western and southern sales manager for RKO, will fly tonight to Dallas, first stop on a 10-day sales and inspection trip which also will include New Orleans, Atlanta and Charlotte.

OSCAR SMITH, Paramount studio bootblack who has appeared in a number of pictures and is famous among film people, will arrive in New York Sunday as a delegate to the American Legion convention.

BUSTER WEST and TOM PATRICOLA, comedy team, begin production today on their first Educational comedy for the new season at the company's Astoria studios.

HEIDY VON MASSBURG, Austrian stage star, arrived yesterday on the *Normandie*. Also on the ship were MICHAEL GOUGH, British actor, and DIANA GRAVES, English actress.

JOY HODGES, who has just completed work in "Merry-Go-Round of 1938" for Universal, is in town to start rehearsals for GEORGE M. COHAN'S "I'd Rather Be Right."

BARNEY BALABAN has called off his trip to Chicago for the holidays. The reason: His oldest son has a slight case of pneumonia.

MONTE PROSER will leave for the coast today by air for WALTER WANGER. He plans to be gone about a month.

ROY DISNEY has arrived from Hollywood in connection with "Snow White and the Seven Dwarfs."

REG WILSON, G. B. home office sales representative, will leave today for Dallas.

JOSEPH SCHILDKRAUT left for Hollywood to resume picture work yesterday.

NATE BLUMBERG is due back from a short coast trip momentarily, or almost so.

WILL H. HAYS returned to New York yesterday after spending the summer on the coast.

PAULETTE GODDARD in town from the coast.

Ohio Appeal Undecided

MARION, O., Sept. 13.—City Solicitor Ralph E. Carhart has not decided whether to take an appeal from the jury verdict acquitting Robert E. Planck, manager of the Palace, on a lottery charge growing out of a Sweepstakes drawing. The City Council is in possession of the Palace drawing equipment and will decide whether to return it, in case no appeal is taken.

Fleischer to Oppose Labor Board Ruling

Fleischer Studios will refuse to recognize the validity of the National Labor Relations Board ruling, handed down in Washington on Sunday, that the recent employees' election at the studio gave the Commercial Artists & Designers Union the right to act as exclusive bargaining agent for the Fleischer employees, Arthur B. Krim of Phillips & Nizer, attorneys for Fleischer, said yesterday.

Krim declared that the Wagner Act provides that the N.L.R.B. "must take steps in the district or circuit court to enforce a ruling of this nature" and that pending "a determination of the legality of the methods and procedure adopted by the board in this instance" no recognition will be given by the studio to the certification of the employees' election made by the board.

The board's ruling held that the union could represent the 30 Fleischer animators who, the studio says, requested the board, by a vote of 26 to four, to segregate them as a separate unit with problems differing completely from those of the other 100 studio employees. The company states that the board ignored this request and, in fact, denied that it had been made.

Krim said that the company has recognized the union as a bargaining agent for certain of its employees, but was unwilling to recognize it as the representative of all.

M-G-M Will Attempt To Develop Writers

HOLLYWOOD, Sept. 13.—M-G-M has installed a new writers' department for the training of possible screen literary talent under the direction of Edwin Knopf, story department head, and John Gallishaw, New York story consultant.

Already enrolled are William Ludwig, Charles Marsh, Alfred Schiller, Howard Wilson, Ian Hunter, Hannibal Towle and Richard Litton.

Jersey Allied Will Make Product Survey

One of the features of the New Jersey Allied convention to be held at the Ritz, Atlantic City, Sept. 22-24, will be a product survey, Lee W. Newbury, president, stated yesterday.

Among the officers and directors of the national organization who will be on hand for the three-day session are Nathan Yamins, president; Abram F. Myers, general counsel, and Arthur Price, eastern regional vice-president.

Investigate Bombings

Police yesterday were investigating the bombings of 21 Springer & Cocalis theatres in Manhattan and the Bronx. Labor difficulties are said to have had a bearing on the matter, although the two operator unions deny any responsibility.

Minor Ban Hits Omaha

OMAHA, Sept. 13.—Three suburban houses—H. R. Grobeck's Mueller and the Epstein circuit's Lothrop and Circle—were forced to close in mid-week because of the health department's ban on minors during the paralysis epidemic. First runs are hard hit, too.

Future Plans Await Return, Says Doyle

His future plans in the theatre business will be decided by Stuart F. Doyle upon his return to Australia, he said yesterday upon his arrival from the coast. When he arrives in Sydney, he will have completed a world survey of the theatrical business.

"I have not completely severed my association with the theatre business in Australia," he said. "I retain an interest in several small companies, but whether I will get into active operation or build another circuit will be decided after I return to Sydney."

Doyle said that irrespective of where he will operate, his headquarters will be in London. He is now building two theatres in Piccadilly which are to be completed soon. He also is chairman and a director of Commonwealth Broadcasting Corp., largest radio company in Australia. He added that once every month he will fly from Australia to England. He said the trip takes six days.

While here for the next 10 days, Doyle will make use of Greater Union Theatres' office in the Loew Bldg. He plans to sail Sept. 23 on the *Bremen* for London to look over the two new theatre projects.

John Hicks Sailing To Talk Production

John W. Hicks, Jr., Paramount vice-president in charge of foreign distribution, will leave for England tomorrow on the *Normandie* to conduct the company's annual foreign sales convention and to confer with Adolph Zukor and J. C. Graham on the company's British producing plans.

The annual foreign sales meet will be held in London, Sept. 25 and 26, and will be attended by all Paramount sales managers from the Continent in addition to the British sales force. Zukor will attend the meeting and will confer with Hicks and Graham on British producing plans at that time. Hicks will visit Paramount's Continental offices later and will be away about six weeks in all.

Zukor's present plans call for his return to New York on the *Queen Mary's* Sept. 29 sailing, which would bring him here Oct. 4.

J. M. Johnston Dies

CINCINNATI, Sept. 13.—Joseph Maurice Johnston, 54, connected with the industry for 25 years, died at his home Saturday after a week's illness. He was part owner of the Lyric, New Boston, O., and formerly owned an interest in the local Fisher Pictures Corp. His widow and three daughters survive. Burial was in Rest Haven Memorial Park.

Charles Statler Passes

AKRON, Sept. 13.—Charles Statler, 52, veteran exhibitor here, died in St. Thomas Hospital after an operation. He owned and operated the Nixon for 25 years and at times the Southern and Peoples. His widow, a son and two daughters survive.

Leach New G. B. Manager

NEW HAVEN, Sept. 13.—Charles W. Leach, former assistant to Clinton White at the home office, has succeeded Carl J. Goe, resigned, as branch manager for G. B. here.

Artists and Models' Strong
Pix Offset End-Aug.
Saboo; 'Artists-Models' Strong
A&M' \$21,500, 'Malady' \$23,000, All
SOULS' SOCK \$7,500;
ALL PORTLAND. OKAY
Portland, Ore., Sep.
over in the
Benny ru
tribut
All b. o. biz is definitely
here in spite of rising
labor trouble. Average
get good enough.
Washington, Aug. 24.
Three biggest houses are riding
high this week, but the pickings for
the other spots are mighty thin.
Terrific heat which has played
with last two weeks.
"Souls at Sea"
"Artists" "They"
"Artists" "In F"
"Artists" Makes Box Office
History at Newark Opening
Newark—Box office his-
tory at the Paramount
Paramount
AND MODELS'
\$5,000 IN B'
Half a Million People Pa
'Artists and Models' at
wash business was done at the Ne
"Artists and Models" which in
half a million persons, acco
the local population six s
and certainly got its share
for the first week's bus
at the theater
A&M.' SOCK 33
DETROIT;
A' NIFTY
Aug. 31.
AND MODELS'
IN BAL
Models' Eac
Place L'ville
Louisville, Aug.
own holding gr
as' at Loew's
Models' at the
head of the t
k and neck.
on a bang
and the
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Week
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Willie Wit
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eck, 'Sar
to Pa
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TS
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VOL. 72, NO. 51
SRO Business
NEW SEASON HIT BREAKING ALL B. U. RECORD
By Paramount For Start c
People Saw "Models" in N. Y.
Paramount Theater with "Artists And
half a million persons, according
half third and fourth week's
indications point
Conclusive evidence
that Paramount's new
duction "Artists and
among the top gross
cleaned from
eaching

If it's a
PARAMOUNT
PICTURE it's
the best show
in town
... and a
HOLDOVER!



20th-Fox Will Again Seek to Buy Out Chase

(Continued from page 1)

probably will. They want to do the right thing in England, I think."

Five pictures will be made in England, three by Robert T. Kane and two by Samuel Engel with Gracie Fields. Schenck said that these will be big pictures inasmuch as "productions costing \$500,000 will be as good as four quota pictures."

United Artists Theatres Circuit paid between \$800,000 and \$900,000 for the 50 per cent interest in Robb & Rowley circuit in Texas. There is no expansion planned at this time, Schenck said, and no deal has been offered. However, if anything good comes up, he added, the circuit may consider new theatres.

The 20th Century-Fox board is scheduled to meet today. The session will be routine, according to Schenck, as nothing important is slated to come up.

Not Financing Korda

There is no truth to the report that M-G-M is financing Alexander Korda, Schenck said. This latter was confirmed by Dr. A. H. Giannini, chairman of the U. A. board and president.

Schenck plans to leave for the coast in about a week. He visited Carlsbad, England, Amsterdam, Venice and one or two small European cities. He said he felt much better after the baths. Business abroad he said was very good.

"I haven't heard a word on the Korda deal for the purchase of stock held by three United Artists partners," Giannini said. "As far as I know there's nothing new on this deal." He also said that the Selznick situation was in status quo and that he had every reason to believe that the producer would continue with the company.

As for Walter Wanger, his contract has nine more years to run. George Elcock, one of the three English partners in Odeon Circuit, accompanied Giannini. He is here for a vacation.

While in Paris, Giannini called in foreign representatives of Oslo, Czechoslovakia, Geneva, Brussels and Copenhagen for a meeting. Giannini said he had never met the men and it was a good idea to get acquainted.

Korda will make six to eight this season. The chairman and president of U. A. insisted that his trip had nothing to do with raising money for Samuel Goldwyn and Korda to exercise the purchase options.

Odeon Has 223 Houses

He declared that since U. A. purchased a half interest in Odeon circuit, the stock has more than doubled in value. The circuit now has 223 theatres and in October will open a unit in Leicester Square.

Giannini will remain in town about a week and then head for the coast, where he will continue to make his headquarters.

John Schiff, a partner of Kuhn, Loeb & Co., returned after six weeks of grouse shooting in Scotland. Inci-

dentally, Stanton Griffis, chairman of the executive committee, also was a passenger. He dodged reporters.

However, Schiff when questioned about the reported settlement of the two suits against Paramount trustees said he was not in a position to talk. He denied seeing Arthur Ballantine, who is attorney for the trustee, while abroad, and also said he did not discuss the case with Griffis. Kuhn, Loeb & Co. are defendants in the matter.

Barney Ballaban, president of Paramount, who had gone to the pier to meet Griffis, said that he had not heard of any developments in the suits for three weeks.

Stromberg Returns

However, with the return of Schiff, it is expected that the suits, scheduled for hearing Sept. 27 will either be put over indefinitely or marked off the court calendar permanently. The reported settlement of the suit was "news" to him, Schiff added.

Returning from a seven-week vacation, Hunt Stromberg will depart for the M-G-M studios in about a week, he said, to begin the first of a series of pictures lined up for him. The first will be "Marie Antoinette," which will star Norma Shearer. Charles Laughton will not be in it. The second is "Another Thin Man," with William Powell and Myrna Loy. Number three is "Idiot's Delight," with Norma Shearer and Clark Gable. The next will be "Robin Hood" with Jeanette MacDonald and Nelson Eddy. Then will come "Springtime," a play, with Robert Taylor and Lionel Barrymore.

Stromberg said his trip was a combination business and vacation. He "investigated" casts for "Marie Antoinette" and worked with Robert Sherwood in England on the script of "Idiot's Delight." Sherwood is scheduled to sail tomorrow from England, en route to the M-G-M studios to finish the script. The M-G-M producer signed two players, but would not disclose their names.

Mrs. Natalie Kalmus, who just finished working on "The Drums" and "The Divorce of Madame X," for Alexander Korda, returned for a month's vacation. She will go back to England to work on "Bicycle Built for Two," which Victor Saville will direct for Korda. Then will follow a Merle Oberon film.

Dieterle, Futter Back

William Dieterle, Warner director, spent three months vacationing, mostly in Russia. He will spend three days here before leaving for Hollywood. He said he didn't know what his next assignment would be.

Walter Futter returned with a print of "Jericho," which stars Paul Robeson and Henry Wilcoxon. He said he had made a deal for national distribution, but would not reveal the company. He will leave for Hollywood in three weeks and then return to England to make another picture.

Reinhold Schunzel, M-G-M director signed by Louis B. Mayer at Carlsbad, will leave for Culver City in a few days. He said he had a seven-year contract. His last picture was "Land of Love" for Tobis. Prior to that he made 16 for Ufa.

Constance Bennett left for Hollywood via American Airlines shortly after she debarked. Sol A. Rosenblatt returned from a two-week trip to England and France where he conducted business for Transamerica Radio Corp.

IA to Proceed On Organizing Minor Workers

(Continued from page 1)

ing with the organization of film editors, cutters and assistants, music librarians, wardrobe makers and workers, tailors and handlers, gardeners, janitors, watchmen, firemen, policemen and Moviola operators, which will keep us busy until the arrival here of Schenck, Mayer and other studio executives, at which time we will follow through with our organization program to include within our ranks every branch in the production of motion pictures.

Apparently Bioff is withholding the actual start of the creative talent organization drive upon the request of Clarke and Mannix.

Letter from Holmden

Accompanying the jurisdiction claim letter to producers Saturday was a letter signed by Harland Holmden, I.A.T.S.E. vice-president, saying, "Please be advised that conforming to the action of our general executive board it will be necessary that all prints bear the I.A.T.S.E. emblem after Sept. 18. Will you please advise your producing organizations that the above be complied with in order to insure projection of prints throughout the country by our projectionists, members of I.A.T.S.E."

A fairly comprehensive check of the industry labor situation today revealed a heterogeneous picture as far as the spread of I.A.T.S.E. jurisdiction is concerned.

The studio carpenters' local, 3,000 strong, still has an agreement for four years under the studio basic agreement. The recently-settled jurisdictional dispute with the I.A.T.S.E. regarding property men's working conditions, according to Cliff Mace, business agent, is agreeable to both sides.

The situation had been a troubled one for some time. The studio painters local agreement has until May to run. The pact was obtained with the aid of the I. A. The Associated M. P. Costumers local yesterday voted virtually unanimously to surrender its own A.F.L. charter and enter the I.A.T.S.E. They have an agreement with the producers growing out of the recent strike.

A. S. C. Controls Cameramen

The American Society of Cinematographers, which signed a five-year bargaining agreement with the producers, in 1934, after the cameramen's strike failed, still controls the first cameramen but the I. A. has the assistants fairly well organized. The makeup men and scenic artists' locals of the Painters Brotherhood already have voted to leave their international for the I.A.T.S.E. The Society of Film Editors is carrying on bargaining conferences with the producers, having rejected the first proposal on wages and working conditions made by the studios last week. The Screen Directors' Guild still is awaiting the producers' reply to the last communication declaring the guild would not dissolve itself into two organizations, one for directors and one for assistants and unit managers.

Meanwhile, the Academy of M. P.

Arts and Sciences continues to handle its code for assistant directors as the last vestige of its economic activities, having dropped the writers' and actors' working agreements. The writers' field is split in two definite groups, Screen Playwrights and Screen Writers' Guild, with the latter's petition for collective bargaining before the regional labor board and set for hearing Sept. 27. Neither group is affiliated with labor but the guild is chartered by the Authors' League of America.

Also before the labor board are the petitions of Societies of M. P. Art Directors, Artists and Illustrators and Set Designers, all covering crafts claimed by the Scenic Artists local.

The Studio Utility Workers, one of the original F.M.P.C. groups on strike, has an agreement with the producers on wage scales and working conditions, but the field is limited merely to construction work, having lost about half of its membership to the I. A. in the jurisdictional dispute which arose during the strike. The I. A. aided the Utility Workers to get an agreement.

The white collar workers are organized rather loosely on virtually all lots, but Paramount is the only studio signing an agreement with its employee group. Whether jurisdictional claims over this division of workers are effective is an open question.

Directors' Statement Today

HOLLYWOOD, Sept. 13.—Howard Hawks, chairman of the Screen Directors' Guild negotiating committee, said tonight that the guild would issue a statement tomorrow on the I.A.T.S.E. jurisdictional claim over directors and assistants.

Junior Guild to Meet

HOLLYWOOD, Sept. 13.—The board of directors of the Junior Screen Actors' Guild has set Sept. 19 for the next quarterly meeting.

Guild Shop Raises Extra Pay Over 10%

HOLLYWOOD, Sept. 13.—During June and July, the first two months of the Screen Actors' Guild shop rule, extras received more than 10 per cent above the 1936 rate of pay, according to figures of the guild.

In June, Central Casting made 22,226 placements among major studios using its services. Total wages paid were \$239,906.36, making the daily average wage rate \$9.32, 12.8 per cent more than they would have been paid in 1936. A total of \$32,751.36 of this amount was paid in overtime and adjustments.

The total for the 29,786 July placements was \$310,844.18. At the former rates, the total would have been \$279,178.76. The average daily rate for July was \$10.43, one of the highest on record. Overtime and adjustments accounted for \$32,873.18 of the total.

The figures do not include day players and bit players engaged by the day.

Less than 200 complaints have arisen under the guild contract, and of these a number have been adjusted and conciliated, with less than 100 claims referred to the arbitration machinery as specified by the pact.

Gottlieb Quits Wanger

HOLLYWOOD, Sept. 13.—Alex Gottlieb, for the past eight months publicity director for Walter Wanger, resigned today for an unannounced job. Russell Phelps is filling in.



THE RUBBER WALLS BUST!

Flash from Exhibitor Klinger playing
"BROADWAY MELODY OF '38" at the
Rialto, Lewistown, Pa.

**HILARIOUS
"BROADWAY
MELODY"
HOLD-OVERS!**
(More Every Minute)

Portland, Ore.
Detroit • Denver
New York
Harrisburg • Houston
New Orleans
Reading • Rochester
Wilmington • Buffalo
Salt Lake City
San Francisco
Pittsburgh • Louisville
Washington, D. C.
Nashville
Philadelphia
Los Angeles
Cincinnati
Spokane • Seattle
etc., etc.

"TO M-G-M:

I note that one of the major distributors advertise currently in the trade press the fact that one of their pictures played to one out of every four persons in a town in New York state and that the theatre must have had rubber walls.

Thought that you might be interested in knowing that "BROADWAY MELODY OF 1938" played to more than one-half the entire population of this town, breaking a fifteen year house record during its five day run.

This during five of the hottest days of the summer, too!"

PAUL O. KLINGER

The Rialto
Lewistown, Pa.

Production Steady With 38 Shooting

HOLLYWOOD, Sept. 13.—Thirty-eight pictures are before the cameras this week, one less than last week's total. Fourteen finished, and 13 started. Twenty-two are being prepared and 84 are being edited.

Those started are: Columbia, "College Follies of 1938;" M-G-M, "Bad Man of Brimstone," "The Four Marys," "Mannequin" and "Navy Blue and Gold;" Republic, "Zorro Rides Again (serial)" and "The Duke Comes Back;" Universal, "Renegade Rangers," "Tim Tyler's Luck" (serial) and "Young Man's Fancy;" Warners, "Too Much of Everything" and "Swing Your Lady."

The tally by studio:
Columbia, finished zero, shooting three, preparing two, editing six; Goldwyn, two, one, zero, two; Grand National, one, two, one, two; M-G-M, one, seven, three, six; Monogram, zero, zero, one, three; Paramount, three, five, three, 13; Principal, one, zero, zero, one; Republic, zero, three, one, four; RKO, one, three, five, five; Selznick International, zero, one, zero, one; 20th Century-Fox, two, two, four, nine; Universal, two, three, one, four; Wanger, zero, zero, zero, three; Warners, one, eight, one, 25.

Two short subjects are shooting, one at M-G-M and the other at RKO. M-G-M started one and finished one; RKO started one, and Columbia finished one. Eight are being prepared, and 12 are being edited.

Gogniat Suit Dismissed

Federal Judge Vincent L. Leibell yesterday dismissed the copyright infringement suit of George A. Gogniat, who does business as the United Music Co., against Universal Pictures, Gem Pictures Prod., Loew's, Inc., Consolidated Amusement Enterprises, Don Malkames, Morris I. Tropp, George Cochrane, Universal Film Exchanges, Big U Exchange, 981 8th Ave., Inc., and the Woodside Operating Corp.

The plaintiff claimed infringement of three musical compositions, "Don Rigo," "Vers l'Horizon" and "Valse Mutine," which were allegedly used as musical background for "Goofy Town Newsreel." The defendants asserted that the plaintiff's copyright was defective and that \$100 had been paid for the right. Judge Leibell dismissed the suit after trial on the ground that it was "without merit."

Tampa Operators Sign

TAMPA, Sept. 13.—The Operators' Union, which has had a "closed shop" for some 15 years, has signed new contracts with all theatres for two years with a 10 percent salary increase.

The three houses operated by Casino Enterprises, the Ritz and Casino in Ybor City, and the Royal in West Tampa, have reopened after having been dark for six weeks, following a strike of their doormen, cashiers and ushers, who formed a union. Just what terms were reached between the company and the employees was not stated.

Briggs Delays Return

O. Henry Briggs, president of Pathe, has delayed his return from the coast until next Monday.

Out Hollywood Way

HOLLYWOOD, Sept. 13. — Samuel Goldwyn has extended the shooting schedule on "The Adventures of Marco Polo" two days to get more closeups of SIGRID GURIE. . . VICTOR YOUNG and his Paramount studio orchestra will play for the annual fall Studio Club dance Sept. 25. . . KATHARINE ALDRIDGE, Virginia plantation girl, will make her film debut in M-G-M's "Rosalie."

Casting—FORRESTER HARVEY and LIONEL BELMORE in "Thoroughbreds Don't Cry," RICHARD TUCKER in "Rosalie," RITA JOHNSON in "Four Marys," all at M-G-M. . . LUCILLE BALL, LANA TURNER, FRANCES GIFFORD, ANN HOVEY, LORRAINE KRUEGER, JUNE JOHNSON, MARIE MARKS,

DOROTHY MOORE, KAY SUTTON, IDA VOLLMER, CYNTHIA WESTLAKE, WESLEY BARRY and RICHARD SKELTON in "Having Wonderful Time," and LEONID KINSKY and GUINN WILLIAMS to the untitled MIRIAM HOPKINS vehicle at RKO. . . JAMES ROBBINS, GEORGE HUMBER and HAROLD MILLER in "He Wanted to Marry," Grand National. . . PAUL KELLEY in "Navy Blue and Gold," M-G-M.

Contracts—OTTO PREMINGER has been given a new two-year contract as a 20th Century-Fox director. . . The same studio has extended the contracts of DOUGLAS SCOTT, 13-year-old player, and GENE KORNMAN, still photographer.

National Theatres, U. A. Complete Deal

(Continued from page 1)

to sail tomorrow on the *Normandie* for a two-month tour of England and the Continent, has postponed his departure. He is now booked to sail Sept. 22 on the *Queen Mary*.

The U. A. deal completes all major product negotiations for the circuit.

George Blatchford, treasurer of Wisconsin Amusement Co., subsidiary of National Theatres, is in town from Milwaukee on a business and vacation trip. He will visit his family at New Hampshire before returning west.

New Exchange Firm For Indies Planned

(Continued from page 1)

ney, is here drawing up the papers. The first to accept the plan is Reliable Pictures, headed by Harry Webb and Bernard Ray, who have announced a program of 30 pictures for the new season. Silverberg was reticent regarding the plan and said a full announcement will be made in a few days. He would not state if the plan is for a 50-50 straight split, a 50-50 split after print costs are deducted or a straight guarantee plus overage. He indicated, however, that a new system is being evolved. He will leave shortly for a tour of key centers to line up exchanges.

Wallace Beery Injured

HOLLYWOOD, Sept. 13. — Wallace Beery accidentally shot himself in the left leg with a blank cartridge today as he was working on the set of "Bad Man of Brimstone" at M-G-M. He was removed to the Cedars of Lebanon Hospital, and is expected to be out of the cast for several weeks.

Barrymore to England

HOLLYWOOD, Sept. 13.—As soon as he completes his part in "Navy Blue and Gold" at M-G-M, Lionel Barrymore will leave for London for a part in "Yank at Oxford," M-G-M British production.

Open Arkansas House

WEST MEMPHIS, ARK., Sept. 13.—The new Crittenden Theatre here was formally opened tonight, with a large crowd in attendance.

Ban Children from Muskegon Theatres

DETROIT, Sept. 13.—Following the discovery of several cases of infantile paralysis, the Muskegon board of health has issued an order barring all children under 16 from all theatres in the city. No action was taken toward closing the city's schools, which opened this week, but a close watch has been ordered on all children.

Although several cases also have been reported in Detroit and opening of the schools here has been postponed a week, no action has been taken to keep children from attending theatres.

Rehearing Granted In Paramount Case

(Continued from page 1)

and dismissed the company's application without prejudice.

The rehearing of the case will be held before the appeals court. Paramount also petitioned the higher court today for a temporary injunction against the exhibitors pending the new hearing, but the court reserved decision on that application. Indications are that a ruling will be handed down on this within the next few days. Locally, however, exhibitors have shown no disposition to renew picketing or other concerted public demonstrations, but have been centering their efforts on the formation of a buying combine to negotiate for Paramount product.

Raises Warner Scales

CLEVELAND, Sept. 13.—Nat Wolf, Warner zone manager, has raised admission prices five cents for both matinee and evening performances at the Strand, Akron, and Ohio, Sidney. This boost is in the nature of an experiment. If successful, admissions will be raised at other Warner houses in the zone.

"Hood" Budget High

HOLLYWOOD, Sept. 13.—A budget of \$1,600,000 has been set for the production of "The Adventures of Robin Hood," which will go before the cameras shortly on the Warner lot. The film will be done in Technicolor. William Keighley will direct.

Famous Players in Deal With Union

TORONTO, Sept. 13.—The situation on the labor front here is calm with Famous Players Canadian Corp. and the I.A.T.S.E. operators having signed an agreement covering a three-year period, replacing the two-year contract just expired. The terms of the new contract have not been disclosed, but it is understood that reasonable wage increases have been accepted and that the operators will now receive one week's vacation with pay each year.

In Montreal, trouble has developed with the replacing of operators in five local theatres by members of the All-Canadian Congress of Labor, the all-Canadian Operators Union being in opposition to the Montreal Local of the I.A.T.S.E. In all, 20 operators are involved in the four theatres.

At Winnipeg, Man., there is a three-cornered labor fight in which the International and All-Canadian projectionists are lined up against what is known locally as the "One Big Union" which was organized in Winnipeg shortly after the war. A projectionists' local was established by the One Big Union about nine years ago. The present position is that James Leslie, representing the Bureau of Labor of the Manitoba Provincial Government, is conducting an investigation and a board of conciliation is being appointed to bring about a settlement of the dispute.

Elsewhere in the Dominion the theatre labor situation is unruffled.

Vancouver Strike Threatens

VANCOUVER, Sept. 13.—Local theatre owners are threatened with a strike after Sept. 18, unless they come to terms with the M. P. Projectionists' Union. The union and owners are negotiating a new contract, to replace the one which expired one week ago.

The chief point of contention is the number of men in the booth, since the Government inquiry indicated that one man and an apprentice are sufficient.

Wall Street

Board Off; Some Sharply

	High	Low	Close	Net Change
Columbia	20½	19¼	19¼	— ½
Consolidated	23½	23¼	23¼	+ ¼
Consolidated, pfd.	10	9	9	— 1
Eastman	178	174	174	— 4
Gen. T. Equip.	213½	199½	199½	— 14
Loew's, Inc.	75½	72	73½	— ½
Paramount	199½	17	17½	— ¾
Paramount 1 pfd.	130	122¼	125	— 3½
Paramount 2 pfd.	17¼	15½	16	— ¾
Pathe Film	8¼	6¼	7¼	— ½
RKO	67½	5¼	6¼	— ¼
20th Century-Fox	30¼	30	30¼	— ½
Universal, pfd.	55	53	54	— 3
Warner Bros.	12½	11	11½	— ¾

Trans-Lux, "U." Up on Curb

	High	Low	Close	Net Change
Grand National	23½	2	2	— ¾
Sonotone	15½	15	15½	— ½
Technicolor	27½	25½	25½	— 2
Trans-Lux	35½	3½	3½	+ ½
Universal	5	5	5	+ ½

Fractional Bond Changes

	High	Low	Close	Net Change
Keith B. F. 6s '46	97¼	96½	96½	— ¾
Loew's	99¾	99½	99¾	+ ¼
Paramount B'way				
3s '55	67	67	67	— ½
Paramount 6s '55	99	98¾	98¾	— ¼
Paramount '47	87½	86	86	— 1½
RKO 6s '41 pp.	105	103	105	— 2
Warner Bros. 6s				
'39 wd	91	90½	90½	— ½

(Quotations at close of Sept. 13)

**RKO-RADIO'S
ALL-TIME
GREATEST SHOW*
OPENS
SOON
AT
RADIO CITY
MUSIC HALL**

yes,** we're including "Little
Women," "Top Hat,"
"Roberta" and all those
other record-holders
RKO-RADIO has given
you in the past . . .

Of all the big shows promised from Hollywood this season, the biggest one of them all comes from RKO RADIO!...A picture so full of outstanding attraction values as to draw record crowds...a show so overflowing with entertainment qualities as to please those crowds and send them away telling everybody they know not to miss it!...
PREPARE FOR ALL THE MONEY YOUR THEATRE CAN EARN KEEP TIME OPEN FOR AN EXTENDED RUN!...

Stage Door

Stage Door

KATHARINE STARRING GINGER
HEPBURN ★ **ROGERS**
ADOLPHE
MENJOU

GAIL PATRICK

CONSTANCE COLLIER • ANDREA LEEDS
SAMUEL S. HINDS • LUCILLE BALL
FROM THE PLAY BY EDNA FERBER AND GEORGE S. KAUFMAN
SCREEN PLAY BY MORRIE RYSKIND AND ANTHONY VEILLER
DIRECTED BY GREGORY LA CAVA
PRODUCED BY PANDRO S. BERMAN



R K O
RADIO
PICTURE
LITH

Music Strike Fear Killed By Agreement

(Continued from page 1)

is to be spread throughout the country in a manner to be determined later, to the extent of the additional \$1,500,000, among national network affiliated stations, including managed and operated stations of NBC and CBS, but not including the network key stations in New York, Chicago and Los Angeles.

That proposal, acceptable to both the broadcasters and the union, constitutes the essence of the I.R.N.A. accomplishments to date. Two troublesome factors, however, yet remain to be settled. One is the determination of the method of allocation, and the other is the broadcasters' insistence that an arbitration clause be inserted in the contract. It has been learned that while the A. F. of M. has objected to the inclusion of an arbitration clause, it has not entirely refused it.

Probably for Two Years

The contract probably will be for a period of two years.

As reported exclusively in yesterday's issue of MOTION PICTURE DAILY, the I.R.N.A. members have decided on accepting one of seven methods of allocation to raise the additional \$1,500,000:

1—Five per cent of the gross revenue on music.

2—Three and one-half times the station's maximum published quarter-hour rate to be expended weekly.

3—A sliding scale based on quarter-hour rate according to size of market.

4—A weighted average based on both local rate, national rate and gross revenue.

5—An option to the station to choose between Methods 1 and 2.

6—A factor of circulation or coverage as published by the networks.

7—Any other basis approved by the convention of broadcasters.

At all events, stations with less than a \$15 quarter-hour rate or less are to be exempt.

Second Method Likely

While the I.R.N.A. committee refused to say which, if any, of the methods of allocation received the most votes, it is reported that Method 2, stipulating a weekly individual expenditure of three and one-half the station's maximum quarterly-hour rate, would be the one most acceptable to the main body of broadcasters.

Before adjourning late Sunday night, the convention voted that John Shephard, 3rd, president of the Colonial and Yankee networks; L. B. Wilson, president of WCKY, Cincinnati, and George Norton, owner of WAVE, Louisville, be added to the I.R.N.A. committee. The committee now includes, in addition to those listed above, William S. Hedges, chairman, WLW, Cincinnati; Samuel R. Rosenbaum, WFIL, Philadelphia; Emile Gough, Hearst Radio; Edward W. Craig, WSM, Nashville; John J. Gillin, Jr., WOW, Omaha, and Mark Ethridge, WSAM, St. Louis.

In all likelihood, the Sept. 16 deadlines set by the A. F. of M. will be advanced to Oct. 1. The former date has not yet been set aside, but it most

Nets Offer Help

NBC and CBS have voluntarily offered to assume 10 per cent of the \$1,500,000 which will be added to I.R.N.A. station owners' music payrolls when the A. F. of M. agreement goes into effect. The offer has been taken under advisement by the I.R.N.A.

likely will be within the next day or so, with the approval and sanction of the A. F. of M.

The committee will meet tomorrow with the full International Council of the A. F. of M. The committee has been empowered to act fully for the approximately 258 stations catalogued as independently owned, but network affiliated, stations.

Two strong reports are in circulation as an outgrowth of the meetings. It is reported that among the matters discussed in closed meeting by the broadcasters was the advisability of making the I.R.N.A. a permanent organization, and secondly the appointment of a labor counsellor to represent the broadcasting industry. Among the names offered for consideration for such a post were those of Joseph P. Kennedy, head of the Maritime Commission and first head of the S.E.C.; Robert Jackson, Assistant Attorney General of the United States, and Merlin H. Aylesworth. There was also talk that RCA might "loan" its recently acquired labor counsellor, Edward F. McGrady. The latter matter may come up for full consideration at the coming N.A.B. conclave.

Maine Commission on Air

The Maine Development Commission will sponsor a program featuring Marjorie Mills over 15 stations of the Mutual network, starting Sept. 21. The programs will be broadcast twice weekly, Tuesdays and Thursdays, over some stations from 1:15 to 1:30 P. M., and over others from 1:45 to 2 P. M. WOR will carry the early show. Brooke, Smith, French & Dorrance is the agency.

Edison Names Lord & Thomas

Lord & Thomas, Inc., has been appointed as advertising agency in charge of the Consolidated Edison Co's new radio program, which will be heard locally over WEAJ beginning Sept. 20. The utility company's program is titled "Echoes of New York Town" and is an annual radio fixture.

Stark to Benton & Bowles

Shelley Stark, director of the radio department for the Kiesewetter advertising agency, and author of the "Famous Jury Trials" scripts, has resigned to accept a position at Benton & Bowles. In his new capacity, Stark will serve as assistant to Ralph Richmond, executive in charge of radio commercials for Benton & Bowles.

Dorothy Gordon Will Resume

Dorothy Gordon, winner of the 1937 Women's National Radio Award for the best juvenile air show, will resume her "Children's Corner" programs over CBS Tuesdays, Thursdays and Saturdays from 5:45 to 6 P. M., beginning Sept. 14.

New Shows On the Air

Ford "Sunday Evening Hour"

With Jose Iturbi, the distinguished Spanish conductor and pianist wielding the baton and with John Charles Thomas, the noted Metropolitan Opera baritone as the soloist, the Ford "Sunday Evening Hour" returned to millions who must have been eagerly awaiting it Sunday evening from 9 to 10 P. M. over CBS.

The uniform excellence which constantly and consistently has marked this stalwart of the air waves, of course, was in evidence again. Not without merit has this program, culled from the classics in music and interpreted by leading artists of the concert stage, earned for itself a topflight reputation in radio. The fall debut merely reiterated and, therefore, emphasized the observation.

Thomas, in that magnificent voice, sang numbers which included the prologue from "Pagliacci," "The Trumpeter," the Chancellor's Song—"When You're Lying Awake," and "The Lost Chord." Brahms' "Academic Festival Overture," Massenet's "Air de Ballet" and Chabrier's "España" were the chief orchestral numbers.

"Sunday Morning Quarterback"

Benny Friedman, former all-American grid star, should build for himself and sponsor a great audience of football enthusiasts, whose name, along about this time of each year, becomes legion. To his undisputed knowledge of the fine points of the game, Benny adds a pleasing style of delivery to make his program one of the best of its type to be found on the air.

Friedman led with his chin in stating that it was his belief that most of the followers of the game, no matter how often they've sat in the stands, really knew little about the pastime, but there's no question but that he spoke the truth. Fair-minded fans will admit this, he said. He promised to analyze the complex points of the weekly games, once the season gets under way.

By way of exhibiting his expert qualifications, Friedman reviewed the games played recently by the Green Bay Packers vs. the Western All-Stars, and the Giants-All-Stars game. He offers a watch from his sponsor each week to the writer of the best letter based on "The Most Interesting Game of the Week."

Benny Friedman's football talks are offered each Sunday over Mutual from 11:30 to 11:45 A. M. Parker Watch Co. sponsors.

"Zenith Foundation"

Zenith Radio Corp.'s "Zenith Foundation" has little to recommend it as a network program. Offering dramatizations based on scientific investigations, it is probably interesting enough from a scientific point of view, but as entertainment its evaluation is low.

Tracing the progress made by science through the years, the Sunday instalment dramatized the incidents revolving about the discoveries of

Ken McClure Named As Head of ARNEW

CHICAGO, Sept. 13.—Ken McClure of WOAI, San Antonio, was named president of the Ass'n of Radio News Editors and Writers before adjournment of the first convention yesterday.

Other officers named were: First vice-president, J. Beckley Smith, WJAS, Pittsburgh; 2nd vice-president, Ken Miller, KVOO, Tulsa; 3rd vice-president, Jack Harris, WSM; secretary-treasurer, Al Hollander, WIND-WJJD, Chicago; directors, John Van Cronkhite, John Hughes, Robert Hurley, Roy Brant, Foster May, Ken Miller, Earl Smith and Jack Harris.

Donald Cope on Coast

HOLLYWOOD, Sept. 13.—Donald Cope, production director of Benton & Bowles' New York office, has taken over his new duties as production supervisor of the Hollywood office. Accompanying him was Tom Revere, the agency's director of radio, who is here for several weeks on general company business.

Buy "Paramount Party"

Earle Harper's "Paramount Party" has been purchased for sponsorship by the Jules Chain Stores, Inc., over WNEW, beginning Sept. 17. The program will be offered Fridays from 9:30 to 10 P. M. The Klinger agency handled the contract.

Alkine Laboratories, Inc., will sponsor Alan Courtney's "Jovymakers" for 26 weeks beginning Sept. 20. The series is offered Mondays through Saturdays from 11:30 to 11:45 A. M. Schillin Adv. Corp.

Shift "Good Will Hour"

"The Good Will Hour," now heard Sundays from 10 to 10:30 P. M. on Mutual, will be heard at a new time, effective Sept. 19, from 9:30 to 10 P. M. The broadcast time for the same program over WMCA remains unchanged, Sundays from 10 to 11 P. M. The series is sponsored by MacFadden Publications in the interest of *True Story Magazine*.

optical lenses as an aid to sight; the discovery of the benefits of quinine by the white man from the Indians; the discovery of wireless by the late Senator Marconi, and other momentous scientific discoveries. It showed also how mankind's outlook has broadened through the years by telling how a citizen of Boston in 1801 was arrested by the authorities for the heinous crime of bathing each Saturday night, and how a resident of a town in Ohio in 1832 was shot by an outraged fellow resident for permitting a business meeting to be held in a school house. The well-worn flashback method is used throughout.

"Zenith Foundation" is heard Sundays over the NBC-Blue from 10 to 10:30 P. M.

Flash Review

Despite faithful carbon-copying, the Lux Radio Theatre production of "A Star Is Born" lacked the emotional quality which made the picture so enjoyable. Janet Gaynor and Robert Montgomery played the chief roles.

A full review of the program will appear in tomorrow's MOTION PICTURE DAILY.

BANNER

Radio Personals

DON GILMAN, NBC vice-president, left for the west coast last night. . . . Glenda Farrell and Francis Lederer will be presented on the Kraft program Thursday. . . . Lionel Stander appeared in the Lux production of "A Star Is Born" last night over CBS, when the series returned to the network after a summer's absence. Janet Gaynor and Robert Montgomery were the stars of the radio play. . . . Al Jolson will present Ben Bernie as his guest Sept. 21. . . . Crosby Gaige returns to NBC Sept. 13 with his "Kitchen Cavalcade." . . . Alfred De Liagre, producer of "Yes, My Darling Daughter," Lina Abarabanell, Roger Wolf Kahn, James Monroe and Erin O'Brien Moore were featured on Chamberlin Brown's "All-Star" revue over WMCA yesterday afternoon.

Helen Morgan will be Jack Eigen's guest on the WMCA "Broadway Newsreel" tonight at 10 P.M. . . . Clarence and Claude Stroud will make their initial bow on the air Thursday night as guests on the Vallee program. . . . The Williams Sisters, west coast singers, will make their first appearance hereabouts on Ernie Cutting's "Airbreaks" program over the Blue network today. . . .

Henry W. Cox, formerly with CBS Artists Bureau, has joined Wilson, Powell & Hayward, agents. . . . Dorothy Thoman, secretary to Herb Petty at WHN, left for Chicago yesterday to begin her vacation. . . . James E. Sauter has completed arrangements for radio programs to cover the American Legion convention. He says the networks are expected to give the convention the widest coverage of any event since the inauguration of the President in January. . . . Gene Autrey will be George Fischer's "Hollywood Whispers" guest over Mutual Oct. 2. . . . Bunny Berrigan has left on an extended barnstorming tour taking in the principal cities. . . .

KOIL Ceremony on Mutual

The celebration of the opening of KOIL's new 5,000-watt transmitter will be heard over WOR and the Mutual network Tuesday and Thursday Sept. 14-16, from 11:30 P. M. to 12 midnight, from Omaha. The broadcasts will feature Senator Edward Burke of Nebraska and Gov. Nels. G. Karchel of Iowa speaking on Tuesday.

"Sunbrite Junior" Back Sept. 27

"Sunbrite Junior Nurse Corps," formerly heard over CBS, will return to the air over the NBC-Blue starting Sept. 27. The series will be heard over stations KDKA, WHK, WXYZ and WLW Mondays through Fridays. For the rebroadcast, WENR and KWK will be added. Stack-Goble is the agency.

"Firefly" Comment on Nightly

Broadcasts of the comments of the audience about "Firefly" are now heard Monday through Saturday evenings via WHN directly from the lobby of the Astor from 11:15 to 11:30 P. M.

Hollywood Town Pump

HOLLYWOOD, Sept. 13.—Joe Penner whose new radio series will start Oct. 3 will make a guest appearance on the Al Jolson show Sept. 28. . . . Helen Meinardi, scenarist, was a guest on Matty Kemp's "Amateur Authors" program today on KFWB. . . . Agness Underwood, veteran Los Angeles newspaperwoman, was interviewed by Jimmy Vandiver on his weekly "Meet Some People" program on Mutual today. . . . Alka Seltzer has signed a \$250,000 contract with the Don Lee Broadcasting System to extend the "Newspaper of the Air" to the 12 Northwest stations which join Don Lee Sept. 26. It's the first contract for the new chain additions. . . . Frederick Stark and his orchestra, as a tribute to the Jewish high holidays, will offer "Kol Nidrei," during Mutual's "Ecstasy" Tuesday. A short dramatic sketch of sacrifice and devotion as experienced by a Jew in New York, written by Arthur Q. Bryon, will be given. . . .

Jimmy and his Saddle Pals go on a

new daily program on KMTR, this week—9 to 10 A.M., P. S. T., Mondays through Saturdays. They retain their 5 to 6 P.M., P. S. T., Mondays through Fridays spots. . . . Sidney B. Gaynor, has become assistant commercial manager of KHJ, a promotion from the sales staff. . . . Clarence Myers, publicity director of KYA, San Francisco, in town visiting KEHE. . . . Grand National has arranged for 10 coast-to-coast broadcasts of music from "Something to Sing About," picture which stars James Cagney. . . . Joe Twerpt's starring show, "Cosmopolitan Revue," heard originally only over KEHE, will be fed to CRS Wednesday of this week and thereafter, at a new time, 9 to 9:30 P.M., P. S. T. . . . Jack Owens, KEHE singer, has sold his song, "Roundup Time in Reno," to Republic for "Manhattan Merry-Go-Round," and Gene Autrey will sing it. . . . Eric De Wolf, financial expert, will inaugurate a series of Wednesday night stock market report and review programs on KHJ. . . .

Four New Accounts Sign WHN Contracts

Four additional commercial commitments were placed for programs over WHN yesterday.

The Pinex Co., for 13 weeks beginning Oct. 4, will sponsor an as yet undetermined series, Mondays through Fridays from 7:45 to 8 A. M. Transamerican Radio & Television Corp. handled the deal.

Knox Co., for Cystex, will sponsor a transcribed series Tuesdays from 9 to 9:15 A. M., beginning Oct. 5. Allen C. Smith Co., Kansas City, is the agency.

Lee & Perrins will begin a spot announcement campaign for 39 weeks beginning Sept. 18, through Schwimmer & Scott, agency.

Louis Howe Co., for Tums, will start a spot campaign for 39 weeks beginning Sept. 15, through H. W. Kastor & Son.

NBC Concert Artists May Take \$1,200,000

Income of the 102 concert artists affiliated with NBC Artists Bureau is expected to gross \$1,200,000 for the season 1937-1938 which opens in October, according to George Engles, manager of the bureau. If achieved, this figure will represent a 20 per cent increase over last year.

Engles bases his figures on advance bookings that have been made to date. They include only receipts from concert engagements and do not cover income that the artists may receive additionally from radio and screen work.

Fitch Buys Belcher Program

Jerry Belcher's "Our Neighbors" series, heard over NBC as a sustainer, has been purchased for sponsorship by the Fitch Co. to replace the Fitch "Jingle Program." The sponsorship will begin Sept. 26, on the Red network, at 7:45 P. M. L. W. Ramsey Co., Davenport, Ia., is the agency.

Crosley Bought Campaign Book

WASHINGTON, Sept. 13.—Purchase of 20 copies of the Democratic campaign book at a cost of \$250 each by officials of the Crossley Radio Corp. was disclosed today in the quarterly report of receipts and disbursements filed with Congress by the Democratic National committee.

The list was headed by Powell Crosley, Jr., and contained the names of members of his family and executives of the company.

FCC Receives Bids For Change in Power

WASHINGTON, Sept. 13.—The F.C.C. has received the following applications from stations for changes in power and frequency, which have been set for a hearing:

Station KTSM, El Paso, for change of frequency from 1,310 to 1,350 kilocycles; WDAH, El Paso, change of frequency from 1,310 to 1,200 kilocycles; WFBC, Greenville, S. C., increase of night power from 1,000 to 5,000 watts; KOL, Seattle, Wash., change of frequency from 1,270 to 1,020 kilocycles and increase of night power from 1,000 to 5,000 watts; WINS, New York, increase of power to 5,000 watts; WBWS, Champaign, Ill., increase of day power from 100 to 250 watts; KVOL, Lafayette, La., increase of day power to 250 watts; WLAK, Lakeland, Fla., increase day power from 100 to 250 watts; KMED, Medford, Ore., increase power from 250 to 1,000 watts; WBNX, New York, increase day power from 1,000 to 5,000 watts; and KLO, Ogden, Utah, increase power from 500 watts to 1,000 watts night, 5,000 watts day.

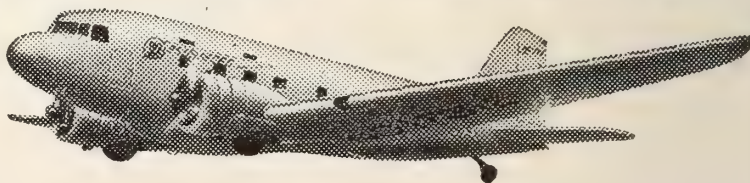
CCB Signs Miss Dragonette

Jessica Dragonette has placed herself under the management of the Columbia Concert Bureau, indicating that the star henceforth will be available for concert as well as radio engagements.

Murray on "Hollywood Hotel"

Ken Murray and "Oswald," his stooge, who conclude their current series for Campbell Soup Co. Sept. 22, have been signed by the same sponsor to appear regularly on "Hollywood Hotel" over CBS, effective Oct. 1.

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VOL. 42. NO. 64

NEW YORK, WEDNESDAY, SEPTEMBER 15, 1937

TEN CENTS

Stipulations Completed in Dallas Case

Short Trial Expected in Texas Trust Action

DALLAS, Sept. 14. — Stipulations covering approximately 80 per cent of the evidence regarded by local attorneys as admissible in the Government's action attacking the contracts entered into by distributors with the Interstate Circuit here have been completed by attorneys for both sides and will materially shorten the time required for trial of the suit, it was learned today.

The action is set for trial in the U. S. District Court here on Monday. The effect of the stipulations may mean the completion of the trial within three or four days at the most, attorneys believe.

The action involves the legality of film contracts made by Interstate with eight major distributors, in which the distributors agree not to sell any product which has played certain Interstate houses at a specified minimum admission to any other theatre which does not maintain a specified minimum admission. Through the stipulations

(Continued on page 2)

Defense Replies in Nebraska Game Case

LINCOLN, Sept. 14. — Replying to the briefs filed in the Bank Night case by the Attorney General's office here, William Wright, Omaha attorney for the Fox Beatrice Theatre Corp., told the Supreme Court today that the state had failed to prove a lottery in the operation of the game. The hearing has been set for Sept. 21.

Wright declared, "The state, realizing that it has failed to make the necessary proof to warrant the issuance of an injunction, has changed its theory and requested the court to sustain a judgment on issues not raised in the lower court."

Big "U" Denies All Anti-Trust Charges

The Big "U" Film Exchange yesterday filed a general denial in the triple damage anti-trust suit for \$225,000 filed against it and several other defendants by Orange Theatres, Inc., which claimed that a conspiracy to prevent it from getting suitable prod-

(Continued on page 2)

Griffis Admits Settlement Of Para. Suits 'Under Way'

Official verification of the fact that negotiations for the settlement of two suits instituted against 1927-1931 officers and directors of Paramount by the reorganization trustees of the company are being conducted was given yesterday by Stanton Griffis, chairman of the Paramount executive committee.

"I am able to say," Griffis replied to questions concerning the settlement, "that serious negotiations have been held and are under way."

However, he declined to discuss the settlement terms, but declared that no final agreement has been reached yet.

The first of the two suits, which together seek an aggregate of \$12,000,000 from the defendants, is scheduled for trial in N. Y. Supreme court, Sept. 27. From other sources, it was learned that slight differences over the settlement terms are still unsettled and that, if a complete agreement is not reached next week, the trial will proceed on the scheduled date, as there is no disposition at this time to seek a further postponement.

MOTION PICTURE DAILY learned several weeks ago that the settlement figure is approximately \$2,150,000. The current differences, if resolved, may alter this figure but not to any appreciable extent, it is believed.

Griffis discussed the proposed settlement with Arthur A. Ballantine of Root, Clark, Buckner, & Ballantine, attorneys for the Paramount trustee, while the two were in London during

(Continued on page 6)

Filing New Briefs In Ascap's Action

OMAHA, Sept. 14.—Ascap and the Nebraska officials who were made defendants in the society's action to enjoin the enforcement of the anti-Ascap legislation enacted at the last session of the state legislature were given 10 days in which to submit additional briefs on the action with the conclusion of hearings here today before a three-judge Federal statutory court.

(Continued on page 6)

In the Legion

Louis B. Mayer has been made an officer of the Legion of Honor. The cross was presented to him by President Lebrun at the latter's private residence at Rambouillet.

Following the presentation Mayer was a guest at a dinner presided over by the Minister of Commerce which attended by a number of Government officials. Mayer will return on the *Normandie* Sept. 22.

Talks Are Set On Musicians' Work Agenda

Meetings between producer representatives and the American Federation of Musicians on the latter's demands involving increased employment of musicians in Hollywood studios are expected to get under way here next week, Pat Casey, producers' labor representative, said yesterday.

The A. F. of M. will meet tomorrow with radio network officials on the agreement reached earlier this week for increased employment of musicians by broadcasters, with indications that the agreement will be ratified by the union within a day or two, thus permitting the start of negotiations with the film producers. The union's principal demand of the studios is that the use of orchestral recordings from studio libraries in pictures other than those for which they were originally recorded be discontinued. This would involve a new orchestral recording for every picture in which music is used.

Casey currently is negotiating new terms with Local 52, studio mechanics, governing employment in eastern studios. He returns west shortly.

Sweeping U. S. Probe Looms On West Coast

Sifting of Charges by Independents Due

LOS ANGELES, Sept. 14.—Showdown on charges of anti-trust violations against Fox West Coast and major companies loomed today with the arrival of Albert J. Law and Harold Collins, special assistant attorney generals. Law, resuming his probe of distribution after two months in Washington, told newspapermen, today:

"This will be a showdown on charges of independent exhibitors that Fox West Coast and major companies are violating the Clayton and Sherman anti-trust laws. Two special Federal Bureau of Investigation agents and four accountants will aid us in the investigation which will either prove the falsity of the charges or result in Grand Jury action."

Two consent decrees have been entered against Fox West Coast, according to Law. However, independents have asserted violations still exist and the attorney general's office has decided to probe the matter, he continued.

Fox West Coast, Universal, United Artists, Paramount, Warners, M-G-M,

(Continued on page 6)

Odeon Adding About 50 Houses—Elcock

Approximately 50 theatres are now being built in the United Kingdom by Odeon Circuit, George Elcock, one of the three British partners of United Artists in the circuit, said yesterday.

"Just before I sailed, the circuit opened 13 theatres and acquired another five," Elcock stated. The new additions and units under construction will bring the total of the circuit's houses up to 251."

Sam Harris, editor of *Cinema*, English trade paper, accompanied El-

(Continued on page 2)

Will Discuss ITOA Merger with Allied

Directors of the I.T.O.A. will meet Friday at the Astor to discuss merging the organization with Allied of New Jersey. Harry Brandt, president of the New York exhibitor group, has been anxious to combine both independent organizations into one association. He will present his proposal to the directors of the I.T.O.A. If the men back him up, he will attend the New Jersey Allied convention in

(Continued on page 6)

"The Newsreel Parade"

Each Wednesday and Friday, effective with this edition, *Motion Picture Daily* will review the five newsreels.

The purpose is designed to fasten additional attention on the "must" attraction in every exhibitor's program and, by a fast reviewing service, acquaint the nation's theatremen with the newsreel content heading their way.

The feature appears on page 3 today.

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Odeon Adding About 50 Houses—Elcock

(Continued from page 1)

cock. Both will remain in New York about a week, then go to the coast for a fortnight and return here en route home.

Elcock said his trip was purely a vacation, while Harris is combining business and pleasure.

Maurice Silverstone, who has charge of England for U.A., will arrive shortly before Christmas, Elcock asserted. Elcock tried to get Silverstone to come over with him, but Silverstone couldn't get away at this time.

Loew's to Celebrate

Loew's State will celebrate its 17th anniversary during the week of Sept. 23.



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Insiders' Outlook

By RED KANN

BY all the markings, this column should be streaked with embarrassment this morning. It recalls the day, some time back now, when the Sunday reading glass centered upon the comment of Douglas W. Churchill, Hollywood correspondent of *The New York Times*. The amiable Douglas was writing about "Stage Door" and how RKO and Gregory La Cava had taken the Kaufman-Ferber play, tied it up neatly in knots and, weighted down, deposited it in a deep and convenient spot somewhere off Malibu. That persuaded this uncertain oracle to reprint much of what Churchill had written and then to append a handful or more of perfectly nasty cracks. The bon mots dealt with the whys and the wherefores, and the foolishness was not ignored, of acquiring Broadway stage plays at six representative figures, later to produce something else. . . .

What appears to be a habit-forming procedure has pinned us to the mast on at least two previous occasions. There was a printed slapping at Sam Goldwyn for "The Children's Hour" which emerged into the distinguished "These Three." One hot flush to the cheek. There was a second and it had to do with "Dead End," the difficulties which would have spelt trouble had Goldwyn taken the Kingsley play from its one all-embracing and dramatic set to let the camera roam at will. But Sam did no such thing; he stuck to the essentials of the plot and the background and, if you divine by this time that he made a sort of sucker out of us and our flushes, you're very uncomfortably close. . . .

The gong now resounds with a blare and crash and flush three arrives with "Stage Door." It is patent at the very beginning that RKO saw much more in this vehicle than we did the night it was reviewed as a play last season. While the New York drama critics whipped themselves into a froth, somehow or other we managed to remain calm, even collected, and reported Kaufman and Miss Ferber must have tossed their "Stage Door" off in an automobile bound for Bucks County. It had sharp dialogue and a plot which had collapsed, but characters cleverly worked out and handsomely rounded. True. But no more: . . .

Veiller, as the scriptists, retained the framework. The stage conflict between Hollywood, the talent devourer, and Broadway, the talent preserver, has been replaced by Adolphe Menjou, a play producer with a weakness for dimples and knees. The underlying tragic note, which is the heartbreak of Times Square, remains with the ultimate suicide of Andrea Leeds whose part in Menjou's show eventually goes to Katharine Hepburn. The assorted and hopeful Duses who live at the Footlights Club supply an intensely human sort of backdrop against which the handful of principal characters parade their doings. Most of the original dialogue has been dropped, the stage characters have been reshuffled. You would think a hodge-podge inevitably must result. . . .

Nothing of the sort. "Stage Door," the play, by no approach is to be mentioned in the same paragraph, or even sentence, with "Stage Door," the film. The play was never blessed with story maneuvers that meant anything. The film is similarly endowed. But it does not depend upon a steady succession of plot incidents nearly so much as it does upon the development of each character, the brilliance with which Miss Hepburn, Ginger Rogers and the unknown Miss Leeds perform, and the crackle of the Ryskind-Veiller dialogue. Your emotions are taken for a long buggy ride in those scenes when Miss Leeds is submerged in the defeat which ultimately persuades her to take her life. . . .

They are hammered at hard when she sees Miss Hepburn off for the premiere and the part she had hoped to play. There is genuine drama when Miss Hepburn, strangely and yet not strangely propelled into the performance she then knows Miss Leeds would have given, startles the first night audience with the depth of her interpretation. And a great bestirring around the heart in the gallant curtain speech wherein Miss Hepburn gives full credit for her own inspired rendition to the spiritual guidance of the girl resting finally in the morgue. And yet, to the complete astuteness of writers and director, the timing, interposing not a chuckle, but a belly laugh where exactly needed, is about as perfect a job as a job could be. . . .

Thus it comes about again that we are confounded in a stew of our own cooking. But it is a

Stipulations Completed in Dallas Case

(Continued from page 1)

agreed upon with the Government's attorneys the defendants admit entering into the contracts individually, but deny that they constitute conspiracy or restraint of trade.

Louis Phillips of the Paramount legal staff is expected here this week from New York to attend the trial. It is expected that no other home office officials of the defendant companies will be summoned here.

Big "U" Denies All Anti-Trust Charges

(Continued from page 1)

uct put the Academy, Newburgh, out of business.

Other defendants are Eugene Levy, George Walsh, Neton Theatres Corp., Paramount Pictures, Inc., 20th Century-Fox, RKO-Radio, Joseph Lee and U. A.

Orders Fox Theatre Payment

U. S. Circuit Judge Martin T. Manhattan yesterday ordered Milton C. Weisman, receiver for Fox Theatres Corp., to pay an ad interim dividend of five per cent to the Roxy Theatres Corp. Noteholders' Protective Committee. The claim was recently settled and allowed.

Name Eternal Road Master

U. S. District Judge John W. Clancy yesterday named A. G. Coffin as special master to hear and determine the appointment of a trustee for The Eternal Road Distributing Corp. Sept. 23 was set as the date for a hearing. Claims must be filed by Oct. 1.

Principal Suit Is Dated

U. S. District Judge John W. Clancy yesterday placed on the calendar for hearing Oct. 11 the suit of Principal Film Exchanges, Inc., against Jay Dee Kay Prod., Inc., and J. D. Kendis for alleged breach of contract.

The suit is for \$5,000. The plaintiff claims the defendant gave it an exclusive three-year contract for distribution of "Crusade Against Rackets" in New York and New Jersey, and that it booked the film into the Gaiety where it grossed \$12,000. The plaintiff claims it was entitled to one third of this, but did not receive it.

pleasant stew and hesitancy is not in us in conceding sweepingly that we judged too quickly and too wrongly. For the promises which Radio has been holding forth for "Stage Door," this is now to tell you, represent no advertising man's hasheesh dream. On all counts, here is one of the peak shows of Hollywood's show parade. It will streak out front and, crystal gazing be damned, stay there. We are that certain. . . .

La Cava, as the director, and Morrie Ryskind and Anthony

◀ Purely Personal ▶

HAROLD FISHER, manager of the Brooklyn Paramount, has just married **BETH WHITE**, daughter of **JAMES W. and MRS. WHITE** of the Bronx. They are on a honeymoon in the White Mountains.

ARTHUR A. LEE, G. B. vice-president, was in Chicago yesterday en route to New York. **MARCEL MEKELBURG**, Boston branch manager, arrived at the home office yesterday for conferences.

T. H. FLIGELSTONE, former president of the C.E.A. of London, left for Montreal yesterday and tomorrow sails for London, following a vacation here.

JOHN CROMWELL, who directed "The Prisoner of Zenda," is on his way to New York to direct "The Ghost of Yankee Doodle" for the Theatre Guild.

NAT HOLT, Cleveland division manager for RKO theatres, and **CHARLES KOERNER**, Boston head, are in town for home office conferences.

ROY HAINES, eastern and Canadian sales manager for Warners, left yesterday for Philadelphia, Detroit, Cleveland and Pittsburgh.

BARBARA STANWYCK has arrived in New York from Canada and will spend the weekend here before going to the coast.

WILLIAM F. RODGERS is back from a trip to Toronto. **TOM CONNORS** accompanied him.

EDWARD M. SAUNDERS has returned from a four-week tour of M-G-M exchanges.

J. J. MILSTEIN and **EDWARD SCHNITZER** returned yesterday from Chicago.

GERTRUDE MICHAEL is at the Waldorf-Astoria.

The Newsreel Parade

Movietone News

Vol. 20, No. 1
(20th Century-Fox)

A generally interesting and diversified reel, this number of Movietone News is well knit and fast. In the "World Events" division, Lowell Thomas describes the new water record of Sir Malcolm Campbell, the commemorative issue of Constitution stamps, the parade of the remnant of the Civil War veterans, and the selection of Miss America and her abdication.

Society's top rung is mixed with fast polo at Meadowbrook; "Names in the News" shows Mrs. Sarah Roosevelt, the President's mother, in France; the marriage of Dorothy Round, tennis champion, and the return home of Franklin D. Roosevelt, Jr., and his bride. Lew Lehr offers one of his funniest "Newsettes," a poultry race, and Ed Thorgersen, who as newsreel sports commentator probably has no equal, takes a look at the tennis matches at Forest Hills, the breaking of a world swim mark in Chicago, and the tuning up preparatory to the football season.

Running time, 10 mins.

A.

News of the Day

Vol. VIII, No. 303
(M-G-M)

Seasonal topics make up the larger part of this newsreel release. There is, for example, that old reliable Atlantic City bathing beauty contest, made somewhat different this year by the winner's refusal to accept the crown and title, which go to Miss No. 2 as a result. Football is ushered in with excellent shots of the night game played in New York between the College All-Stars and the Giants and with glimpses of the Notre Dame aggregation at early practice. Additional sports subjects include shots of the Forest Hills, N. Y., tennis matches and the Illinois Cup swimming meet at Chicago.

Late news "snapshots" feature the return to New York from a European honeymoon of Franklin D. Roosevelt, Jr., and the former Ethel du Pont, and the celebration at the Statue of Liberty site in observance of the 150th anniversary of the Constitution. Regatta Day in Venice and a bike race for London's ancients complete a release of average interest, narrated by Jean Paul King.

Running time, 8 mins.

K.

Paramount News

No. 12
(Paramount)

Sports dominate the latest issue of this newsreel. The subject opens with a bicycle race from Milwaukee to Chicago. Then follows an amateur aquatic meet. Several of the major football teams are shown in practice.

President Roosevelt is pictured attending the graduation of a nurse's school at Poughkeepsie; his son, Franklin, Jr., and his bride are seen returning from Europe and the President's mother is glimpsed attending a banquet in Paris.

There are several news items of the day, including a parade of Civil War veterans at Madison, Wis., but there is nothing punchy to make this particular issue stand out.

Running time, 7 mins.

P.

Pathe News

Vol. 9, No. 16
(RKO Radio)

Nine items, dramatically described by Clem McCarthy, Andre Baruch and John S. Martin, comprise the latest Pathe News. The sports events which open and close the subject set a fast pace and are interspersed by several historical events.

The women's national singles tennis championship between Anita Lizana of Chile and Jadwiga Jedreowska of Poland and Don Budge of America conquering Baron von Cramm in the men's finals at Forest Hills, starts off the subject. Following are the inaugural ceremonies of the Wheeler Dam at Alabama, the Grand Canal regatta at Venice, the destruction by police of Shantytown at Boston, Gov. LaFollette reviewing a parade at Madison, Wis., the printing of a special stamp to commemorate the signing of the Constitution, Cardinal Dougherty addressing celebrants in celebration of the signing of the Constitution in Philadelphia, fireworks at the Statue of Liberty in honor of the same event, and finally the polo event at Meadowbrook, L. I., between teams from the Argentine and the United States.

Running time, 6 mins.

O.

Universal Newsreel

Vol. IX, No. 597
(Universal)

Universal Newsreel has done a smart job of photographing the night football game between the New York Giants and All Star college team on supersensitive film. The players stand out so sharply their shadows are visible and the photography is much more interesting than some of the regular daylight games.

Fireworks at the Statue of Liberty are not especially interesting. The Atlantic City beauty pageant is well handled and is timely because of the excitement stirred by the walkout of the winner, Bette Cooper. The Argentine-Aurora polo game is spectacular. One smart number shows a new sport of rooster racing. They actually race on a course. The clip is good for a hearty laugh.

Running time, 9 mins.

J.

Chaplin Plans Change

HOLLYWOOD, Sept. 14.—Charlie Chaplin says he has given up the idea of making another picture in his familiar makeup and will produce a sound film with an entirely new characterization with Paulette Goddard playing opposite him. The film may not be made for a year, he says.

Remodeling Gaining

Considerable remodeling of theatres in the local area is now under way. Among the houses being rejuvenated are Palace, Orange; Strand, Union City; Lyric, Summit, N. J.; Cameo, Newburgh; Garden and Parkway, Brooklyn; Warburton, Yonkers. Joe Hornstein is handling the work.

Comerford to Open Sept. 16 in Scranton

SCRANTON, Sept. 14.—The new Comerford Theatre on Wyoming Ave. will open on Sept. 16. The house is one of the latest to be constructed and occupies a plot of 180 x 80. It has a seating capacity of 1,800 and has fireproof construction throughout.

The house is the first in the chain to bear the name of M. E. Comerford.

"Firefly" \$13,585 In Its Second Week

"The Firefly" garnered approximately \$13,585 for the second week at the Astor at two-a-day prices. "Dead End" in its third week at the Rivoli tallied \$29,000, while "The Life of Emile Zola" at the Hollywood at two-a-day got about \$26,500.

M-G-M Enlarging Studio

HOLLYWOOD, Sept. 14.—M-G-M is spending \$2,000,000 for a new administration building, a cartoon studio, a writers' building, five new sound stages, a new industrial center, a new sound building and additions to the sound department.

The new administration building will be four stories high, and contain 226 rooms. Ground will be broken next week.

The five sound stages are under construction now. One of them will be 96 feet high.

SMPE Group to Meet

The Atlantic Coast Section of the Society of M. P. Engineers will hold its first monthly meeting of the fall season tonight at the Hotel Pennsylvania. The chief paper will be on "Agfacolor," in which John L. Forrest of Agfa-Ansco will describe a new single film for three-color reproduction. The meeting will be preceded by a dinner.

Nick Amos Passes

OMAHA, Sept. 14.—Nick Amos, 76, who is believed to have started one of the first theatre circuits in 1906, and who up to a few weeks ago was still selling state rights films here, is dead. He is survived by his widow, two daughters and a son.



UNITED'S NEW SLEEPERS ARE REALLY DIFFERENT!

★ Only United limits its giant sleepers to 12 passengers, offers 2 separate dressing rooms and lavatories for men and women, and a courtesy lounge compartment for all passengers. Only United provides de luxe Sky-lounges during waking hours, sleepers at night.

TICKETS: United Offices, Travel Bureaus, Telegraph Offices

UNITED AIR LINES

AMERICAN FLAGSHIPS

TO LOS ANGELES

MERCURY SKYSLEEPER
OVERNIGHT—3 STOPS ONLY
THRU SERVICE—NO CHANGE OF PLANES
SOUTHERN ALL-YEAR ROUTE
MERCURY—Lv. 5:10 pm; SOUTHERNER—Lv. 8:30 pm.
Call your Travel Agent, or VANDERBILT 3-2580
Ticket Offices: 45 Vanderbilt Ave. and
Rockefeller Center, 18 W. 49th St.

**AMERICAN
AIRLINES INC.**

WHAT ARE THE FACTS ABOUT THE FILM INDUSTRY TODAY?

THERE ARE so many claims and counter-claims in the trade press that some exhibitors far removed from sources of verification must indeed be confused.

THE PURPOSE of this advertisement is not so much to sell contracts for 1937-38 product (since the majority of M-G-M exhibitors have already renewed) . . .

THE REASON for this ad is simply to make you *happy* that you have bought M-G-M again for the new season.

ONE HIT—or even two or three—do not make a dependable source of picture supply for a long twelve months! The element of chance gives practically every company big and small a certain average of success but nowadays that average is not enough.

ONLY M-G-M by virtue of its resources in stars, studio, writers, directors and personnel is geared for the continuous delivery of important, big-size and big-budget, star-blessed attractions.

WE PROVED during this past summer that we could keep up M-G-M hit-delivery even at a time of the year which has always been considered an off-season.

THERE IS NO such thing as an off-season to the public. They wanted entertainment during July and August and we gave them "**Day at the Races**," "**Captains Courageous**," "**Saratoga**," "**Good Earth**," "**Broadway Melody**" to mention just a few. What a remarkable line-up! Millions of dollars of screen diversion which would really make a commendable full year's showing for any company . . . but it was just the summer group from M-G-M!

WHAT FOLLOWS in the Fall is really unbelievable in the sense that never before, not even by M-G-M, has there been maintained such a tempo of big-time hit-production.

SO much so that there is wisdom in an observation often made by the trade press that "*M-G-M is an industry by itself.*"

CROWDING into September and October are such attractions as: "**Big City**" starring **Luise Rainer**, **Spencer Tracy** (powerfully human, humorous and dramatic); . . . a stirring production of "**Madame X**" with **Gladys George**; . . . the best **Joan Crawford** picture in years "**The Bride Wore Red**" with **Franchot Tone**, **Robert Young**; . . . a history-making comedy by the "Thin Man" stars—**William Powell**, **Myrna Loy** in "**Double Wedding**". . . and "**Conquest**" the costliest production in M-G-M history starring **Greta Garbo** with **Charles Boyer**, a truly remarkable entertainment; . . . "**Live, Love and Learn**" with **Robert Montgomery**, **Rosalind Russell** . . . and the popular-price release of the Road-Show **Jeanette MacDonald** in "**The Firefly**". . .

THAT'S just a brief survey of what comes from the mighty studios of M-G-M up to the beginning of November, barely two months of the season 1937-38!

IT'S TRUE Leo's roaring louder than ever—and *pridefully*!

Sweeping U. S. Probe Looms On West Coast

(Continued from page 1)

20th Century-Fox, RKO and Columbia have agreed to give investigators full access to the books and the audit will take several weeks, Law continued. Following the audit and summary of findings, he added, a decision will be made on what course to pursue. He intimated great pressure had been brought to bear on the attorney general's office from all sections of the country and that congressmen and senators have asked for investigations of the film industry repeatedly.

Foreign Trips Set For M-G-M Winners

Domestic and foreign sales forces of M-G-M will compete in a sales contest with the first 12 winners to be awarded free trips to Paris next year. The sales drive, now under way, will end Aug. 27, 1938.

William F. Rodgers, general sales manager for the domestic field, and Arthur Loew, head of foreign activities, have been trying to outgross each other in rentals. Several months ago, the sales for the foreign department for one week were above those for the domestic market. When the news was declared, Loew gave every employe in his department at the home office a bonus.

Wendy Barrie Married

CHICAGO, Sept. 14.—Wendy Barrie revealed today that she was married two weeks ago in New York to Bill Lawrence, actor.

Miss Bancroft to Marry

HOLLYWOOD, Sept. 14. — Georgette Bancroft, daughter of George Bancroft, will be married later this week to Hial G. King, Santa Monica business man, she said today.



AIR EXPRESS, now speeds shipments—2500 miles overnight! Complete day and night service to 216 cities, and all points between, in the U. S. and Canada. Direct to Latin-America, Honolulu, and the Far East. For service, telephone any office of Railway Express and say "AIR EXPRESS DIVISION!"

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Angel"

(Paramount)

HOLLYWOOD, Sept. 14.—Sophisticated is the nice word for "Angel." Ernst Lubitsch has vested with a full measure of his august artistry a play in the so-called continental, and latterly frowned upon, manner. In it Marlene Dietrich gives her usual interpretation of the extremely sensitive if not downright sexual, woman whose love life hangs in the balance. This time the men to whom it is all important are Herbert Marshall and Melvyn Douglas, the preoccupied husband and would-be lover, respectively. Probably these four names on a marquee will bring in the customers and it is possible not too many of them will recognize beneath the Lubitsch glamour a triangular pattern regarded as passé, if not altogether untouchable, during recent years.

The play from the Hungarian by Melchior Lengyel opens in a Paris salon, as it is called, where men meet women and gambling also goes. Miss Dietrich arrives unidentified and meets Douglas, an Englishman seeking relaxation. They share an evening verbally indicated as innocent and she disappears. She is next seen as the wife of Marshall, a British diplomat, who has just bested 20 countries in a League of Nations struggle. Presently Douglas shows up as Marshall's guest and from then on Miss Dietrich and Douglas keep Marshall in ignorance as to their clandestine acquaintance.

While arguing as to whether or not to call the whole thing off, Miss Dietrich is for sticking to her husband until he cancels a pleasure trip for reasons of state. Whereupon she decides again to meet Douglas in Paris. Marshall learns of this and arrives simultaneously. There is a good deal of talking before the husband says it is all his fault and the wife decides to stay with him. The point of the whole thing seems to be that a wife whose husband is too busy keeping his country out of war to play house with her is justified in busying herself as pleases her best.

Guy Bolton and Russell Medcraft made the English adaptation as Samson Raphaelson wrote the screenplay. Much of their dialogue is smart and some of it is close enough to the deadline to rise eyebrows which have puckered in perusal of the production code. This is sandwiched between crisply humorous lines superbly handled by Edward Everett Horton, Ernest Cossart and Herbert Mundin. The production technique is, of course, of the highest order, while the Lubitsch touch, so long unseen upon a screen that has never had enough of it, is discernible in almost every scene.

Running time, 88 minutes. "A."

Griffis Admits Para. Settlement Is Near

(Continued from page 1)

July. An agreement, in substance, is reported to have been reached at that time, but was not accepted in its entirety upon being submitted to individual defendants and their attorneys here following Ballantine's return to New York.

Ballantine's firm will prosecute the suits in the event the proposed settlement is upset.

The two actions seek the recovery of losses alleged to have been incurred by Paramount as a result of the company's repurchase of its own stock at guaranteed redemption prices which were in excess of prevailing market prices. After the stock had been issued for the acquisition of theatres and other properties in the company's expansion moves from 1927 to 1932; for allegedly "excessive" compensation paid to officers during that period and for sums alleged to have been realized by outsiders through participations in the Paramount employes' stock purchase plan.

Equity Meets Friday

The quarterly meeting of Actors Equity Ass'n will be held on Friday at the Astor.

Will Discuss ITOA Merger with Allied

(Continued from page 1)

Atlantic City next week and put his proposition to the delegates.

Allied, up to this time, has not been officially informed of Brandt's plan. Both organizations have offices adjacent to each other in the Lincoln Hotel. Meanwhile, the I.T.O.A. has reserved 20 rooms at the Ritz Carlton, Atlantic City, for the three days Allied of New Jersey will be in session.

Skouras-Warner in Deal

Warners have just closed a deal with the Skouras Metropolitan Circuit for the entire 1937-'38 lineup. Roy Haines and Ben Kalmenson acted for Warners and George Skouras and Matty Fox signed for Skouras.

Guild Honors Tone

HOLLYWOOD, Sept. 13.—Franchot Tone has been voted by the Screen Actors' Guild as the star who gave the outstanding performance in a film released in the Los Angeles area during July. The picture was "They Gave Him a Gun."

Luis Alberni received the outstanding supporting player award for his part in "Easy Living."

Filing New Briefs In Ascap's Action

(Continued from page 1)

Following the submission of the briefs the court will take the case under advisement and render its decision later.

The hearings here opened last Saturday with the presentation of Ascap's attack on the state law. The defense opened on Monday and was concluded today.

The Ascap action requests the court to find the new state legislation unconstitutional and in violation of Federal copyright laws. It also declares that the enforcement of the legislation would not be "in the public interest" and therefore, is not a valid exercise of the police power of the state. For these and other reasons set forth in the society's complaint Ascap asks the court to declare the legislation "null and void" and to issue a permanent injunction restraining state officers, including the Governor and Attorney General, from enforcing it.

The state's principal contention in defense of the legislation is that Ascap is an "unlawful combination" and, therefore, subject to regulation under the state's police power. The law itself imposes heavy penalties against a combination of two or more copyright owners banded together to license public performers of music for profit within the state.

Louis D. Frohlich and Herman Finkelstein of the New York law firm of Schwartz & Frohlich, Ascap counsel, argued the petition for the society. E. C. Mills, chairman of the administrative committee of Ascap, also attended the hearing.

Consolidated Strike Ended on the Coast

HOLLYWOOD, Sept. 14.—After a 10-hour strike yesterday of I. A. T. S. E. laboratory workers employed by Consolidated an agreement was signed late last night providing for a closed shop and new wage scales for 300 workers. They get a 35 per cent raise in pay retroactive to Aug. 23.

The walkout was a surprise to outsiders and was not generally known until William Bioff, coast I. A. T. S. E. head, made the announcement of the agreement.

Bioff said organization efforts would now be centered on other laboratories—Cinecolor, Dunning, International Cinema, National Screen Service, Williams Shots, Western Film and Pacific Title.

Technicolor already has an agreement with the I. A. T. S. E.

W. E. to Pay 75 Cents

A dividend of 75 cents per share on the common was voted yesterday by the Western Electric directors. It is payable Sept. 30 to stockholders of record at the close of business Sept. 24.

Marcus Loew, Ltd., to Pay

Marcus Loew Theatres, Ltd., of Canada has declared a dividend of \$1.75 a share on the seven per cent preferred on account of accumulations, payable Sept. 30. After this payment dividend arrears will amount to \$42 per share as of Oct. 18.

Radio Artists' Roll Said to Total 2,000

The newly organized American Federation of Radio Artists has a membership of approximately 2,000 of a potential 15,000 to 20,000 studio employees eligible for membership, it is stated in the current issue of *Equity*, official publication of Actors' Equity Ass'n. The membership is confined to the four locals which have been set up thus far in New York, Los Angeles, Chicago and San Francisco. Additional locals will be set up in the near future, it is stated.

Dues in the organization run from \$12 a year for those earning \$2,000 or less annually from radio to \$100 for those earning \$50,000 or over. The initiation fee is \$10 for the lower category and \$25 for the higher one. Persons who have appeared in at least 30 broadcasts in any capacity or in at least 10 as a principal or eligible for active membership. Associate memberships are provided for those who have appeared in fewer broadcasts. Members of any branch of the Associated Actors & Artistes of America also are eligible.

Commentator Shows Aired Twice Weekly

The *Commentator Magazine* program, originally scheduled to be heard once weekly over Mutual, will be heard instead as a twice each week, starting Sept. 19. Cecil, Warwick & Legler handles the account.

To be titled "Commentator Forum," the programs will be offered Saturdays from 9:30 to 9:45 P. M., and Thursdays from 10 to 10:15 P. M. Featured will be various commentators heard on other networks and stations. The initial speakers will be Lowell Thomas and John B. Kennedy. Others who will be presented include Boake Carter, H. V. Kaltenborn, George Sokolsky, Upton Close and Linton Wells.

General Electric in Renewal on NBC Web

General-Electric's "Hour of Charm," offered Mondays from 9:30 to 10 P. M. on the NBC-Red, has been renewed for an additional 13 weeks of broadcasting, effective Oct. 11. Phil Spitalny's all-girl orchestra is featured. Maxon, Inc., is the agency.

Renewed for a full year is the "Uncle Ezra" programs offered Mondays, Wednesdays and Fridays from 7:15 to 7:30 P. M. over the NBC-Blue for Miles Laboratories, Inc. The renewal is effective Oct. 15. The Wade Advertising Co., Chicago, handles the account.

Mutual Gets Longer World Series Option

The Mutual Broadcasting System has received an extension of the option it holds for the broadcasting of the World Series baseball games, it has been learned.

Furthermore, Judge K. M. Landis has granted permission to the network to sell the games regionally, enabling Mutual to offer the games to as many sponsors as want to purchase the contests. This will make it much easier for Mutual to sell the series. The difficulty to date has been the inability to raise a sponsor willing to expend \$200,000, the asking price.

Brophy Quits NBC; Returns to Canada

Reginald M. Brophy, NBC manager of the station relations division, has resigned his network position to return to the Canadian Marconi Co., as general manager. Brophy came to NBC from Canadian Marconi three years ago. At the time of his resignation there he was assistant general manager.

Brophy will be succeeded as station relations manager at NBC by Keith Kiggins, who for the past three years has served as assistant station relations head. Brophy's resignation is effective today.

Announcer Guild in Two Station Deals

The American Guild of Radio Announcers and Producers has signed agreements with WBNX, New York; WAAT, Jersey City, and WEEL, Boston. The organization also has an agreement with the staff of WORC in Worcester, Mass., where an announcer and an engineer have been discharged. AGRAP has brought the case before the National Labor Relations Board and a hearing will be held tomorrow in Worcester in an effort to reinstate the men who have chosen AGRAP as their collective bargaining agency. If an agreement cannot be reached at the session, the NLRB, it is reported, will issue a complaint and hold a public hearing.

WBNX Secures 100% Contract Renewals

W. C. Alcorn, vice-president and general manager of WBNX, New York, has secured 100 per cent contract renewals for 1938. The station specializes in foreign language programs, and for the coming season WBNX will carry Jewish, Italian and Polish for the sixth year, German for the fifth year and Spanish for the third year.

Five Times Weekly on News

Press-Radio News will now be heard over WMCA Monday through Friday at 10:45 A. M., previously having been heard at an earlier hour only three mornings a week. The evening schedule remains unchanged. Mondays through Saturdays at 6:20 P. M.

General Foods on CBS Time

General Foods has purchased the Monday, Wednesday and Friday noon to 12:15 P. M. time on CBS, 45 stations, beginning Oct. 4. The contract is for 52 weeks, through Young & Rubicam. The series will be a news commentary, with the speaker as yet to be assigned.

Winter, Radio Head

Bachenheimer, Dundes and Frank, Inc., advertising agency, has appointed Norman Winter, former advertising manager of Atlas Radio Corp. and radio head of Radioscript Mart, to head the agency's radio department.

Sanka Show Adds 8

"We, The People," dramatic series sponsored by the General Foods Corp. for Sanka coffee, adds eight stations to its schedule, which gets under way Oct. 7 over CBS. Young & Rubicam is the agency.

New Shows On the Air

Lux "Radio Theatre" Resumes

Lux "Radio Theatre" selected an excellent vehicle in "A Star is Born" to stage its return to CBS. The cast, which included Janet Gaynor, again playing the envied role of Vicki Lester, and Mae Robson, Robert Montgomery and Lionel Stander in the chief supporting roles, was uniformly good. Yet somehow, the radio production could not hold a candle to the picture from which it was adapted.

The general cause of this, we are frank to admit, still is not wholly apparent to us. Therefore, on the face of things, our reaction seems quite unfair to the program and its sponsor. However, we are able to place our finger on several separate portions of the treatment which we deem as poorly handled. Perhaps when these are added up, the sum total will substantiate the disappointed viewpoint.

To begin with, the method used to cut corners to condense the story within the running time of the program was the hackneyed one of bringing a radio gossipier into the program. At several important points of the story the narration would be halted abruptly and the successive portions of the plot would be glossed over hurriedly by the ether gossipier, ostensibly broadcasting on another station. Certainly if excessive story cutting was required, a more plausible method than this could have been employed.

Secondly, while Montgomery's version of the role of Norman Mane was an excellent portrayal, it was an exact duplication of Fredric March's, even to the minutest voice inflection. Naturally, we didn't expect to nor wanted Montgomery to change the characterization of Mane, but we didn't expect nor want him to go so far as to even imitate March's voice.

The final criticism is one that is quite familiar to the sponsor. Last season, practically every critic in radio leveled his verbal artillery at Lux for the overlong soap commercials, but apparently this criticism has fallen on deaf ears, for the commercials last evening were quite as tedious as they have always been, if not more so.

"Radio Theatre" is presented each Monday from 9 to 10 P. M. on CBS.

BANNER

Chevrolet Signs McKinley

Barry McKinley has been signed as the featured vocalist on the Chevrolet Motor Co.'s "Musical Moments" series, which returns to CBS Sept. 26. Seymour Simon's orchestra will be featured on the returning series. "Musical Moments" for the past several seasons featured Rubinoff's band, with Jan Peerce and Virginia Rea as vocalists. Campbell-Ewald is the agency.

To Resume "Jury Trials"

"Famous Jury Trials," sponsored by Mennen Products, will return to Mutual Sept. 27, from 10 to 10:45 P. M., and Mondays at that time thereafter. The series will be heard over WOR, New York, and WGN, Chicago. Kiesewetter is the agency.

Suit Filed to Halt Station at Rosarito

SAN DIEGO, Sept. 14.—Plans for the proposed 100-kw station at Rosarito Beach, Mexico, 25 miles south of San Diego, today were snarled in a \$450,000 damage suit filed by John A. Murphy.

Murphy claims that he was "induced" to withdraw from the project and transfer his investments to others. Representation was made, Murphy charged in his action, that his name on the application for a radio permit would "endanger" chances of receiving it from the Mexican Government.

In addition to damages, Murphy seeks interpretation of his contract, accounting of the finances of the International Broadcasting System, appointment of a receiver for the firm and restoration of himself as its vice-president.

Principal defendants named by Murphy are Miguel Barbachano, Tiajuana capitalist, and Clinton L. Byers.

"Serenade" to Return to CBS

"Saturday Night Serenade," sponsored by the Pet Milk Sales Corp., will return to CBS Oct. 2, from 9:30 to 10 P. M. The cast will include Mary Eastman and Bill Perry, vocalists, Gus Haenschen's orchestra and a chorus.

Neff-Rogow, Inc., Adds Space

Neff-Rogow, Inc., have increased their office space at 30 Rockefeller Plaza. The new quarters will be occupied by the copy and production departments. Edward L. Barnett of Philadelphia has joined the agency.

Two from Hollywood

The Nash "Prof. Quiz" program, Saturdays from 9 to 9:30 P. M. over CBS, will emanate from Hollywood for the broadcasts of Sept. 18-25.

Baclanova in Series

Olga Baclanova has been signed by WOR to present a new series titled "Continental Revue," which will be offered weekly from 8:30 to 9 P. M. starting Sept. 20.

Wall Street

Gains on Big Board

	High	Low	Close	Net Change
Columbia, vtc.	21	20 1/4	21	+1 3/4
Consolidated	2 1/2	2 1/4	2 1/4	
Consolidated, pfd.	10	9 5/8	9 5/8	+ 1/8
Eastman	178	175	178	+ 3
Gen. T. Equip.	22 1/4	22	22	+2 1/4
Loew's, Inc.	76 1/4	74 1/4	75 3/4	+2 3/8
Paramount	19 1/2	18 1/2	19 1/2	+1 1/2
Paramount 2 pfd.	17 1/4	16 3/4	17 1/4	+1 1/8
Pathe	8	7 3/4	7 3/4	+ 1/2
RKO	7	6 1/4	6 1/4	+ 1/8
20th Century-Fox.	32	30 3/4	32	+1 1/4
Warner Bros.	12 1/4	11 5/8	12 1/4	+ 1/8
Warner, pfd.	55	55	55	

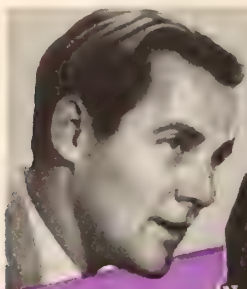
Little Curb Activity

	High	Low	Close	Net Change
Grand National ...	2 1/4	2	2 1/4	+ 1/4
Sonotone	1 1/4	1 1/8	1 1/8	
Technicolor	28 1/4	27 1/2	28	+1 1/4
Trans-Lux	3 1/2	3 3/8	3 3/8	+ 1/8

Bonds Off Slightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	97	97	97	+ 1/2
Loew's	99 3/4	99 1/2	99 1/2	
Paramount 6s '55	98 3/4	98 3/4	98 3/4	+ 3/4
Paramount '47 ...	86 1/4	86	86 1/4	+ 3/4
RKO 6s '41 pp.	100	100	100	- 5
Warner Bros. 6s				
'39 wd	91	90	90	- 1/2

(Quotations at close of Sept. 14)



JIMMIE FIDLER

in his radio review to
millions of listeners

NOW NAMES 20th's

**"WIFE, DOCTOR
AND NURSE"**

**THE BEST PICTURE
OF THE WEEK!**

Two weeks ago "Thin Ice" was his
choice... and how boxoffices have
been proving he can pick them!



LORETTA

YOUNG

WARNER

BAXTER

VIRGINIA

BRUCE

in

"WIFE, DOCTOR and NURSE"

with

JANE DARWELL • MAURICE CASS • SIDNEY BLACKMER

MINNA GOMBELL • MARGARET IRVING

Directed by Walter Lang Associate Producer Raymond Griffith

Screen play by Kathryn Scola, Darrell Ware and Lamar Trotti

Darryl F. Zanuck in Charge of Production

AND ADD THESE RAVES:

"A cinch to clean up at any
boxoffice. Word of mouth
publicity will bring in
plenty. Reaches heights of
achievement!"
—Showmen's Trade Review

"Audience response
spontaneous, continuous,
prophetic of boxoffice
profits!"
—Motion Picture Herald



THE KEYSTONE OF YOUR FUTURE

AUDIENCES WILL HAIL IT THE GAYEST, SMARTEST COMEDY IN YEARS!

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 65

NEW YORK, THURSDAY, SEPTEMBER 16, 1937

TEN CENTS

Para. British Plans Will Be Decided Soon

Production Details Await Return of Zukor

Paramount's arrangements for producing in England under the indicated new quota requirements will be completed here early in October following the return to New York of Adolph Zukor, Stanton Griffis, chairman of the administrative committee, said yesterday.

Griffis, who returned from a month's trip abroad early this week, said that he made no study of production facilities in England while there, declaring that that was one of the purposes of Zukor's trip and that the latter's recommendations in the matter would be acted upon by the management on his return here Oct. 4.

Griffis reported that Paramount planned to expand its theatre interests abroad, particularly in England, in the near future and now has under consideration several proposals involving both outright acquisitions of British

(Continued on page 4)

Johnston Reports Big Monogram Gain

Monogram Pictures' sales at the close of business on Sept. 11 were \$872,000 in excess of the sales tallied up to the same date during the company's last selling season, W. Ray Johnston, Monogram president, said yesterday on his return to New York from a month's trip which included visits at the company's studio and west coast exchanges.

Sales are continuing at a brisk pace, Johnston reported, with "practically every large circuit in the country" already signed. In addition, favorable

(Continued on page 4)

Scripps Papers Plan Special Film Space

Scripps-Howard newspapers may carry a special film section of 12 to 20 pages featuring the new season product and plans of all companies if arrangements now in work are consummated, major company advertising managers who would cooperate in staging the feature, said yesterday. Sufficient advertising support for the special section would assure its being carried out.

Jack Foster of the N. Y. World-Telegram staff is in charge of arrange-

(Continued on page 4)

Consolidated Again Loses Amendment

Delaware Court Declares Charter Change Void

WILMINGTON, Sept. 15. — Holding the proposed amendment to the certificate of incorporation of Consolidated Film Industries which was approved by the company's stockholders last winter to be "null and void," Chancellor Josiah O. Wolcott today directed that a permanent injunction be issued to restrain the company from putting the amendment into effect.

Chancellor Wolcott's decision was rendered in connection with an action brought by Norman Johnson of New York, a preferred stockholder, and is the second he has handed down upholding Johnson's efforts to prevent

(Continued on page 2)

New Mexican Taxes To Go on Invoices

American distributors, for the most part, plan to pass on to Mexican accounts the new three per cent tax on the invoice value of shipments to that country which Mexican consuls began collecting yesterday, it was learned from export managers here.

The tax is payable in advance on all goods shipped into Mexico and is in addition to a levy of five per cent on the invoice value of all shipments which Mexican consuls began collecting last January for partial prepayment of custom duties. The new tax of three per cent of the invoice value of shipments is applicable as an advance deposit on the income tax which

(Continued on page 4)

Natural Blondes

Ellensburg, Wash., Sept. 15. — Frederick Mercy put a classified ad in a local paper for girls to usher at his new Liberty which has just opened, stipulating that the girls "must be natural blondes."

Vincent Sees Help In M-G-M Airings

M-G-M's national radio broadcast which is scheduled to go on the air Nov. 4 with a weekly program employing the studio's talent was characterized yesterday as "helpful to theatres and the industry" by Walter Vincent, chairman of the M. P. T. O. A. radio committee.

Vincent said the broadcasting of incidents, music or representative lines from new pictures and with a Hollywood cast could not be regarded as harmful to theatre business.

"The disclosure of the plot and substance of a new picture, as has been

(Continued on page 4)

Ascaph Will Sue in Florida, Tennessee

Ascaph will institute actions in both Florida and Tennessee to test the constitutionality of legislation enacted in those states which would bar the society from operating therein, E. C. Mills, chairman of the Ascaph administrative committee, said yesterday on his return here from Omaha.

The society's action to test similar legislation enacted by Nebraska was heard there this week by a special statutory court of three Federal judges. Final papers will be submitted to the court by both sides in 10 days and the decision will be handed down sometime thereafter. Actions were in-

(Continued on page 4)

First Disney Feature Runs Over Million Dollar Mark

By J. M. JERAULD

Roy Disney is in town to set the sales policy on the industry's first cartoon feature, "Snow White and the Seven Dwarfs." This much has already been decided; it will be a special. Disney hopes to have it ready by Dec. 1 for the Christmas holidays, and, failing that, by New Year's.

Disney revealed that the cost of the production has been tremendous so far and probably will total between \$1,100,000 and \$1,200,000, with 85 per

cent of this cost having gone into labor. The picture will run for one hour and a half and will have an entirely new set of characters, none of which will be used again.

In addition to being in Technicolor and the first feature length film in the cartoon process, it will have what Disney describes as a multi-plane camera technique which will give it the illusion of a third dimension. This

(Continued on page 4)

Talent Groups Plan Fight on IATSE Control

Jurisdiction Claims of Bioff Stir Action

HOLLYWOOD, Sept. 15. — Talent branches of the industry are strongly opposed to William Bioff's attempt to assume jurisdiction over their organizations in behalf of the I.A.T.S.E.

The Screen Directors' Guild and the Screen Writers' Guild are trying to agree on a united front. The Screen Playwright's Guild which already has a bargaining agreement with producers met last night to discuss the situation.

Film editors claim that virtually all working members from apprentices to top men are in their organization and that they have been recognized by producers and that a collective bargaining agreement is now being nego-

(Continued on page 2)

Circuits Believe Epidemic on Wane

Reports of a rapid decline in the number of infantile paralysis cases in affected areas in the middle west and Kansas convinced circuit home offices here yesterday that the peak of the epidemic has passed.

Opening of schools has been delayed to Sept. 20 in many communities and children are still barred from theatres in most sections of the affected areas, but the decline in the number of new cases reported is marked and appears to be general throughout the affected areas.

In Kansas City and other cities throughout Missouri and Kansas the disease was reported on the decline

(Continued on page 4)

Chicago Refuses to Remove Juvenile Ban

CHICAGO, Sept. 15.—Exhibitors conferred with the Board of Health today in an effort to secure removal of the ban on theatre attendance by children under 16, but the board refused to act.

Exhibitors contended the decline in new cases showed the epidemic of infantile paralysis on the wane.

Neighborhood theatres are suffering a loss estimated at \$250,000 weekly. Loop houses are hit, but not so badly.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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MELBOURNE: Regent Theatre Buildings, 191
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MEXICO CITY: Apartado 269; James Lockhart,
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MONTEVIDEO: P. O. Box 664; Paul Bodo, Rep-
resentative.

MOSCOW: Petrovskiy Per 8; Beatrice Stern, Rep-
resentative.

PARIS: 29 Rue Marsoulan; Pierre Autre, Rep-
resentative.

PRAGUE: Uhelny trh 2, Prague I; Harry Knopf,
Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S.
Marinho, Representative.

ROME: Via Loranio 1; Vittorio Malpassuti, Rep-
resentative.

SANTIAGO DE CHILE: Casilla 13300; A. Weiss-
mann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Build-
ing, 142 Museum Road; J. P. Koehler, Rep-
resentative.

STOCKHOLM: Kungsgatan 36; Ragnar Ailberg,
Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken;
H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans
Lorant, Representative.

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Desch New G. B. Manager

KANSAS CITY, Sept. 15.—Douglas Desch has succeeded Ray Halpern as manager of the G.B. exchange here. Desch has been with the company almost three years as booker, and has been acting as booker and salesman for several months.

Halpern has been shifted to Boston as manager, and will handle the New Haven territory as well.

Governor at Opening

MEMPHIS, Sept. 15.—Gov. Carl Bailey of Arkansas was the principal speaker at the opening of the new \$75,000 Crittenden at West Memphis.

The management published an elaborate newspaper in connection with the opening and the roster of speakers included many leaders in political and civic circles of Arkansas.

Ampa to Lunch Today

Members of the Ampa will meet for lunch today at Sardi's at 12:45 P.M. Guests scheduled to appear include Walter Wanger, Stuart F. Doyle, Getrude Berg and the winners of the Harvest Moon dancing tournament.

Purely Personal

IRVING LONE of the UA art department is the father of a baby girl, weight five and a half pounds, born yesterday to Mrs. Lane at Bronx Hospital.

JACOB A. WEISER, formerly connected with the Theatre Guild and M-G-M, will give courses in dramatics and play writing at City College during the fall and winter.

HARRY E. SPITZER, formerly with the 20th Century-Fox advertising department, has opened an advertising art service called Knickerbocker Art Group.

ED KUYKENDALL, M. P. T. O. A. president, is expected in New York from his Columbus, Miss., home this week end.

WALTER FUTTER will remain in New York for about three weeks. Then to Hollywood. Then to London again.

HENRY HATHAWAY, who has been in New York on vacation since Sept. 4, will leave tonight for the coast.

BEN WASHER, eastern publicity representative for SAMUEL GOLDWYN, heads for the coast next week.

FERNAND GRAVET is coming over from Paris on the *Normandie*—the Sept. 22 trip from Cherbourg.

BOB MONTGOMERY is heading east to his Connecticut farm when he finishes "Live, Love and Learn."

AL LICHTMAN is not in town. He was expected, but delayed his trip indefinitely.

JAMES P. CUNNINGHAM is recuperating from an appendectomy at Lake George.

WILLIAM COLLIER, Sr., is here from the coast. Annual holiday stuff.

GRAD SEARS has turned out to be a pipe smoker.

Harry L. Cohan Dead

MEMPHIS, Sept. 15.—Harry L. Cohan, manager and partner in operation of the Ritz, ace independent neighborhood house here, died Monday night in Methodist Hospital. He had been ill less than a week.

A native of Chicago, he was in the grocery business there until 1925 when he and a brother, Albert, took over the Irving Hotel in Greenwood, Miss. In 1931 they came to Memphis and the following year took over the Ritz. Burial will be in Chicago.

Denies Her Marriage

Wendy Barrie, through Universal, yesterday issued a categorical denial that she had married Bill Lawrence, actor. The reported marriage was first divulged in Chicago on Tuesday.

Barrymore to Co-Star

HOLLYWOOD, Sept. 15.—John Barrymore will have a co-starring role with Gladys Swarthout and John Boles in "The Yellow Nightingale" being produced by Paramount.

Talent Groups Plan Fight on IATSE Control

(Continued from page 1)

tiated. A meeting of film editors has been called for Monday night.

A conference of directors, actors and writers scheduled for today was postponed for a number of reasons, but may be held tomorrow with the Actors', Writers' and Directors' Guilds participating. Officers of Screen Playwrights' Guild may also attend.

Leaders of six organizations formed during and since the recent studio strike are planning a meeting for discussion of a combined effort to oppose the I.A.T.S.E. The Society of M. P. Sketch Artists and Illustrators issued a statement defying the I.A.T.S.E. and asking all members of independent guilds "to present a united front." The artists will hold a general meeting next Tuesday night. Other groups to be summoned are the Society of M. P. Film Editors, M. P. Art Directors' Society, Society of M. P. Set Designers, Society of M. P. Interior Decorators and Society of M. P. Script Clerks.

Of the four creative talent groups only the Screen Actors' Guild has a labor charter. It is affiliated with the A. F. of L.

Detroit Drops Ban On Spanish Picture

DETROIT, Sept. 15. — Following a clash between Police Commissioner Heinrich Pickert and his film censor, Sergeant Charles W. Snyder, and Judge Robert M. Toms of Circuit Court, the Michigan chapter of the Medical Bureau to Aid Spanish Democracy was allowed to show "Heart of Spain" at the Detroit Art Institute uncensored.

Sergeant Snyder and Pickert had objected to certain references in the film to Hitler and Mussolini and had ordered them deleted. Snyder said he ordered the deletions because he objected "to insulting references to these two gentlemen." Pickert added that the references were "likely to incite riot and bad feeling between racial groups in the city."

The Medical Bureau chapter sought an injunction against police. An hour before a hearing on it before Judge Toms, the police withdrew their objections.

Report Loew Income Gain for 3 Months

Loew's, Inc., business during the quarter just passed was larger than the corresponding period last year, it is understood, when the net was equal to \$2.28 a share on 1,512,985 shares.

The principal reason for the up-trend, it is reported, is the policy of releasing a number of leading features during the hot weather instead of B films. This accounts for increased rentals. There has been some discussion concerning the refinancing of 136,722 shares of \$6.50 preferred Loew's stock, but no definite decision has been reached.

Consolidated Again Loses Amendment

(Continued from page 1)

adoption of the amendment. Consolidated Film Industries appealed the first decision to the Delaware supreme court which returned the action to Chancellor Wolcott for further consideration. A spokesman for the company stated that the decision handed down today would be appealed also to the supreme court, which would be asked to pass upon the validity of the proposed plan of recapitalization for Consolidated, of which the charter amendment is a part. No ruling on the legality of the recapitalization plan has been made yet and, pending the current litigation, it has not been consummated.

The proposed charter amendment would increase Consolidated's authorized preferred stock from 400,000 to 500,000 shares. The recapitalization plan provides for an exchange of new stock for old, reduction of accumulated dividends on the preferred and the establishment of a new dividend basis for that stock.

Mussolini Coming Here

ROME, Sept. 15.—Vittorio Mussolini, son of Il Duce, leaves on the *Rex* tomorrow en route to Hollywood where he will study the film industry at first hand. He recently was named director of an M-G-M Italian subsidiary. Young Mussolini and Hal Roach are reported to be partners in a film company which, it is said, will produce film versions of four operas.

Offer New Insurance

ROCHESTER, Sept. 15.—An opportunity to increase their group insurance holdings from \$25,000,000 to \$40,000,000 has been placed before 18,000 Eastman Kodak employees. Benefits will now amount to more than a full year's salary under the new plan.

Wall Street

Universal Leads Board Gains

	High	Low	Close	Net Change
Columbia	21 3/4	20 3/4	20 3/4	- 1/4
Columbia, pfd.	37 1/2	37 1/2	37 1/2	- 1/8
Consolidated	2 1/2	2 1/4	2 1/4	- 1/8
Eastman	180	178 1/2	178 1/2	- 1 1/2
Eastman, pfd.	159 1/2	159 1/2	159 1/2	- 1/2
Gen. T. Equip.	21 1/2	21	21	- 1
Loew's, Inc.	77	74 1/2	75 1/2	- 1/4
Paramount	19 1/4	18 3/4	19 1/4	- 1/4
Paramount 2 pfd.	18	17 1/2	17 1/2	- 1/4
Pathe	8 1/2	7 3/4	8	+ 1/4
RKO	7 1/4	6 3/4	6 3/4	+ 1/8
20th Century-Fox.	32 1/4	31 1/2	32 1/4	+ 3/4
Universal, pfd.	58	58	58	+ 4
Warner	12 1/2	12	12 1/2	- 1/8

Light Curb Rises

	High	Low	Close	Net Change
Grand National ..	2 1/4	2 1/4	2 1/4	+ 1/8
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	28 1/2	26 1/2	28 1/2	+ 3/4
Trans-Lux	3 1/2	3 1/2	3 1/2	
Universal Corp. ..	3 1/4	3 1/4	3 1/4	

Bonds Up Slightly

	High	Low	Close	Net Change
Loew's	99 1/2	99 3/4	99 3/4	+ 1/4
Paramount B'way				
3s '55	66 1/4	66 1/4	66 1/4	- 1/4
Paramount 6s '55	99 1/2	99	99 1/2	+ 3/4
Paramount '47 ..	87	86 1/2	87	+ 1/4
Warner Bros. 6s				
'39 wd.	90 1/4	90 1/4	90 1/4	- 1/2

(Quotations at close of Sept. 15)

'GREAT GARRICK' IS A GREAT JOB!

**And it's delivered 3 weeks after 'Zola'—2 weeks after
'They Won't Forget'—1 week after 'Perfect Specimen'—in
October from the Consistent Company--**WARNER BROS.****



BRIAN AHERNE
and
OLIVIA de HAVILLAND
in
'THE GREAT GARRICK'
with
**EDW. EVERETT HORTON • MELVILLE
COOPER • LIONEL ATWILL • Henry O'Neill
Luis Alberni • Lana Turner • Marie Wilson • A James Whale**
Production Personally Supervised by **MERVYN LEROY**
A Play for the Screen by Ernst Vajda

Para. British Plans Will Be Decided Soon

(Continued from page 1)

circuits or a large financial interest in them. The proposals in hand were advanced by the British circuits, he said, although he declined to name those involved.

The Paramount official said that theatre business abroad is at its best level in years and that European circuits are anxious to make alliances that will assure them of a good supply of product. He reported that Paramount's foreign business has made rapid gains this year and that with the company's current releases maintaining and, in many instances, bettering the earlier marks, earnings of foreign subsidiaries this year should be the best for many years past.

Ascap Will Sue in Florida, Tennessee

(Continued from page 1)

stituted by Ascap earlier in Montana and Washington attacking the legality of similar state legislation in those states, but no decisions have been rendered yet in either instance.

The Florida and Tennessee actions will complete Ascap's defensive moves against state legislation designed to bar it from operating within state boundaries. Although anti-Ascap legislation was introduced in 26 states during the last legislative sessions it was enacted only in the five states in which litigation to determine its validity has been or will be instituted.

Circuits Believe Epidemic on Wane

(Continued from page 1)

although the schools were not reopened. Improvement in the situation was also reported in Chicago and throughout Ontario, where lifting of the ban on theatre attendance by children is expected daily.

Because of attendance declines following an outbreak of the disease in Omaha, three theatres closed.

Big Pictures to Be Used After Epidemic

OMAHA, Sept. 15.—Tri-States Theatre Corp. plans to bring back some of the big pictures which have been taking a beating at the box-office during the infantile paralysis epidemic as second features when the scare subsides.

Efforts to postpone playing dates of the pictures were futile. The Brandaes of the Singer circuit has had more success in getting postponements, however, "Lost Horizon" having been set back twice.

Mae Clarke Married

TIAJUANA, Sept. 15.—Mae Clarke, film player, and Stephen Bancroft, Pan American Airways pilot, were married here yesterday.

First Disney Feature Runs Over Million Dollar Mark

(Continued from page 1)

will be accomplished by the construction of sets in perspective, and the use of lights on each plane.

Roy revealed that his brother, Walt, had been toying with the idea of a feature for several years. It came to him first when he had developed the art of telling stories with Mickey Mouse and his other characters where he felt more could be done with them. Cutting the stories to get them into 900 feet became a problem and limited the field.

When duals spread to satisfy the bargain instincts of theatre patrons during the depression the price of shorts became regulated by the competition. Exhibitors had them classified as fillers, no matter how good they were and developed a tendency to lump them all into one category. About three years ago Walt put some men to work on the story for the forthcoming feature and it was developed pretty thoroughly before drawings were started. Since then from 200 to 600 men have been working on the animations. In expanding the organization to take care of this work

trained animators have spent many nights teaching new men.

Disney says the organization is now built up to the point where he believes it possible to turn out one feature a year with the usual 18 shorts. Preliminary work is now being done on the second feature, "Bambi," but this may not actually be ready next year, because of the concentrated effort now being put on "Snow White."

Disney will be in town for two or three weeks.

Both Disney and S. Barret McCormick say they are not worried over the selling problem. Because of the unique nature of the film publications of every kind throughout the world are clamoring for information on it and the resulting publicity campaign probably will be outstanding. They think the public demand will precede the exhibitor demand as a result.

Arrangements are being made to have the dialogue done in English, Spanish, German, Scandinavian, Dutch, Portuguese and Italian. Other languages may follow. It will have a musical score throughout, and there will be individual songs.

Vincent Sees Help In M-G-M Airings

(Continued from page 1)

done on the radio time and time again, is the major evil of film broadcasts to most exhibitors," he said.

Vincent pointed out that most of the \$25,000 weekly which Metro will receive from the broadcasts "will go to the talent used," and added that "it is inconceivable that that company would jeopardize the earning power of its own pictures and theatres" for the balance of the fee.

The committee of which Vincent is chairman met with producers' representatives several times last spring in an effort to obtain complete revision of the type of broadcasts originating in Hollywood and employing film stars and material.

New Mexican Taxes To Go on Invoices

(Continued from page 1)

the Mexican Government hopes to collect from American concerns doing business in that country. Both taxes are payable in advance to the consuls at the shipping points, in the case of the film industry this being at Los Angeles.

The addition of the tax to the invoice value of the films shipped into Mexico is to be effective immediately, it was said.

Giroux Joins Technicolor

HOLLYWOOD, Sept. 15.—George R. Giroux, for the last four years a film salesman for RKO, has joined the staff of Technicolor as a field representative. His duties will be to establish closer contact between exhibitors and distributors on color film.

Johnston Reports Big Monogram Gain

(Continued from page 1)

playing time is being accorded the company's current releases, he said, singling out full week bookings for "Hoosier Schoolboy" in numerous key spots.

The company will complete the first half of its production schedule on Dec. 1, at which time it plans to have finished 21 of its scheduled 42 productions for the new season. Three pictures, "Boy of the Streets," "Federal Bullets" and "The Marines Are Here," are scheduled to start at the Hollywood Studio in the next 10 days. Johnston said, with "County Fair" and a Tom Keene western set to follow within two weeks.

The company will set up its own distribution office in Paris for the Continent during the next few months and is completing a distribution set-up for South America at the home office. Pathe distributes for Monogram in Britain. The company has 30 domestic exchanges functioning.

Scripps Papers Plan Special Film Space

(Continued from page 1)

ments for the section, in which M. H. Aylesworth, former RKO head and now associated with Scripps-Howard, is said to be interested. The section would run one time in all of the 23 newspapers of the chain, but if it met with success it would undoubtedly be continued, it was said.

Runs Eight Minutes

Pathe News, Vol. 9, No. 16, runs eight minutes, not six as reported yesterday in the first appearance of "The Newsreel Parade," newsreel reviewing service inaugurated by MOTION PICTURE DAILY. The error was typographical.

'100 Men' Top In Two Spots On the Coast

LOS ANGELES, Sept. 15.—"100 Men and a Girl," on a dual with "Reported Missing," started out in a big way in two spots here. At the Pantages it nearly doubled par on a take of \$15,000, and at the Hillstreet the \$10,200 gross was over normal by \$2,200.

"Wife, Doctor and Nurse," with "Charlie Chan on Broadway," turned in \$12,797, up by \$297, at the Chinese and \$16,095, over the line by \$2,095, at Loew's State. None of the other first runs were impressive.

Total first run business was \$103,594. Average is \$112,700.

Estimated takings for the week ending Sept. 15:

"THE LIFE OF EMILE ZOLA" (W.B.) CARTHAY CIRCLE—(1,518), 50c-\$1.50, 7 days. Gross: \$14,500. (Average, \$17,000)

"WIFE, DOCTOR AND NURSE" (20th-Fox)

"CHARLIE CHAN ON BROADWAY" (20th-Fox)

CHINESE—(2,500), 30c-55c, 7 days. Gross: \$12,798. (Average, \$12,500)

"THE FIREFLY" (M-G-M) 4 STAR—(900), 50c-\$1.50, 7 days, 6th week. Gross: \$6,000. (Average, \$8,000)

"AN ORPHAN BOY OF VIENNA" GRAND INTERNAT'L—(750), 35c-40c, 7 days, 2nd week. Gross: \$1,900. (Average, \$1,200)

"100 MEN AND A GIRL" (Univ.)

"REPORTED MISSING" (Univ.)

HILLSTREET—(2,700), 30c-65c, 5 days. Gross: \$10,200. (Average, \$8,000)

"WIFE, DOCTOR AND NURSE" (20th-Fox)

"CHARLIE CHAN ON BROADWAY" (20th-Fox)

LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$16,096. (Average, \$14,000)

"100 MEN AND A GIRL" (Univ.)

"REPORTED MISSING" (Univ.)

PANTAGES—(3,000), 30c-65c, 6 days (including premiere). Gross: \$15,000. (Average, \$8,000)

"DOUBLE OR NOTHING" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: Slate Bros., F. & M. revue, Rube Wolf and his orchestra. Gross: \$16,200. (Average, \$18,000)

"VARSITY SHOW" (W. B.)

"WINE, WOMEN AND HORSES" (W.B.) WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days, 2nd week. Gross: \$5,200. (Average, \$14,000)

"VARSITY SHOW" (W. B.)

"WINE, WOMEN AND HORSES" (W.B.) WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days, 2nd week. Gross: \$5,700. (Average, \$12,000)

"Ecstasy" Ban Case To Be Heard Tuesday

A hearing will be held next Tuesday in Albany before the Appellate Division of the Third Department on Henry Pearlman's application for a writ of certiorari to review the censors' ban on "Ecstasy." Briefs have been filed by Pearlman in behalf of Eureka Prod., Inc.

Pearlman's brief contends the film is an artistic work, that it has been approved in other states, and that the admission of the film into the United States constituted Government approval which cannot be overridden by a state body.

Take Salt Lake Spot

SALT LAKE CITY, Sept. 15.—Intermountain Theatres, Inc., has taken a long term lease on the 1,800-seat theatre under construction by Auerbach Co., at Broadway and State St. The house will be opened in the fall.



"Don't be alarmed, babe...all I want is these two tickets to '52nd St.'"

HITS THE COUNTRY

PHILADELPHIA--First week top
topping it 2nd....hold-over 3rd
opening beats "Godfrey" and
Girls"!...SAYS **HOLLYWOOD** R
every man in his organization
was telling everyone at the Troc
gross business of the year and
time!' ".You're right Mr. Lubitsch
MORE! First reports from **LOUIS**
big towns...from **SCHENECTADY**
UTICA, WILKES-BARRE, NEW BEI
spots, confirm it! In big and sma
IT'S A MONEY HURRICANE EVERYWHERE

100 MEN

LIKE A CYCLONE!

Godfrey" by \$5,000! Keeps
week!...**LOS ANGELES**--Sock
almost triples "Three Smart
REPORTER: "Sam Goldwyn insisting
see the picture!"..."Ernst Lubitsch
that picture will do the biggest
one of the biggest grosses of all
...Hold-over in **PORTLAND, BALTI-
VILLE, WASHINGTON** and other
**CRANTON, SPRINGFIELD, (ILL.),
ORD, ALTOONA** and smaller
owns, villages and hamlets...

THE NEW UNIVERSAL'S
**AND
A GIRL**

Variety Club

Cincinnati

CINCINNATI, Sept. 15.—Barkers are extending condolences to ELMER SHARD, second assistant chief barker, whose mother passed away last week.

Reports from the bedside of JOE GOETZ, at Christ Hospital, are that his enforced rest due to a general run down condition, is beginning to show beneficial results.

LARRY LYONS has joined the tent's staff as assistant night steward.

HARRY DONAT, steward, is visiting home folks at Detroit, leaving here after return of RAY SANDERS from a week's vacation.

Cleveland

CLEVELAND, Sept. 15.—M. B. Horwitz, chief barker of Variety Club, has set Sept. 25 as the date for the club's annual clambake. Unlike former bakes, this one will be held indoors, in the Allerton Hotel ballroom. FRANK BOYD is chairman of the committee in charge.

Activities of the "Queens-for-a-Day" will start with a luncheon for the ladies in the new club quarters of the Allerton on Sept. 21. MRS. LILLIAN DREW and MRS. PAULINE HORWITZ are in charge of this department of the entertainment program.

Chief Barker HORWITZ has inaugurated a policy of Saturday night entertainments during the winter season. The fun is to start at 11 P.M., and will include Keno, cards and what have you.

SIDNEY DANNENBERG, who heads the Warner publicity department in Cleveland, has been appointed in charge of all Variety Club publicity, as chairman of that committee.

Pittsburgh

PITTSBURGH, Sept. 15.—Special affairs this month will mark the birthdays of HARRY KALMINE, AL WEISS, TONY STERN, HARRY THOMAS, JACK MUNDSTUK, H. GOLDBERG and JIM ALEXANDER.

Four members had 100 per cent attendance marks for first 14 Monday Night dinners at the new William Penn headquarters. They were MIKE GALLAGHER, JOHN MALONEY, FRANK SMITH and JOE MISRACH.

The next initiation will be held Sept. 18, with the following scheduled to go through: WOZNACK, STERN, LEFTON, GOLDBERG, ROONEY, BASSET, KRAMER, HAMIL, DIMLING, THONSEN, POSNER, McSWIGAN, MOORE, THORPE, TOBIN, HILLER, COLLINS, ELMO and CASKEY.

Ladies' Day will be held every Tuesday afternoon during the fall and winter months.

HAROLD LUND is a regular visitor again now that Ross Federal has moved him out of the New York office and given him five cities to cover with Pittsburgh as his headquarters.

ART LEVY, who chairmanned the annual golf tournament, is getting a lot of pats on the back because there was a profit, \$103, for the first time on record.

The annual banquet of Tent No. 1, which has come to be one of the outstanding showman events in the country, has been set this year for Nov. 14.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Love Is on the Air"

(Warners)

HOLLYWOOD, Sept. 15.—Another in the crop of film stories concerned with the radio, "Love Is on the Air" has in the first instance a misleading title, and on the whole cannot be counted as more than run-of-the-mill screen fare. There are no names to sell, and the film is probably not to be considered more than double bill material. There is a spattering of action, the introduction of gangsters and the inevitable effort to clean up the big city government, which serves to keep proceedings stepping at a fairly active pace.

Ronald Reagan is the ace news commentator, who is in trouble when he reveals too many truths about the city's big shots. June Travis has the kiddies' hour, and the two take care of the romance. Raymond Hatton and Robert Barret assist in the support. When the big sponsor, in league with the gang, clamps down on Reagan's broadcasting, the commentator, holding the station to his contract, is given the kiddies' hour. He succeeds in building it into a big thing, broadcasting with portable equipment at juvenile sporting events.

Accidentally he is led to the trail of the missing civic leader and reformer, and through fast action sequences involving a gun battle, police and all the rest, he brings about the cleanup of the gang, gets his old job back and Miss Travis in the bargain. Nick Grinde directed from a story by Roy Chanslor and screenplay by Morton Grant and George Bricker.

Running time, 60 minutes. "G."

"Saturday's Heroes"

(RKO)

HOLLYWOOD, Sept. 15.—One of the first of the expected new crop of 1937 football college pictures, "Saturday's Heroes" emerges as very little above the routine. It will, of course, have the unquestioned advantage of timeliness, with the mind and eye of the American sporting public turning to the gridiron, but it may be that the general run of patrons will find a little bit too much of preachment in the film.

The writers, who include one author of the original story and no less than four authors of the screenplay, sank their collective teeth into the somewhat ancient bugaboo of the professionalism in allegedly amateur college football, plead the case of payment for college players, and shook the subject for all it is worth.

There are no names which the exhibitor can sell in the cast, and his best bet will be concentration on the football theme and the argumentative aspect of the story. Edward Killy directed from an original by George Templeton and a screenplay by Paul Yawitz, Charles Kaufman, Maxwell Shane and David Silverstein.

Van Heflin has the lead as the somewhat arrogant college football star, who is in love with Marian Marsh, the coach's daughter, who returns the sentiments. Heflin's friend, a sports writer, begins to hit at him when he becomes swell headed. Thrown out for ticket speculating, Heflin goes to a small rival school, enlists the aid of the president, and a sports writer, and proceeds to beat the old school, establish his name and lead the drive to end the racket in college football.

Running time, 60 minutes. "G."

Overseas Previews

"The Diamond Trust"

(London Films-U.A.)

LONDON, Sept. 4.—This is a very slick adaptation of the Edgar Wallace novel and play. As a crime thriller, it is one of the most ingenious efforts of the late expert in that line and on the screen it gains immensely by the care which has been lavished on characterization. The leads are all good and the humorous relief provided by other characters balances admirably a plot which would be very far-fetched if played entirely straight. There is action plus, variety of setting, speed and a really tense finish. Released here as "The Squeaker," the film will be released in America as "The Diamond Trust."

Edmund Lowe plays Barrabal, a Scotland Yard detective who has been discharged for his fondness for drink, but who is given a chance

(Continued on page 12)

Short Subjects

"Shorty Cowboy"

(Paramount)

An amusing and entertaining short designed for children with Ward Wilson handling the narration in fine style. A chimpanzee is the star. He goes out west, lands in a desert town and soon learns that four bad men are wanted for holding up a bank. How he retrieves the stolen money and is instrumental in apprehending the bandits will keep the juveniles happily entertained. Grownups also will get a kick out of this one, too. Running time, 8 mins. "G."

"Glimpses of Peru"

(FitzPatrick-M-G-M)

In his usual finished style, James FitzPatrick here again delivers another exceptional travel film that combines personalities, superb Technicolor photography and an interesting narrative centering about a little known country. While the color throughout is fine, the closing scenes of dawn and sunset on Lake Titicaca are artistic triumphs, the kind that arouse spontaneous applause. Running time, 10 minutes. "G."

"Puppet Love"

(Vitaphone)

The cleverness of the art of puppetry is nowhere more clearly demonstrated than in this short, featuring in color Salici's Puppets. The figures are made to dance, play the piano and act, while a dance orchestra, in full equipment, goes to it. Fine for the youngsters and generally entertaining. Running time, 10 mins. "G."

"Community Sing 1-5"

(Columbia)

Gene Morgan and Donald Grayson endeavor to take the audience to the south in this number. The piece is set on a paddle-wheeled river boat and the tunes are strictly of the sub-Mason and Dixon line variety. It is pleasant stuff for the would-be singers. Running time, 10 mins. "G."

"Paramount Pictorial P 7-2"

(Paramount)

The great number and wide variety of horses, fine Nova Scotian seascapes and the recording of a tune by Duke Ellington for gramophone discs are offered in this short. The material is well handled and David Ross's narration with the seascapes is excellent. Running time, 10 mins. "G."

"Speaking of the Weather"

(Vitaphone)

This color cartoon is novel in idea, good in execution and generally amusing and entertaining. The characters on magazine covers, appropriate to the contents, come to life. The gangster robs the bank in *Wall Street Magazine*, the detective book cover comes alive and a chase ensues. A good cartoon. Running time, 7 mins. "G."

"Popular Science J 7-1"

(Carlisle-Douglas-Paramount)

Handsomely done in Cinecolor, this interesting subject again delivers exceptional screen fare. The items shown include angora rabbit breeding,

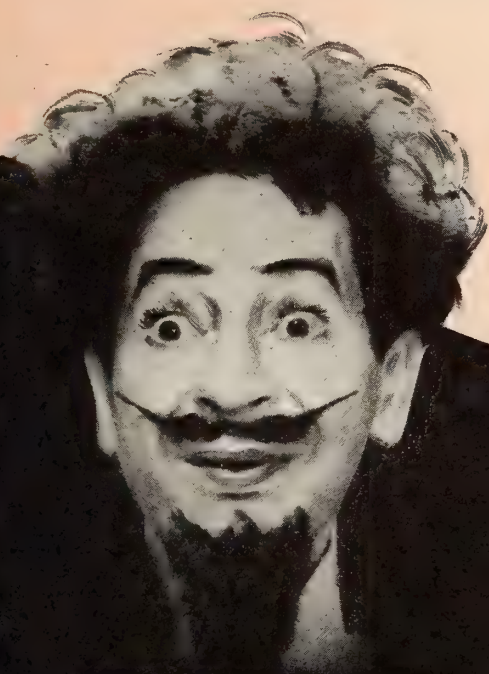
(Continued on page 12)

IT'S THE BIG SHOW MONTH IN SHOWMANSHIP SHORTS, TOO



Great new features mark a big new season. And the shorts are stepping out also. Big new names. More laughs. Timely topics.

These Showmanship Shorts from Educational keep new season programs up to high pitch all the way through.



WILLIE HOWARD

A laugh sensation everywhere in his first comedy
"THE AFFAIRS OF PIERRE"



IMOGENE COCA

Hit of New York stage and club shows in her first film featurette

"BASHFUL BALLERINA"



JEFFERSON MACHAMER

and his "Gags and Gals" starting their second hit season in
"SILLY NIGHT"



TIM and IRENE

(Antony) (Cleopatra)

in another of their uproarious burlesques

"WILL YOU STOP"



"THE BIG APPLE"

A Song and Comedy Hit with the ARTHUR MURRAY DANCERS demonstrating the new dance all the country is talking about



CHARLES KEMPER and EARL GILBERT

with ghosts on strike for more love and laughs in
"THE TIMID GHOST"

Presented by E. W. HAMMONS



Reg. U.S. Pat. Off.

Distributed in U.S.A. by 20th Century-Fox Film Corporation

Radio-Music Negotiators Fail to Sign

Expressing satisfaction with the progress made to date in the A. F. of M. negotiations with the I.R.N.A. to bring about re-employment of musicians in the radio industry, Joseph Weber, president of the A. F. of M., nevertheless informed *MOTION PICTURE DAILY* that the union would, if necessary, appeal to Congress to remedy the situation if the present negotiations collapsed.

Yesterday's meeting between the International Council of the A. F. of M. and the committee representing the I.R.N.A. did not lead to the hoped for preliminary contract. The I.R.N.A. committeemen, however, were hopeful that definite results would be achieved at today's meeting, called for 10 A. M.

According to a request made by the I.R.N.A. committee, the A. F. of M. council set aside the Sept. 16 deadline. A new date, at which an agreement must be reached, was set for Oct. 1.

The unforeseen carry-over of I.R.N.A. negotiations cancelled the meeting set for today for the representatives of recording and transcription firms, scheduled to begin again at the offices of Ascap this morning. A new date for these meetings will be set tomorrow.

"You Don't Say" on WMCA

"You Don't Say," a new type of studio program, will make its debut on WMCA, Sept. 20, from 9 to 9:30 P.M. The audience will be asked to give the correct pronunciation and definition of words spelled by the announcer, and awards will be given to the winners in a series of elimination contests. The series will be heard Mondays through Fridays from 9 to 9:30 P.M., and on Saturdays from 9:30 to 10 P.M.

WOI Has College Series

AMES, IA., Sept. 15.—Station WOI is piping a weekly program at 4 P.M. Tuesdays from Simpson College at Indianola, Ia.

The college bought all new equipment for the broadcasts, which are in charge of John L. Horsley, director of public relations, with Prof. Lester E. Spring of the Conservatory of Music as announcer and program director.

Gene Ford Show on Tomorrow

Gene Ford, recently appointed assistant in production to Louis K. Sidney at WHN, will produce his first show for the station tomorrow night, when the "Gridiron Smoker" bows from 9:15 to 9:30 P.M.

Phil Cook Back Sept. 20

Phil Cook resumes his "Morning Almanac" over WABC, Mondays through Fridays from 8 to 9 A.M., beginning Sept. 20.

Fisher Made WOAI V.-P.

SAN ANTONIO, Sept. 15.—Beeman Fisher has been named vice-president and general manager of WOAI, effective Sept. 20.

CBS Shows Motor Time Buys Gained 320.9% in 3 Months

Analysis by industries of CBS time sales for June, July and August shows that automotive accounts gained 320.9 per cent over the same period in 1936. Billings of automotive accounts for these months totaled \$840,986. The 1936 total was \$199,812.

Other industries gained as follows:

	1936	1937	% Increase
Soaps and house supplies..	\$150,472	\$542,992	260.9
Cigars, cigarettes, tobacco.	821,707	1,337,472	62.8
Lubricants and fuel.....	330,170	475,340	44.0
Drugs and toilet articles..	721,544	948,038	31.4
Food and food drinks.....	1,173,782	1,348,163	14.9

New Shows on the Air

"Kitchen Cavalcade"

The venerable Crosby Gaige returned his "Kitchen Cavalcade" to the networks yesterday after a summer-long hiatus. For the life of us, we cannot understand why the sponsor persists in presenting Gaige, a show producer who achieved more than a modicum of fame on Broadway, in a household melange like "Kitchen Cavalcade."

Gaige could do an interesting program based on theatrical reminiscences, backed by guest appearances of current and past show folk. Certainly a program such as we have just suggested would be more in keeping with Gaige's qualifications than a program on which he merely serves as a recipe giver.

The opening stanza offered a "Foodreel," giving interesting items of information about food; a recipe, containing of course the sponsor's food, and a silly skit showing how a father got out of an unpleasant assignment helping to shell peas by offering to aid his daughter study her home work. Needless to state, father quickly wished he had taken the pea-shelling assignment.

"Kitchen Cavalcade" is presented Monday through Friday from 10:45 to 11 A.M., on the NBC-Blue.

"Road of Life"

Irma Phillips' third network sponsored serial, "Road of Life," concerns itself with sketching the career of a self-educated young interne, one James Brent, who serves in the City Hospital in Chicago.

The theme, of course, is a natural one and should appeal to the listening audience the sponsor wants to reach—the mothers and housewives of America, who comprise practically the whole of the morning and late afternoon network listeners. "Road of Life" is presented twice daily, 11:15 to 11:30 A.M., on the NBC-Blue, and from 4:15 to 4:30 P.M. on the NBC-Red.

The script follows a familiar and well-trod story path which involves the impoverished mother who considers no sacrifice too great to advance her boy; the boy's childhood sweetheart jealous of the supervising night nurse at the hospital. The villain hasn't been fully developed as yet, but the horns and pitchfork are likely to be presented to a Dr. Parsons, chief surgeon at the hospital.

Procter & Gamble sponsors "Road of Life" in the interest of Chipso.

"Rise of the Goldbergs"

Molly, Jake, Rosalie and Sammy, all Goldbergs, are back on the air. For the 'steenth time. Like the babbling brook of the story book, "The Rise of the Goldbergs" threatens to run on endlessly. It towers, goliath-like, above all other script shows in radio.

Gertrude Berg, creator of the "Goldbergs," knows the people of her race. Into her mythical family of four central characters she has poured all the rich, lovable, philosophical qualities of all the diversified nationalities of the globe, but has endowed them with the idiom of her own people. However trite the expression may be, tuning in on the "Goldbergs" is like eavesdropping on a family you know personally.

Yesterday's episode opened with the family en route to the temple to celebrate Yom Kippur, Day of Atonement. Freshly returned from Hollywood, the Goldbergs renew many acquaintances along the street leading to the temple. All are happy save papa Goldberg, Jake, who is embittered because his old business partner, Mendel, was not at the depot to greet their arrival. Outside the temple doors, the Goldbergs encounter Mendel. For a moment it appears that Jake will hold the grudge, but when Mendel extends his hand and pronounces greetings for the New Year, Jake relents.

"The Rise of the Goldbergs" is offered daily at 12:15 P. M. over the NBC-Red. Procter & Gamble sponsors.

"The Voice of Experience"

M. Sayle Taylor's return to the air should make normal existence for his followers—and there are many—something to turn to with zest and a fresh outlook. His material, simple and lightly philosophical, is easily grasped by average minds and no doubt found uplifting.

In these initial broadcasts, he outlines the plan for future programs and invites participation by asking the audience to submit their various personal and domestic problems. A fine note is struck in the offer to mail copies of the various addresses to anyone interested.

In this program caught yesterday The Voice discoursed on the Nietzschean theory of "Living Dangerously." The advertising plug is tastefully

Three More Accounts Added to WHN's List

New WHN accounts include the following:

Beaumont Laboratories, program to be heard twice weekly starting Oct. 4, Mondays and Fridays from 7:15 to 7:30 P.M., and fed to WHN via the WLW Line. H. W. Kastor & Sons, Inc., is the agency. The contract is for 26 weeks.

Lamont Corliss & Co., starting Nov. 1, participation in the Ida Bailey Allen series for 26 weeks. J. Walter Thompson is the agency.

Barbarsol Co., a new series of Friday night programs from 7:45 to 8 P.M., starting Oct. 29. WHN will feed the program to WLW. Erwin, Wasey & Co. is handling the account. The contract is for 26 weeks.

Ascap Sues Station KVI

SEATTLE, Sept. 15.—A money-due judgment against KVI is being asked in Superior Court here by Ascap. Attorney Tracy E. Griffin, as authorized receiver for Ascap in this state, filed the complaint. It charges that KVI agreed in 1935 to pay the society \$900 annual fees and five per cent of the net receipts for the privilege of broadcasting copyrighted musical numbers, and that none of this money has been paid. An accounting covering the last two years also is asked.

KOL May Join Mutual Net

SEATTLE, Sept. 15.—KOL, Columbia outlet, will probably join the Mutual network here about Sept. 26. Columbia's programs are scheduled to transfer from KOL to KIRO here on Jan. 1, but the change may occur this month in order to assure KOL a contract with Mutual.

minimized and consumes about a minute at either end of the broadcast.

"The Voice of Experience" which is sponsored by the Lydia E. Pinkham Co. is heard every day during the week except Saturday from 2 to 2:15 P.M. over WMCA.

"Children's Corner"

Pleasantly unimportant is the "Children's Corner" program which has resumed over CBS for a 15-minute shot beginning at 5:45 P.M. This is juvenile air show for which Dorothy Gordon won the 1937's Women's National Radio Award in that division last year. The youngsters, in good and indifferent voice, sang a variety of selections, including "Call to Arms," "Will You Remember?" from "Maytime," "Sailboat in the Moonlight," "Mine Alone" from "The Desert Song" and "Whispers in the Dark." The program is a sustainer and will be heard Tuesdays, Thursdays and Saturdays at the same period.

"Stop, Look, Listen"

"Stop, Look, Listen," is the title of the new transcribed series sponsored by *Look* Magazine and presented locally over WMCA. The program consists of recordings by well known orchestras and vocalists, interspersed by *Look* commercials. If one likes to listen to recordings via radio, the show presents moments of interest. The series is presented nightly from 11 to 11:30 P.M.

BANNER

FCC Approves Permits for 3 New Stations

By BERTRAM F. LINZ

WASHINGTON, Sept. 15.—Construction of three new broadcasting stations was authorized, one new station was given an operating license and several existing stations were granted changes in power or frequency at the weekly meeting of the broadcast division of the F.C.C.

Construction permits were granted Clarence A. Berger and Saul S. Freeman for a 1,200-kilocycle, 100-watt, daytime station at Coeur d'Alene, Idaho; Twin City Broadcasting Corp., for a 780-kilocycle, 250-watt, daytime station at Longview, Wash., and Wyoming Broadcasting Co. for a 1,370 kilocycle station at Rock Springs, Wyo., using 100 watts power night, 250 watts day. The station granted an operating license was WSNJ, Eastern States Broadcasting Corp., Bridgeton, N. J., 1,210 kilocycles, 100 watts, daytime only.

Several Licenses Granted

Station applications approved included those of KID, Idaho Falls, Idaho, for increase of day power to 5,000 watts; WCBS, Springfield, Ill., increase of day power from 100 to 250 watts; KSFO, San Francisco, increase of day power from 1,000 to 5,000 watts; WSAU, Wausau, Wis., extension of time to operate at night with 100 watts power; KIEM, Eureka, Cal., increase of day power to 1,000 watts; WABY, Albany, increase of day power from 100 to 250 watts; WSMB, New Orleans, La., increase of day power from 1,000 to 5,000 watts; WBLK, Clarksburg, W. Va., extension of time to operate at night with 100 watts power; WBCM, Bay City, Mich., increase of day power from 500 to 1,000 watts; WIOD-WMBF, Miami, change of frequency from 1,300 to 610 kilocycles, and WEAN, Providence, increase of day power from 1,000 to 5,000 watts.

Applications Denied

The commission denied or dismissed applications for new stations filed by the Radiotel Corp., San Diego; United Broadcasting Co., Tulsa, Okla.; C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. C.; Ward Optical Co., Fayetteville, Ark.; Peninsula Newspapers, Inc., Palo Alto, Cal.; Phillip Jackson, Brunswick, Ga.; Amarillo Broadcasting Co., Amarillo, Tex.; John D. Fields, Inc., Las Vegas, Nev.; Robert E. Clements, Huntington Park, Cal., and the Young People's Ass'n for the Propagation of the Gospel, Shark River Bay, N. J.

Applications of the Union-Tribune Broadcasting Co., San Diego, for a 1,480-kilocycle, 5,000-watt station, and N. B. Egeland, Roland Ia., for a 1,500-kilocycle, 100-watt, daytime station, were ordered set for hearings, as were applications of KAST, Astoria, Ore., for change of frequency from 1,370 kilocycles to 1,200 kilocycles, increase of day power from 100 to 250 watts and extension of time; WESG, Ithaca, for change of frequency from 1,040 to 850 kilocycles, and WMFR, High Point, N. C., for extension of time to operate at night with 100 watts power.

Hollywood Town Pump

HOLLYWOOD, Sept. 15. — Campbell Cereal Products has placed with KFI 39 15-minute transcriptions, "Rube Appleberry's Show," for Thursdays and Fridays to run to March.

Barney Smith, KFI-KECA publicity director, discovered this in a May, 1926 scrapbook: "G. Edward Elwell, with a three-tube set in his home in Bloomerg, Pa., 150 miles from the Atlantic Coast, holds the 1925 record for receiving KFI 68 consecutive nights. The only secret about his seemingly miraculous feat, according to Elwell, is that he knows how to operate and care for his equipment." Phil Baker will be a guest on the Paige-Butterworth-Ross program Sept. 21. Mutual has renewed its contract with Ray Perkins, comedian and master of ceremonies featured on the "Hi There, Audience!" show Sundays. John Nesbit and his "Passing Parade" went network beginning this week with a series of 52 Sunday comment programs on Mutual. Duart Company,

manufacturers of Duart Cream of Milk, is the sponsor, and Howard Williams advertising office, the agency.

The J. Walter Thompson agency has placed with KECA a series of 65 fifteen minute transcriptions, "Land of the Whatsit," a children's program, for Safeway Stores, Inc. It started today. The Lux Theatre has booked Fredric March and Florence Eldridge for the 20th, but the vehicle has not been selected. "One Man's Family," broadcasting from Hollywood for the last month, will continue from here, instead of San Francisco, as originally planned. Sandy Roth has quit KMTR where he was announcer, program producer and publicity director to resume his medical studies. Dolores Ehlers resumes as publicity director and Bill Kelso, night supervisor, replaces Roth as sports announcer. Charley Davis has joined KMTR's sales staff.

Two Station Permits Are Sought from FCC

WASHINGTON, Sept. 15.—Applications for two new stations have been filed with the F.C.C. by the Cumberland Broadcasting Co., Fayetteville, N. C., seeking a 1,340-kilocycle, 250-watt, daytime station, and the Spartanburg Herald-Journal Co., Spartanburg, S. C., proposing a 1,420-kilocycle station with 100 watts power night, 250 watts day.

The commission also has received applications from WRTD, Richmond, for an increase of power from 100 to 500 watts and change of frequency from 1,500 to 1,050 kilocycles, and WBAA, West Lafayette, Ind., seeking extension of time and increase of power from 500 watts to 1,000 watts night, 5,000 watts day.

To Protest KTBS Change

ST. PETERSBURG, Fla., Sept. 15.—St. Petersburg and Clearwater will unite in joint protest against a proposal that KTBS, Shreveport, La., be assigned a frequency of 620 kilocycles, the same as that used by the two Pinellas County stations.

A hearing will be held before the F. C. C. Sept. 27.

WKRC to Air Ohio Fair

CINCINNATI, Sept. 15.—WKRC, local Columbia-owned station, has installed lines in various buildings and on the midway at the Carthage County Fair, where Dick Bray, special events announcer, will interview celebrities attending the fair from Sept. 15 to 18.

The station also will have a booth on the grounds where photographs of local and CBS entertainers will be on display.

G. C. Willings to Retire

JACKSONVILLE, Sept. 15.—George C. Willings will retire from all business and civic activities Oct. 1. Willings is vice-president and manager of the John H. Perry properties in Florida. He is the operating head of several newspapers and WCOA at Pensacola.

WNAD Planning for Educational Series

NORMAN, Okla., Sept. 15.—A carefully planned educational program is the aim of officials of WNAD, Oklahoma University station, for the next year. Funds have been approved for the addition of a radio production man trained in the writing of scripts and preparation of radio programs, according to Homer Heck, program manager.

In addition to its educational program the station will have facilities next year for recording such programs as may be used in a proposed summer broadcasting series.

Governor Marland to Talk

OKLAHOMA CITY, Sept. 15.—Gov. E. W. Marland will deliver a series of radio talks, beginning Oct. 1, over the eight-station Oklahoma network from 12 to 12:15 P.M. every Monday.

Although he is considered a likely candidate in the U. S. Senate race, Marland said he would "not discuss politics."

The broadcast will emanate from the state capitol. The network includes KTOK here, and stations at Shawnee, Enid, Ardmore, Muskogee, Ada, Elk City and Ponca City.

KGGF Joins Mutual System

KANSAS CITY, Sept. 15.—KGGF, Coffeyville, Kan., day and night station, has joined Mutual, making the 59th Mutual station. The nearest other Mutual station is WHB, Kansas City. Hugh J. Powell and Stanley Platz own and operate KGGF, along with the Coffeyville Daily Journal. W. B. Darrah is commercial manager.

WCCO to Have New Studios

MINNEAPOLIS, Sept. 15.—WCCO, Columbia outlet, will move into new studios and offices in the Elks' Bldg., Feb. 1, according to E. H. Gammons, manager. The station will have 13,000 square feet of space on the second and third floors, about 50 per cent more than is available at present in the Nicollet Hotel.

Radio Personals

LOUIS K. SIDNEY will arrive from London aboard the *Queen Mary*, Monday. . . . Walter Moore of NBC's press department, has resigned. . . . Billy Swanson's orchestra will inaugurate a twice weekly program of dance music over Mutual this Saturday. . . . Joe De Maggio will be featured as a guest on Mary Small's "Junior Revue" Wednesday. . . . Senator Fishface has been booked for a vaudeville appearance at the Majestic, Paterson. . . .

Rockwell-O'Keefe has signed Billy Swanson and his orchestra to a management contract. . . . Jessica Drag-onette will present "Dearest Enemy" on the "Beauty Box Theatre" over CBS Sept. 22. . . . Phil Baker will make a guest appearance on the Packard program Sept. 21. . . . Bob Taplinger has added Guy Geisen as writer and Bruce Prahar as photographer to his New York office staff, and Paul Price as copy chief and Herschell McGraw as photographer to his coast office staff. . . . Maurice Evans was the highlight guest on the Vallee show last night. . . . Fredric March and his wife, Florence Eldridge will be heard in the second Lux "Radio Theatre" presentation over CBS next Monday. . . .

CBS Program Changes, Renewal

Los Angeles Soap has renewed its CBS program for 13 weeks beginning Oct. 17. Chevrolet Motors has added four stations on the same network for the Sunday 6:30 to 7 P.M. period effective Sept. 26. Vicks Chemical has cancelled its program over one station in the hookup.

"Fortune Stories" to Start

"Fortune Stories," a new series of dramatic productions, will be heard every Friday from 10:30 to 11 P.M., starting Sept. 24, over the NBC-Blue. Edith Meiser will write the adaptations from the H. C. Bailey stories, creator of the fictional detective, Reginald Fortune.

Boxing Bouts on NBC

NBC will broadcast descriptions of the "Carnival of Champions" boxing bouts from the Polo Grounds, Sept. 23. The descriptions will be offered over the Blue, beginning at 8 P.M.

Dorseys Have Reunion

Tommy and Jimmy Dorsey had a radio reunion last night over Martin Block's "Make Believe Ballroom" program on WNEW.

WICC Men on 40-Hour Week

BRIDGEPORT, Sept. 15.—WICC announcers here and in New Haven have been granted a five-day 40-hour week.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
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"100 Men" Is Top in Phila. Holiday Week

PHILADELPHIA, Sept. 15.—With the most terrific Labor Day business since the pre-depression era, Philadelphia business hit high spots last Sunday and Monday.

Every house in town shared, the weaker attractions getting runover business from the hits, which played to long lines both days. Outstanding was "100 Men and a Girl," not only cashing in on rave reviews, but on the presence of Leopold Stokowski, local idol, in the cast. It grabbed \$22,500, over par by \$8,500 at the Fox and earned a second week.

Another smash was scored by the Earle with \$21,000 for "Wild and Woolly" and its variety bill, up \$7,000. "Thin Ice" took \$17,000 at the Boyd and was held. The second week of "Stella Dallas" put \$13,500 in the Aldine till and guaranteed a third week. "Varsity Show" made a good nine-day run at the Stanley with \$19,000.

Total first run business was \$110,500; the average is \$85,960.

Estimated takings for the week ending Sept. 9:

"STELLA DALLAS" (U.A.)

ALDINE—(1,300), 40c-55c-65c, 7 days, 2nd week. Gross: \$13,500. (Average, \$8,160)

"PLATINUM BLONDE" (Col.)

ARCADIA—(600), 25c-40c-50c, 7 days (also Louis-Farr fight films). Gross: \$3,000. (Average, \$2,800)

"THIN ICE" (20th-Fox)

BOYD—(2,400), 40c-55c-65c, 7 days. Gross: \$17,000. (Average, \$14,000)

"WILD AND WOOLLY" (20th-Fox)

EARLE—(2,000), 25c-40c-55c, 7 days. Stage: Hal LaRoy, Marjorie Gainsworth, Clyde McCoy Band, Sheila Barrett. Gross: \$21,000. (Average, \$14,000)

"100 MEN AND A GIRL" (Univ.)

FOX—(3,000), 40c-55c-65c, 7 days. Gross: \$22,500. (Average, \$14,000)

"VOGUES OF 1938" (U.A.)

KARLTON—(1,000), 25c-40c-50c, 7 days, 2nd run. Gross: \$3,800. (Average, \$4,000)

"SOULS AT SEA" (Para.)

KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. Gross: \$3,700. (Average, \$4,000)

"VARSITY SHOW" (W.B.)

STANLEY—(3,700), 40c-55c-65c, 9 days. Gross: \$19,000. (Average, 7 days, \$14,000)

"THEY WON'T FORGET" (W.B.)

STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

Takes Virginia Houses

RICHMOND, Sept. 15.—Operation of the Byrd and Brookland here and the Bluebird and Rex, Petersburg, will be taken over by Neighborhood Theatres, Inc., Sunday, President Morton G. Thalhimer said here.

At the same time Thalhimer announced that Charles A. Somma had been elected a vice-president of Neighborhood Theatres.

Somma said his Hippodrome and Globe had been leased to the Lichtman Circuit of Washington.

Remodel Frisco Houses

SAN FRANCISCO, Sept. 15.—More than \$90,000 is being spent in remodeling the United Artists and Embassy, only independently-owned first class houses in the downtown area. The United Artists is closed for about 10 days, with "Stella Dallas" booked for the opening. A new departure will result in the picture being shown simultaneously at both houses.

Overseas Preview

"The Diamond Trust"

(Continued from page 8)

to rehabilitate himself, if he can identify "the Squeaker," king of the London underworld, who inspires all the big jewel robberies but remains unknown, although he has a habit of denouncing his instruments to the police. Barrabal runs down the mysterious king of crime with the aid of a reporter and of a faked crook record of his own manufactured by Scotland Yard. He also captures the crook's fiancée for himself.

Detail is very ingenious and the mystery of "The Squeaker's" identity is well kept. There is a very strong last scene in which Lowe forces a confession from the thug by confronting him with the body of his last victim, after breaking down his nerve by a long stay in Scotland Yard during which, among other things, he is forced to watch a procession of the men he has sent to jail.

Lowe is admirable as the detective, with a whimsical touch which takes all the unreality out of the melodrama. Ann Todd plays up well to him as the girl in the case and Sebastian Shaw is just the suave sort of villain the story demands. Tamara Desni, Robert Newton, Stewart Rome and Alastair Sim all play well. William K. Howard has directed it with an obvious eye to American requirements.

Good entertainment, perhaps because the director has his tongue in his cheek, and good box-office wherever they like Lowe.

Running time, 77 minutes. "G"

Improve Warner Spots

BOSTON, Sept. 15.—Warners are reopening and refurbishing a number of houses in this territory with the beginning of the fall season. The Strand in Newburyport is being refurbished and will reopen as a continuous run house, relegating the Premier there to a part-time operating policy. The Circle, South Manchester, and Capitol, New Britain, are also slated for reopening along with several others of the circuit.

In Cooperative Drive

SPOKANE, Sept. 15.—For the first time in two years, Spokane theatres cooperated to put on a Greater Movie Season campaign, including billboards, street banners, publicity tieups, newspaper and radio advertising.

Washington Prices Shift

WASHINGTON, Sept. 15.—All first runs here have changed their price scales. All stage-screen and all-screen "A" houses open at 35 cents, while "B" all-screen houses open at 40 cents until 5:30 P.M., shifting, respectively, to 66 cents, 55 cents, and 40 cents. The children's price remains at 25 cents at all times, except at Loew's Palace, where 35 cents is the minimum price.

Raise Waterbury Scales

WATERBURY, Conn., Sept. 15.—Five-cent admission raises have been made at the Carroll and Hamilton, operated by Jerry Mascoli and Fred Van Doren, respectively. The Carroll has adopted a 20-cent top and 25 cents on premium nights, while the Hamilton has gone to 25 cents regularly.

Irish Imports Value Off

LONDON, Sept. 6.—The value of 700,000 feet of film imported into the Irish Free State during July was £3,379. Last year's figures were 663,471 feet valued at £3,669. For the period of January to July, the imported footage was 4,808,786, value £26,875 against 4,906,923 feet, value £30,044 in the same months last year.

Short Subjects

"Popular Science J 7-1"

(Continued from page 8)

new kitchen gadgets, a hair restorer and some remarkable gardening. The outstanding clip shows the removal of a safety pin from a human lung with the aid of newly developed instruments. The sequence is very well done and the serious surgical drama of the occasion is apparent although the subject is a dummy. Running time, 11 mins. "G."

"The Candid Candidate"

(Fleischer-Paramount)

Betty Boop's Grampy is elected mayor. The day he takes office he is beset with a number of complaints. He immediately puts on his thinking cap and sets about to please his constituents. His activities, in clever animation, are amusing and the fertile inventiveness of his brain is somewhat remarkable. Running time, 7 mins. "G."

"Let's Go Latin"

(Paramount)

Throbbing Latin-American and Spanish airs, dances and atmosphere are offered here. Xavier Cugat and his popular band provide the musical setting for the specialties and vocals. It is good, pleasing stuff. Running time, 11 mins. "G."

Brody Joins N. S. S.

NEW HAVEN, Sept. 15.—Philip Brody has been appointed Connecticut representative for National Screen Service.

WILL BUY MOTION PICTURE THEATRE

A customer of ours is interested in the purchase of a motion picture theatre — preferably in Greater New York. The property desired is one with a record of \$100,000 to \$300,000 gross revenue. Give complete details as to location, equipment, source of film supply, asking price, etc.

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VOL. 42. NO. 66

NEW YORK, FRIDAY, SEPTEMBER 17, 1937

TEN CENTS

Guild Closed Shop Starts Here Monday

Eastern Office Notifies All N. Y. Producers

The "closed shop" governing talent employed in eastern studios will become effective on Monday, the eastern office of the Screen Actors' Guild stated yesterday.

The guild declared that notice to that effect went out to all producers in this area during the day and that it would have a checker on all sets of the signatory studios on Monday to see that all actors are guild members and to receive membership applications if any are not. For the present, however, the guild will honor actors' cards establishing paid up membership in any branch of the Associated Actors & Artistes of America until an agreement on the interchangeability of membership in these organizations has been worked out.

The guild's statement asserts that

(Continued on page 9)

Quarterly Meeting Of Equity on Today

Reports of officers of Actors' Equity Ass'n on organizational developments of the summer, such as the formation of the American Federation of Radio Artists, the consolidation of the Grand Opera Artists' Ass'n with the American Guild of Musical Artists and the withdrawal of Frank Gillmore, as of Nov. 1, from the Equity presidency in

(Continued on page 9)

"Zenda" at \$100,460 For Its Second Week

"The Prisoner of Zenda" garnered \$100,460 in its second week at the Music Hall. The picture is now in its third week. "Dead End," in its third week at the Rivoli, tallied \$28,500. Indications are that the film will be held a fifth week, according to U.A.

The Capitol, on the first week of "Broadway Melody of 1938," grossed

(Continued on page 6)

"Newsreel Parade"

The second instalment of newsreel reviews, inaugurated on Wednesday by Motion Picture Daily, appears on page 6 today.

This feature will run every Wednesday and Friday.

See IA Coast Fight Holding Up AFL Entertainment Drive

Further action on the proposed working affiliation of all A. F. of L. unions in the entertainment fields will be held in abeyance as a result of the jurisdictional claims over Hollywood's talent guilds made last week by William Bioff, west coast head of the I.A.T.S.E., it was stated yesterday by a spokesman for the Associated Actors & Artistes of America. The Screen Actors' Guild, one of the chartered affiliates of the Four A's, is included in the jurisdictional claims of the I. A.

Frank Gillmore, president of the Four A's, who has been confined to his home here by illness for the past two weeks, sailed for California on the *President Adams* last night for a vacation of indefinite duration. It is be-

(Continued on page 9)

Begin Talks to End Fleischer Dispute

Negotiations for settlement of the Fleischer Studio strike are under way between representatives of the studio and the Commercial Artists & Designers Union, Arthur Krim of Philips & Nizer, Fleischer attorneys, said yesterday. There has been no development yet to suggest an early agreement, however, it was stated.

In addition to the studio and employees' representatives, Lou Diamond, short subject manager for Paramount, which distributes the Fleischer cartoons, is sitting in on the peace conference.

Shanghai Houses Reopening, Confidence Seen Returning

A brief, definitive resume of conditions, especially as they affect theatres, in Shanghai and other main Chinese cities, is contained in the following cable, sent by J. P. Koehler, representative of Quigley Publications in Shanghai, and transmitted through the facilities of the United Press. Received yesterday, the cable reads:

The Shanghai situation was eased considerably by the retreat of Chinese forces and the presence of more foreign troops, restoring confidence.

Cinemas are reopening with encouraging receipts. Nanking's censors are expected to resume operations in Shanghai within a few days. All public utilities are in full operation except in Hongkew and the eastern districts of the International Settlement. Comparatively small damage was done to theatres except two subsequent run houses.

Tientsin, Peiping, Tsingtao, Hang-kow, Chefoo and some other cities

Actually

An exhibitor, visiting a New York sales manager: "It's not that I'm worried about this year's product. 'I'm worried about previous years' stuff to come."

Call Conference on Music Industry Code

WASHINGTON, Sept. 16.—A trade practice conference on the proposed music publishers' voluntary code was today called by the Federal Trade Commission, to be held in Washington, Oct. 4.

At the conference, which will be held behind closed doors, all members of the industry will be invited to air their views as to the desirability of the rules proposed by the Music Publishers' Ass'n for the elimination of unfair methods of competition and other unfair trade practices which may exist, including song plugging.

Following the conference, the commission will whip into shape such recommendations as are given the approval of the meeting and publish them for consideration of the industry as a whole, later calling another conference for final discussion, after which a decision will be made as to whether the code shall be given official approval.

Three Guilds Defy IATSE; Fight Grows

Intend to Determine Own Policies, They Say

HOLLYWOOD, Sept. 16.—The boards of directors of the Screen Actors' Guild, the Screen Directors' Guild and Screen Writers' Guild today took a definite stand in the I. A. situation. In a statement they declared the guilds "will continue to determine their own policies and guide their actions accordingly" in the face of the I.A.T.S.E. claim of jurisdiction over all film workers.

Calling attention to the statements that William Bioff, coast I. A. head, claimed the entire industry for his organization, the boards, in a joint statement said, "Lest any misapprehension result from these reported statements, officers of the guilds wish to state that Bioff is not authorized to speak for the membership of the guilds.

"These three guilds include in their membership more than 95 per cent of the active workers in their various fields. They are organizations designated by the workers as exclusive bargaining agencies in their respective fields to coordinate their activities and assist and protect their mutual interests. Whether or not Bioff has been quoted correctly we are not informed. We trust that he has not been, for there is no substantial body of directors, assistant directors, unit managers, writers or actors

(Continued on page 9)

Local 306 Agrees on 10% Wage Increases

After weeks of negotiation, major circuit heads and Local 306 have reached a tentative agreement whereby projectionists receive a 10 per cent increase, retroactive to Sept. 1.

Further discussions will be held on the scale which is to prevail for operators for the next two years. Indications are that a final agreement will be reached, making arbitration unnecessary. This is provided for in the 10-year master contract in the event both sides cannot get together.

Under the tentative pact, operators who have been getting \$1.86 an hour will now receive \$2.04. Originally Local 306 asked for increases ranging to 48 per cent.

Radio News, P. 10

(Continued on page 9)

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MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.

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PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, Representative.

RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, Representative.

ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Casilla 13300; A. Weissmann, Representative.

SHANGHAI: Rooms 35-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

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Quimby's Father Dies

TACOMA, WASH., Sept. 16.—E. B. Quimby, father of Fred Quimby, head of the short subject department at M-G-M, died here yesterday. Fred Quimby and his wife have arrived here from Hollywood to attend the funeral.

B. B. Grove Passes

GERING, NEB., Sept. 16.—B. B. Grove, 60, operator of the Grove and Riviera here, died after an emergency operation.

Nicholas Amos Dead at 76

OMAHA, Sept. 16.—Nicholas Amos, 76, who founded the first theatre circuit in this territory, is dead following a seven-week illness subsequent to an operation. He started his circuit 25 years ago. He is survived by his widow, two sons and two daughters.

Operate on Bud Lesser

HOLLYWOOD, Sept. 16.—Bud Lesser, son of Sol Lesser, underwent an operation for appendicitis yesterday at the Santa Monica Hospital. His condition is good.

Insiders' Outlook

By RED KANN

HOLLYWOOD will have to make up its mind that here is a case of cap doffing to London for once, at least. That once is "Victoria, the Great." Produced in England by Herbert Wilcox, this easily is not only far and away his top film, but also ranks among the first half dozen British "bests" ever to be turned out. If you were to press the point even slightly, we might unbend sufficiently to list it closer to the top. . . .

Wilcox, on behalf of his Imparator Productions, undertook a difficult job. The Victoria era saw a different world well on its way into the pages of the history books. The queen reigned long, lived through times of peace and war and witnessed the birth of the British Empire as encompassed in the control of India. Any effort to make a film based on her private and official life, of necessity, could not be an easy task. Where to delete and where to add, what incidents in the pageantry of the life at Buckingham, Windsor and Balmoral would translate themselves into terms of visual drama, not mere spectacle, and what not? Wilcox was not to be envied on that score. . . .

Of course, he had the strong love tie between Victoria and Prince Albert, her consort, to rely upon for his personalized interest. For his color and his pomp, the facts in history were more than sufficient. It is to his vast credit, consequently, to point out that, by and large, if not always, his mixing of the two came forth in an adroit and arresting fashion. If there are times when matters of state got in the way of matters of heart and hearth to the halting of the latter, probably the explanation is to be found in the natural difficulties which piled up in the path of the vehicle and its producer. . . .

"Victoria, the Great" has been

fabricated on a large and lavish scale. Interposed in its black and white are two sequences in Technicolor. All through it and as an agreeable and complete surprise to this reviewer was the performance of Anna Neagle as the queen. You see, we have seen other Neagle pictures. We thought she was pretty bad in "Nell Gwynne," another and earlier Wilcox product. But here and by whatever method, she appears to have grasped a full and deep understanding of the emotional and dignified content in the part and her performance reflects that understanding. Anton Walbrook, as the prince, impressed us far less and left a sort of sneaking suspicion the producer might have happened upon a figure more romantic in the accepted mould. The secondary roles are played by a long and extremely competent cast which embraces H. B. Warner, Mary Morris and an array of English actors not known here. . . .

Usually, if not always, aware of the deep pit awaiting the forecaster of box-office material, this department is ready to admit that it envisions for this worthwhile British cousin a principal draw in the larger cities. Exactly how much interest an episodic commentary on the incidents in the life of the famous British sovereign will hold for the average audience in this country is a dubious matter. It will mean nothing, naturally, to the American exhibitor to read now that in England and throughout the Empire, this "Victoria, the Great" ought to make them break out with the national anthem. From the British angle, straight and unadulterated, the attraction ought to send them into the aisles. That is, if the Britisher falls in that direction when he is deeply stirred and entertained. No finer job of flag-waving for Mr. J. Bull has come across the path of these optics. . . .

"Victoria" Opens in London

London, Sept. 16.—"Victoria, the Great" had its world premiere at the Leicester Square Theatre tonight. Newspaper critics were impressed by the film, starring Anna Neagle. RKO will distribute throughout the world.

Finish Gershwin Score

HOLLYWOOD, Sept. 16. — Vernon Duke has been signed by Samuel Goldwyn to complete the unfinished score of "The Goldwyn Follies," started by the late George Gershwin, who gave Duke his start.

Disease Closes House

OMAHA, Sept. 16.—Because of infantile paralysis Harvey Kreuscher has closed his theatre at Dewitt, Neb. This is the only closing in the territory necessary as a precautionary measure.

Purely Personal

N. L. NATHANSON here from Toronto and, as is his wont, had Mrs. N. to lunch at "21" yesterday. Others there included HELEN MENKEN, Mrs. BERT LYTELL, REGINA CREWE, NORMA TALMADGE, HERB CRUIKSHANK, BILL JAFFEE, WILLARD MCKAY, EDDIE GOLDEN, BILL BOEHNEL, DICK WATTS, Major LESLIE E. THOMPSON, HERMAN ROBBINS and CHARLIE SONIN.

SAM HARRIS, publisher and editor of *Today's Cinema*, British trade daily, and GEORGE ELCOCK of the Odeon Circuit, went on a tour of the Music Hall yesterday under the genial auspices of W. G. VAN SCHMUS.

DION DE TITTA, projectionist at the 20th Century-Fox home office, celebrates his 20th anniversary with the company today. Two days ago he observed his 25th wedding anniversary.

HERB HYMAN, former director of exploitation at the Universal studio, has returned to New York and joined Dorner Associates, advertising and merchandising firm.

LEWELLYN MILLER, who has been editing *Screen Play* for Fawcett Publications in Hollywood, is now in New York and will do a like job for *Hollywood Magazine* from this end.

WALTER BROWN, midwest division manager for Ross Federal Service, is in New York this week for home office conferences.

LEO M. DEVANEY, general manager for RKO in Canada, is in town. Ditto G. M. LEFKO, Pittsburgh branch manager.

THE YACHT CLUB BOYS are due from the coast on Monday. They are booked for a personal appearance at the Paramount.

NAT HOLT, Cleveland division head for RKO theatres, has returned to his headquarters after conferences here.

LEO J. BAMBURGER will leave today for a two-week vacation. He will motor to Virginia Beach.

DOROTHY MACKAIL is in town from Hollywood. She is stopping at the Ritz Tower.

DR. A. H. GIANNINI conferred with SPYROS SKOURAS yesterday at the latter's office.

WALTER WANGER will leave tonight for the coast via American Airlines.

PATRICIA WILDER left yesterday for the coast by plane.

JOAN BENNETT will take a plane for Hollywood today.

JOSEPH BERNHARD got back from the coast yesterday.

CHARLES KOERNER has gone back to Boston.

DEWEY BLOOM is in town from Toronto.

"THIN ICE" SETS NEW 20TH HOLDOVER MARK!

already

RECORD FIRST-RUN
CROWDS FORCE ⁴⁶~~41~~
THEATRES TO
DOUBLE USUAL
PLAYING TIME!

During its first week of national release
alone... ³⁰~~25~~ houses hold over "Thin Ice"
for 2nd week... while 16 theatres ex-
tend normal 4-day runs to a full week!
A new high even for your most consis-
tent maker of holdover attractions!

FULL WEEK HOLDOVERS

(at press time)

NEW YORK
INDIANAPOLIS
RICHMOND (2)
SAN FRANCISCO
LOUISVILLE
WASHINGTON
PHILADELPHIA
BALTIMORE
LOS ANGELES
HOLLYWOOD
BOSTON
KANSAS CITY
ST. LOUIS
PROVIDENCE
MIAMI
DENVER
PITTSBURGH
LAWRENCE
WORCESTER
LONG BEACH (Cal.)
SAN DIEGO
ATLANTIC CITY
AKRON
UTICA

*5 more just
came in!*

*Isn't it marvelous how
20th is topping great
hits with greater ones!*



THE KEYSTONE
OF YOUR FUTURE



Add it

20,000,000
60

1,000,000
50,000

Floy

"YOUR

It's Appeal Sensationally MULTIPLIED by the

NATION-WIDE THRILL-STORY CONTEST

To be Conducted at Your Theatre!

THESE 2 BIG PRIZES!

FIRST GRAND PRIZE: \$1,000 for the best True Adventure Story submitted.

SECOND GRAND PRIZE: A TRIP TO NEW YORK and return via one of the American Airlines 'Flagship' planes, a visit to the Eastern Vitaphone Studios and 2 days at a leading New York Hotel.

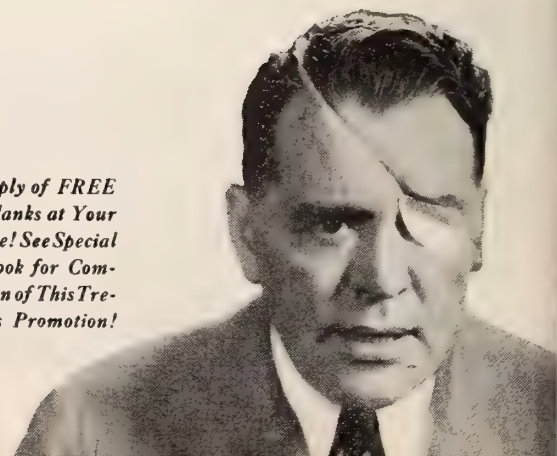
In Addition

(A) **\$250** for every True Adventure Story submitted that is used as the basis of a Vitaphone True Adventure Picture. These also will be eligible for the grand prizes.

(B) **\$25** for every True Adventure used for broadcast by Floyd Gibbons on the Colgate-Palmolive-Peet program.

Contest Closes Midnight May 15th, 1938

Full supply of FREE
Entry Blanks at Your
Exchange! See Special
Press Book for Com-
plete Plan of This Tre-
mendous Promotion!



up yourself

READERS FOLLOWING IT DAILY IN 500 NEWSPAPERS!

KEY RADIO STATIONS BROADCASTING IT WEEKLY FOR 7 SOLID YEARS!

MEMBERS IN THE 'FLOYD GIBBONS ADVENTURERS' CLUB' RIGHT NOW!

DRUG STORES IN THE GIANT COLGATE-PALMOLIVE-PEET TIEUP DISPLAY!

**And You'll See that You're Getting the Strongest
Added Attraction in the History of Shorts when**

VITAPHONE

Presents

d Gibbons

'THE HEADLINE HUNTER'

in

TRUE ADVENTURES"

FIRST
RELEASE

"ATTIC OF TERROR"

Ready Now and Everybody's Raving!

An exploitation 'natural'! A real box-office draw! Full of thrill and suspense!—*M. P. Daily*
Bang up thriller! Carries a big suspense punch!

—*Film Daily*

Play it! A showmanship natural on which exhibitors can go to town! Rates marquee billing and is a welcome addition to any program!

—*Box Office*

Outstanding! Has ALL the earmarks of a hit!

—*Showmen's Trade Review*



Held captive in an attic with a corpse!

"Zenda" at \$100,460 For Its Second Week

(Continued from page 1)

approximately \$39,000 and for the second stanza took about \$24,000. The Roxy will finish the second week of "Thin Ice" at about \$40,000.

"Varsity Show," at the Strand in its second week, did approximately \$15,000. The fifth week of "Souls at Sea" at two-a-day prices at the Globe ended with about \$7,000. The second week of "Double or Nothing" was good for \$40,000 at the Paramount.

"Borneo" and the Louis-Farr fight pictures boosted the Rialto take to \$8,500. The first week of "Bulldog Drummond Comes Back" at the Criterion ended with about \$11,000. The second week is expected to finish at \$7,000.

Music Hall Bookings Set for Near Future

Bookings at the Music Hall are set for the next few weeks. "Lost Horizon" follows "The Prisoner of Zenda" with a tentative starting date of Sept. 23. "Stage Door" is next, and will be succeeded by "Victoria, the Great" and "The Awful Truth." Following the latter film, which is a Columbia release starring Irene Dunne, "Nothing Sacred," another from Selznick International, probably will go in.

Court Orders Film Cuts

DENVER, Sept. 16.—Following a protest from members of the vice squad concerning "Smashing the Vice Squad," Municipal Judge Philip Gilliam ordered several scenes cut from the film. He also said that if Denver managers display any more sex pictures that they will place themselves in danger of having their licenses revoked.

Revokes Theatre Permit

Supreme Court Justice Ferdinand Pecora has revoked a permit which was granted by the Board of Standards and Appeals for the erection of a theatre on Lexington Ave. and 77th St. Justice Pecora declared the board had exceeded its powers and violated the spirit of the zoning laws.

Gary Cooper a Father

HOLLYWOOD, Sept. 16.—A daughter was born yesterday to Gary and Mrs. Cooper, who was the former Sandra Shaw of New York before her marriage.

Something New

Something new in department store advertising appeared in *The Sun* yesterday when Stern Brothers ran the following copy, which almost took up a full page:

"We predict the new movie, featuring Deanna Durbin, in '100 Men and a Girl,' opening at the Roxy, will be one of the outstanding hits of the year."

The ad further stated that "movies are NOT our line," but tied in the fact that the store was first to introduce Deanna Durbin fashions for girls.

The Newsreel Parade

Movietone News

Vol. 20, No. 2

(20th Century-Fox)

A fair assortment of clips made effectively attention-holding by virtue of clever cutting, good photography and a number of sound inserts wherein the narrator pops questions at various figures. The material is smartly paced.

There are shots of President Roosevelt calling his cabinet to confer on the Chinese problem, visitors to Robert Louis Stevenson's grave in Samoa, well-filmed scenes of acrobatics in Sydney, Australia; and the recent beauty contest winner, who gives her viewpoint of the near-walkout. In Hollywood, Clara Bow opens her "It" cafe, with a lame Swedish gag. There are film notables gathered there, too. Lew Lehr's Newsette spot has an Irish setter and her litter for the butt of his dialect. Ed Thorgersen comments on a collection of scenes of football activities, which range from Pittsburgh to Los Angeles.

A sequence of new developments in the Shanghai fighting was still in the developing tanks at the time of the screening yesterday. However, it went out last night under separate shipment. The running time of the complete reel will be approximately 10½ minutes. As previewed, it ran for eight.

News of the Day

Vol. 9, No. 200

(M-G-M)

President Roosevelt relating an anecdote on himself while attending graduation services of nurses at Hudson River Hospital highlights the latest issue of this company's newsreel. Several intimate scenes of Betty Cooper, who refused to accept the title of Miss America, at her home at Hackettstown, N. J., are diverting. "Lucky" Teeter, who performs some hair-raising stunts in an automobile at Brockton, Mass., is sensational.

Other scenes include advance material on the American Legion in New York with numerous reminders of the Armistice Day parade, firemen trying to control the chemical fire at Weehawken, N. J., the Trojan pigskin team in practice on the coast and the Narragansett special on a muddy track at Pawtucket, R. I., with Calumet Dick, five to one shot, tearing down the home stretch first.

About 200 feet of Sino-Japanese shots are to be included in this issue. The reel runs 8 minutes as it stands.

O.

Paramount News

No. 13

(Paramount)

Shots of the drug factory explosion and fire at Weehawken, N. J., on Wednesday vie with pictorial treatment of the Ku Klux Klan charges against Associate Justice Black for spot news interest in the current Paramount newsreel release. There is little of a distinctive nature in either clip.

Smiles are injected into the Chicago public schools efforts to assign homework by radio to children kept from classes by the infantile paralysis epidemic and also into the opening of Clara Bow's "It" Cafe in Hollywood. Opening of the county fair season and

alligator hunting in Louisiana swamps get the attention of the feature camera while the sports contributions are restricted to shots of the Argentinian and American polo teams at Westbury, L. I., and the softball championship games in Chicago. Observance of the 150th anniversary of the Constitution at the Statue of Liberty and by the issuance of a commemorative postage stamp complete a lack lustre reel which bears out editors' complaints of a scarcity of newsworthy happenings throughout the country.

Running time, 10 mins.

K.

Pathe News

Vol. 9, No. 17

(RKO)

Pathe has what it describes as an exclusive called "American Nazis Exposed." It ought to stir up some excitement among the Nazi and anti-Nazi supporters. A Chicago reporter describes what he found in a country-wide study of Nazi activities. He stands before a background of Nazi publications and gives his talk. Scenes of girls and boys marching and saluting the swastika are shown.

A winter hair fashion clip shows a mass of curls and new kinds of ornaments. That ought to interest women. Scenes of the cabinet gathering at the White House and another of Justice Black are not particularly interesting. Views of salmon trying to leap the Bonneville dam are not novel.

Interest quickens with the showing of the Weehawken chemical fire photographed from the air and the ground and a steeplechase at Fair Hill, Md. Clem McCarthy can put a lot into a sporting event comment. Shots of the Coast Guard training ship off New London are beautifully photographed.

Pathe's commentators are improving. The reel sums up with four out of six as interesting subjects.

Running time, 8 mins.

J.

Universal Newsreel

Vol. 9, No. 598

(Universal)

This number of the Universal reel is just another newsreel, featured by an excellent clip, which incidentally meant some fast work, of the Weehawken, N. J., chemical plant fire; a rough and tumble wrestling bout in San Antonio between two members of the allegedly weaker sex, and an extremely interesting shot of the manner in which construction work on the huge Bonneville Dam in Oregon was halted by a record run of salmon.

For the rest the reel is made up of rather routine clips of California's parade commemorating its admission as a state; U. S. troops off for the Orient; a box contraption for bottle-feeding 12 pups, which is good for a laugh; scrap metal bound out of New York, presumably for Japan; Cuba's revolutionary celebration; a calisthenics drill by the Rockettes, and the fast win, through the mud, of Calumet Dick in the Narragansett Handicap.

Running time, 8 mins.

A.

RCA to Build Plant

HARRISON, N. J., Sept. 16.—A new RCA Radiotron factory is to be constructed here for the manufacture and storage of television tubes.

Cameras Sealed on Clippers to China

The fact that the U. S. Navy Dep't is actively engaged in building fortifications in the Hawaiian Islands, and also at Wake Island, Guam, and the Philippines, and is especially anxious that pictures of the progress of the construction, and its details, not be broadcast, came suddenly to light yesterday, via Universal Newsreel.

Charles Ford, editor of the reel, had dispatched cameraman Norman Alley to Shanghai, via San Francisco and Pan-American's *China Clipper*. Yesterday he received a fast wire from the coast indicating that the Navy had ordered all cameras sealed on the ship, and the wires burned to Washington to find out why. The answer was not long in coming—the fortifications and no pictures. It developed that shots may be taken inside the plane and the like, but the cameras must be sealed so that film cannot be dropped over the side or otherwise disposed of, and what is taken must be submitted to the Navy Dep't at Washington, where a rigorous scrutiny and clipping will be the order. What is left will go to the newsreels—for what it may be worth.

Not Honoring Film Passes in Shanghai

Harrison Forman, cameraman for the "March of Time," has reported to his home office by cable that both Chinese and Japanese military authorities at Shanghai had refused to honor photographic permits previously issued by the Nanking Government and the commander-in-chief of the Japanese fleet in Chinese waters.

Forman reported in his cable to Louis de Rochemont, producer, "We had a close shave in an automobile race with a Japanese plane that bombed and machine-gunned us . . . lucky escapes from Chinese and Japanese shells."

"War in China," in the current issue of "March of Time," has been chosen by the Museum of Modern Art Film Library for permanent preservation in its collection of documentary films.

K-A-O Votes Dividend

The K-A-O board of directors at its meeting yesterday declared a dividend out of capital surplus of \$1.75 per share on the seven per cent cumulative convertible preferred stock for the quarter ended March 31, 1934, payable on Oct. 1, 1937, to holders of record at the close of business on Sept. 27.

Takes Warner Lineup

The Loew "minor" circuit, with 30 houses in the Metropolitan district, will play the entire Warner 1937-'38 lineup of features and shorts.

The Lion Roars

M-G-M's *Lion* went roaring yesterday, the home office bashfully reporting Paul O. Klinger, manager of the Rialto, Lewiston, Pa., advised them that "Broadway Melody of 1938" played to more than half the population of the town during a five-day run, and that it broke the house record of 15 years.

**WAIT TILL YOU SEE
HEPBURN and ROGERS
TOGETHER . . . in**

**THE BIGGEST
ATTRACTION
EVER PRESENTED
BY RKO-RADIO**

TO RADIO CITY MUSIC HALL'S SCREEN SOON COMES . . .

Stage Door

Stage Door

KATHARINE
HEPBURN ★ ROGERS
A DOLPH
MENJOU

WITH
GAIL PATRICK
CONSTANCE COLLIER • ANDREA LEEDS
SAMUEL S. HINDS • LUCILLE BALL
FROM THE PLAY BY EDNA FERBER AND GEORGE S. KAUFMAN
SCREEN PLAY BY MORRIS RYSKIND AND ANTHONY VEILLER
DIRECTED BY GREGORY LA CAVA
PRODUCED BY PANDRO S. BERMAN

A picture that will sweep fans off their feet!... A show for you to advertise with wild enthusiasm and wider-than-ever coverage!... A mighty money attraction that demands your best and longest playing time ... with more extra time held open for additional big earnings!... A one-in-a-million box office sensation!...

**EVERYBODY
SAYS SO!...**



LITHO U.S.A.

Guild Closed Shop Starts Here Monday

(Continued from page 1)

it has received notice from the American Federation of Actors, the American Guild of Musical Artists, the American Federation of Radio Artists and the Hebrew Actors Ass'n, that their members will observe the guild's "unfair" producer list. Similar contracts have been made with Actors Equity Ass'n and British Equity. At present, there are 38 studios or producers on the guild's "fair" list, of which eight are operating here. Educational Pictures and The March of Time are not included in the "fair" list, but the guild's statement asserted that additions to the list are expected today.

Repeating a denial that the guild anticipated a strike call here, Mrs. Florence Marston, head of the organization's eastern office, said that "it is the attitude of the guild that any questions or problems which may arise between actors and producers can be amicably adjusted between the parties to their mutual advantage. The guild plans to move ahead conservatively and does not anticipate any necessity for drastic action."

Child Age Limit Lifted

CHICAGO, Sept. 16.—Health officials today lifted restrictions for admitting children to theatres by allowing juveniles 12 and over to attend. The former age limit was 16. High schools opened today for the first time this season. Children in grade schools continue to get lessons over the radio.

Meet on Union Scale

CHICAGO, Sept. 16.—Theatre heads and union representatives will meet tomorrow to negotiate a new contract. There is a possibility of the union men getting slight increases.

Wall Street

Generally Small Board Gains

	High	Low	Close	Net Change
Columbia	21 3/4	21 1/4	21 3/4	+ 3/4
Consolidated	2 1/2	2 1/2	2 1/2	+ 1/8
Consolidated, pfd.	10 3/4	10 1/4	10 3/4	+ 1/2
Eastman	180 1/2	179	180	+1 1/2
Eastman, pfd.	158	158	158	-1 1/2
Gen. T.	21 1/2	21 1/4	21 1/2	+ 3/4
Loew's, Inc.	76 1/4	75 1/2	76 1/4	+ 3/4
Paramount	19 3/4	19 1/4	19 3/4	+ 1/2
Paramount 2 pfd.	17 3/4	17 1/2	17 3/4	- 1/2
Pathé	8 1/2	8	8 1/2	+ 1/2
RKO	7	6 7/8	7	+ 1/4
20th Fox	32 3/4	31 1/2	32 1/4	
Universal, pfd.	55	55	55	- 3
Warner Bros.	12 1/2	12 1/8	12 3/8	+ 1/4

Curb Up Lightly

	High	Low	Close	Net Change
Grand National ..	2 1/2	2 1/2	2 1/2	+ 1/8
Sonotone	1 1/2	1 1/2	1 1/2	
Technicolor	28 3/4	28	28 3/4	+ 1/2
Trans-Lux	3 3/8	3 3/8	3 3/8	
Universal Corp. ..	3 3/4	3 3/4	3 3/4	

Little Bond Activity

	High	Low	Close	Net Change
Loew's	99 3/4	99 3/4	99 3/4	
Paramount '68 ..	55	55	55	- 1/2
Paramount '47 ..	87	87	87	
Warner 6s '39 wd	90 3/4	90 3/4	90 3/4	+ 1/4

(Quotations at close of Sept. 16)

See IA Coast Fight Holding Up AFL Entertainment Drive

(Continued from page 1)

lieved likely that he will confer while there on the I. A. jurisdictional claims although it was denied that that was his object in making the trip.

The I. A.'s claims are not regarded seriously in New York theatrical union quarters, due largely to the fact that they have not been supported by any statement from George Browne, I. A. head. They are interpreted here as an outgrowth of the Screen Actors' Guild's suspension of Jane Tallent for makeup work during the coast strike. The I. A. protested the suspension, as Mrs. Tallent held an I. A. makeup workers' card, but was rebuffed by the Guild. Thus Bioff's current jurisdictional claims are regarded here as being more of a retaliatory gesture than anything else.

However, it is admitted by eastern theatrical union spokesmen that until some face-saving device is fashioned for both the I. A. and the Screen Actors' Guild to cover the incident there is little hope of disposing of the Hollywood jurisdictional claims of the I. A., and until that has been done there is no prospect of effecting the proposed working agreement among the entertainment unions. The I. A. and the four A's, with the American Federation of Musicians, would comprise the backbone of such a union affiliation. While a jurisdictional dispute between any two of them of the kind raised by Bioff remains unsettled, the consummation of a working agreement would be impossible, it is said.

Cantor Anniversary Will Be Celebrated

Eddie Cantor Anniversary Week, in recognition of his 25 years in show business, will be observed nationally Oct. 24 to 30. The executive committee planning the celebration includes Joseph M. Schenck, James A. Farley, Will H. Hays, Gov. Frank Merriam of California, Paul Muni and Louis B. Mayer.

An honorary committee of 100, including leaders in all fields, will sponsor the anniversary week. The celebration will be climaxed by a testimonial dinner at the Ambassador Hotel, Los Angeles, Oct. 24, to be broadcast over networks.

Quarterly Meeting Of Equity On Today

(Continued from page 1)

favor of his post as head of the Associated Actors and Artistes of America, will be submitted to Equity members at their quarterly meeting at the Astor today.

The meeting will also hear appeals by four or five of the approximately 50 Equity members who were found guilty by the council of violating orders to continue work on struck W. P. A. theatre projects during the summer. Those convicted received fines of \$50 with sentence suspended. The membership may either decide the appeals at today's meeting or designate committees to hear and act on them.

Ampa, Rolan at Helm, Off To Good Fall Season Start

By BILL ORNSTEIN

Ampa's new administration, with Ralph Rolan at the helm, got off to a fine start yesterday at Sardi's when the first weekly meeting of the season was held. More than 100 turned out for the occasion. Among the personalities present were: Stuart V. Doyle, former head of Greater Union Theatres, Ltd., of Australia; Sam Harris, editor of *Today's Cinema*, British film trade paper; George Elcock, partner in the Odeon Circuit of more than 250 English theatres in which United Artists has a 50 per cent interest; Nino Martini, who recently completed "Music for Madame" for RKO, and Hal Horne, who substituted for Walter Wanger. Doyle was in a gay frame of mind. He recalled "with mixed feeling that in the last five years" that the "ace" American advertising and publicity men have cost him \$5,000,000 with their "artistic dreams."

"As your guest here today," he added, "I feel I am getting a little back." He went on to say that in Australia there is an organization similar to Ampa. He said it was the 47 Club and that he had attended several meetings.

Harris took a short bow. When Elcock was asked for his observations of the British industry, he said

the press knew more about it than he did. However, he added that Odeon is building a new 2,500-seat theatre on the site of the old Alhambra, which is due to open in Leicester Square soon.

"One of the features of the theatre," he declared, "will be television. This will be an added attraction to the public. Odeon has been experimenting with television for some time and I don't believe it will detract from the screen entertainment for some time."

Martini was next. He took a bow.

Horne then took the floor, amid jeers and hisses. They were his cue to talk, and while he didn't say much he kept the audience in a happy frame. It was like old times for Hal, when he was president.

Agnes Melcoll and Walter Costen, winners of the *Daily News* Harvest Moon dancing contest, also were present. They will leave today for the RKO studios via American Airlines.

Michael Bezzeg, concert violinist, played two numbers. Sigmund Michota accompanied him on the piano.

After the entertainment was over none of the members wanted to leave. In fact, Rolan had to remind them that the meeting was adjourned. And then it took some time before the adieus were said and the room cleared.

Three Guilds Defy IATSE; Fight Grows

(Continued from page 1)

for whom he could be said to be spokesman. For all these employees the guilds have been formed and will continue to act. They will continue to determine their own policies and guide their actions accordingly."

Bioff told *MOTION PICTURE DAILY* he had no comment to make on the guilds' statement. He said the I. A. had already enrolled 2,000 members among the minor workers since the announcement of the jurisdictional claim on Saturday. He also said that Schenck had called him last night from New York reiterating the earlier request of Victor Clarke and Edward J. Mannix to put off the organization of the creative talent ranks until Schenck's arrival here. He said Schenck told him he expects to be here early next week.

Bioff deplored the ineffectual craft organization as constituted at present outside of the I. A., saying that many groups have failed to obtain either agreements or satisfactory conditions with producers and after many efforts. The I.A.T.S.E., after observing their feeble efforts, he said, was now living up to its charter in claiming every craft and department in the production of films.

Asked concerning the claim over firemen and policemen and other groups that have no possible connection with production, Bioff said, "If these groups can organize outside the I.A.T.S.E. and obtain conditions satisfactory to them we don't want them. But if they can't, we shall help them by organizing them to obtain better wages, hours and conditions. The I. A. has a record of obtaining the highest wages in history for its members."

Theatres Begin to Reopen in Shanghai

(Continued from page 1)

orderly and the health department has the cholera situation in hand. Cable service has been restored.

Emphatically there should be no thought of abandonment of business or wholesale discharge of experienced staffs.

The streets, except for protection from occasional stray "archies," are assuming their normal busy appearance. Local managers report present business small but not lost entirely. Hope for near future improvement. Although the situation is serious there is no cause for undue alarm at present. All well.

Erpi Sales Increase

Erpi yesterday reported 51 contracts signed for the installation of new Mirophonic equipment during the past three weeks. Equipment sales for the fall season are far ahead of the summer season, the company reports.

William Murphy Shifted

William P. Murphy, veteran Erpi sales representative in the lower New England territory, has been assigned to the New York Metropolitan area.

\$2,523,813 Net for CBS In 6 Months

CBS yesterday reported a net income of \$2,523,813 for the 26 weeks to July 3, comparing with a net of \$2,086,850 for the similar period last year. This confirms the approximation made in MOTION PICTURE DAILY last week.

The earnings are equivalent to \$1.48 per share, an increase of 26 cents per share over the comparable period in 1936. Gross income from sales for the period reported ran to \$17,640,184 as against \$13,163,457 for the first 26 weeks of last year. Gross profit was \$3,001,899 after provision of depreciation amounting to \$203,860 in 1936 and \$248,452 in 1937. Additional miscellaneous net income of \$52,711 swelled the gross net to \$3,054,610. Estimated provision for Federal taxes of \$530,797 results in the net of \$2,523,813.

The earnings of \$1.48 per share are calculated on the 1,707,950 shares of \$2.50 par value stock presently outstanding or to be outstanding upon completion of an exchange of old stock at \$5 par value.

Seven Contracts Are Set by Station WCKY

CINCINNATI, Sept. 16.—Contracts for seven spot announcement campaigns, and for two transcribed quarter-hour programs have been placed at WCKY, L. B. Wilson's station.

Vick Chemical Co., through Morse International, 52 spot announcements; Red Top Brewing Co., through the Jesse Joseph agency, 52 announcements; Schwartz Tailoring Co., through the William F. Holland agency, 150 announcements; Citizens Motor Car Co., 52 spot announcements, direct contract; General Pharmacal Co., through the William F. Holland agency, 300 announcements. The quarter-hour transcriptions are for the Olds Motor Co., through D. P. Brother & Co., and Ironized Yeast Co., through Ruthrauff & Ryan, both for 13 weeks.

NBC Adds Disc Accounts

NBC's electrical transcription department new contracts include orders from KSRO, Santa Rosa, Cal.; WCBS, Springfield, Ill., and KOKO, LaJunta, Col. Renewals include: KTHS, Hot Springs, Ark.; WHP, Harrisburg; WWNC, Asheville, N. C.; CJOR, Vancouver, B. C.; KGBK, Tyler, Tex., and WFSB, Montgomery, Ala.

Becomes a Writer

Ranald MacDougall, who works in the mimeographing department at NBC, has written an original radio play which will be produced Sept. 22 over the NBC-Blue, from 8:30 to 9 P. M. NBC has recognized his talent, and within a few weeks MacDougall will be transferred to the script division as a continuity writer.

Electricity by Air To Be Tested Again

NEW CASTLE, DEL., Sept. 16.—Another test of transmitting electric power by wireless will be made within the next 10 days from the John C. Roberts Laboratories at Deemer's Beach to the J. Wirt Willis farm near Glasgow, by John C. Roberts, inventor of the method.

A relay station to receive the power waves has been set up on the Willis farm. The power will be sent from the transmitting plant at the laboratory to the farm and there picked up to operate a tractor and light about 100 electric lights.

Toscanini Series to Start on Christmas

The Toscanini series will begin Christmas night, from 9 to 10:30 P. M., and will be heard for 10 Saturdays thereafter at this time. The NBC-Red network will carry the broadcasts.

Toscanini will arrive here about Dec. 15, it was said at NBC yesterday.

As a preliminary to the maestro's assumption of leadership, NBC will broadcast six concerts at the same time and over the same network, beginning Nov. 13. Pierre Monteux will conduct the concerts No. 13, 20 and 27, and Artur Rodzinski will conduct Dec. 4, 11 and 18.

"Life of Mary Sothorn" Set

"Life of Mary Sothorn," a new series for Lehn & Fink, Inc., will be offered Mondays through Fridays from 5 to 5:15 P. M. over the CBS network. William Esty is the agency. The series will also be heard over WHN, New York, and WLW Cincinnati, under the same sponsorship, Mondays through Fridays.

School of Air Starts Oct. 18

The American School of the Air of CBS will return to the air for its ninth season Oct. 18, with an expanded program in which the National Educational Ass'n will participate. Another organization, the Progressive Education Ass'n, will also be represented this year.

Until May 6, the programs will be broadcast every day except Saturday and Sunday from 2:30 to 3 P. M.

New Shows On the Air

Dooley Back

Eddie Dooley, football expert of the *New York Sun*, resumed his seasonal stand on CBS for Chesterfield cigarettes yesterday in a series of football resumes and forecasts. He has been heard in similar series over CBS in past seasons.

Opening the period with a resume of last year's sectional and national games, Dooley swiftly plunged into the business of analyzing the chances of the college teams for the coming season, predicted those who would have contesting teams this year and advanced reasons why others, whom he named, would fall by the wayside. He also listed the coaching changes made in the past 12 months, in those instances where changes took place.

Like most sports writers, Dooley uses florid phrases extensively, but somehow flowery language and the gridiron game go hand in hand. The fans who listen to this type of show will enjoy his comments.

Dooley's schedule is for Thursdays and Saturdays, from 6:30 to 6:45 P. M.

BANNER

Operate on Shirley Lloyd

BOSTON, Sept. 16.—Shirley Lloyd, vocalist with Ozzie Nelson's band, was rushed to City Hospital here today for an emergency operation after she was stricken with appendicitis on a train en route here.

Vick Program Advanced

The Vick Chemical Co. program featuring Jeanette MacDonald will have its inaugural over CBS one week earlier than originally announced. The series will open Sept. 26, from 7 to 7:30 P. M.

Ed Cashman Transferred

Ed Cashman, for the past six years serving in the production and program departments at CBS, yesterday was transferred to the Artists Bureau.

Radio Personals

LOU FRANKEL, radio editor of *Tide*, has resigned . . . Parks Johnson, of the "Sidewalks Interviews," will fly to Houston to visit friends next Tuesday . . . The Ford Bond baseball talks for American Cigar Co. fade from WFAA Oct. 13 . . . Four announcers have been assigned to broadcast the "Carnival of Champions" boxing bouts over NBC Sept. 23—Lynn Brandt, Chicago; Bill Stern and Clem McCarthy, New York, and Tom Manning, Cleveland . . . Signed for regular appearances on the incoming Jack Oakie Camel program are Stuart Erwin, William Austin, Raymond Hatton and Helen Lind . . . Wayne King will be heard exclusively over Mutual for sustaining period dance music beginning Sept. 26. It will mark the first King sustaining broadcasts in three years . . . Contrary to published reports, Eddie Duchin will be heard on sustaining over Mutual when he resumes his dance periods

from the Hotel Plaza this fall. There has been talk that Eddie would not make these broadcasts because of his two commercial programs, but WOR has an iron-clad contract with the Plaza management for the Duchin music from the hotel.

Smiling Ed McConnell, severely injured in an automobile accident the other day, nevertheless will be on the air Sunday. . . . Jim Tully will be on Ripley's program Sunday for a guest appearance. . . . Bob Taplinger returned to New York yesterday after several days with his west coast publicity staff. . . . Bill McCune's band has been booked for a road tour by Music Corp. . . . "Dearest Enemy" will be the Jessica Dragonette vehicle Sept. 22. . . . Herbert Marshall will replace Don Ameche as emcee of the Chase & Sanborn hour for two weeks, effective this Sunday, while Ameche is on vacation.

IRNA Moves For Standard A.F. of M. Pact

The IRNA committee, following yesterday's meeting with the International Council of the A. F. of M., prepared to issue a questionnaire to all station owners so that a standard form of contract with the A. F. of M. may be drawn.

Salient questions to which an immediate answer will be asked are:

"What were your net receipts during the 12 months ending Aug. 31, 1937?"

"How much did you spend for staff musicians during this period?"

When the answers are received and the results compiled, the actual construction of a contract binding the industry to a stipulated annual expenditure for musicians' salaries will be drawn up. Recognizing that it will take time to make the compilation, the A. F. of M. again deferred the deadline date, this time to Oct. 15. The IRNA committee will resume meeting with the musicians' union next Tuesday.

This morning, the A. F. of M. will meet with the network heads to determine a course of action for the network key stations. This afternoon they will meet with the transcription firms.

Welcoming Programs For 2 Stations Set

Programs welcoming WHK-WCLE, Cleveland, to the Mutual network will be offered Sept. 26 and 27.

WHKC, Columbus, will salute the incoming Cleveland affiliates with a special show over Mutual from 6 to 6:30 P. M. The same day, from 6 to 6:30, WOR will offer tribute to the new member stations.

The following night, Sept. 27, from 9 to 9:30 P. M., WHK will return the salute to the network with a half-hour show.

Sealtest Plans New Show

Effective Oct. 17, the Sealtest "Sunday Night Party" series will be replaced by a new program titled "Rising Musical Stars." The series will feature concert fledglings, one to be selected each week after an audition by a committee comprising Alexander Smallens, Alma Gluck and Ernest Schelling. Another committee will determine which of the four artists appearing each month is entitled to an award of \$500. The Sealtest program is now being handled by McKee, Albright and Ivey.

A New Form

NBC will issue its daily news report in a new form, beginning Monday. The new report will consist of two-column releases, printed on filmsy paper. The news will be teletyped daily from the press department to the printer who will mail it to editors from the printing plant.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 67

NEW YORK, SATURDAY, SEPTEMBER 18, 1937

TEN CENTS

Sounds Hope For Improved Quota Films

**"Genuine Opportunity,"
Says Sam Harris**

A hope that American companies, about to embark upon their own production in England will view such enterprise in "its larger aspect" and produce the quality pictures they are announcing was voiced yesterday by Sam Harris, publisher and editor of *Today's Cinema*, one of the two daily trade papers published in London. Harris arrived here Monday on the *Normandie* with George Elcock, one of three British partners of United Artists in the Odeon Circuit of which Oscar Deutsch is managing director.

Harris told *MOTION PICTURE DAILY* he envisioned a genuine opportunity for American production in England. "If any time at all is ripe, this is it. If American producers come through with the fulfillment of their promises, they will make their mark there. If they do not take advantage of their opportunity, such opportunity eventually

(Continued on page 3)

Univ. Corp. Adds to Its Holdings in "U"

WASHINGTON, Sept. 17.—Acquisition by the Universal Corp. in July of 180 shares of first preferred stock of Universal Pictures was reported tonight by the S. E. C. in its semi-monthly summary of the transactions of officers, directors and principal stockholders in the securities of their corporations.

At the close of the month, it was shown, Universal Corp. held 228,927 shares of Universal Pictures common, 220 shares of the first preferred and 20,000 shares of the second preferred stock.

"100 Men" Opening Beats 7-Year Mark

"100 Men and a Girl" yesterday chalked up the largest opening day's gross at the Roxy in the last seven years, the take for the day going over \$8,000. The preview on Thursday night, according to the management, also was the largest ever for the theatre.

The theatre will open at 10 this morning and close 3 A.M. tomorrow

(Continued on page 3)

Radio—Page 4

See Maxwell Move to Take Union Cinemas

**Would Dominate Theatre
Field as Result**

By BRUCE ALLAN

LONDON, Sept. 17.—Following the death Wednesday of David Bernhard, chairman of the board of directors of Union Cinemas, Ltd., and father of C. F. Bernhard, founder and managing director of the circuit, the ordinary shares rose from six pence to two shillings yesterday. The rise created the belief that John Maxwell, head of Associated British Pictures, was buying David Bernhard's shares and taking control of Union.

Circles close to Maxwell discounted the report, declaring that although there had been talks relative to the circuit, they preceded the death of the chairman. Union Cinemas has 228 theatres. The company's securities, of five shillings value, were five shillings, six pence last April. His father's holdings gave C. F. Bernhard effective control of the company, and he

(Continued on page 3)

New Yorker to List No-Giveaway Houses

With its current issue *The New Yorker* begins a full page listing of first run and "a selected number of neighborhood houses where patrons are not too much harassed by Bank Nights, Screeno or chinaware," as the publication's announcement is worded. The department is in addition to the established listing of current films and theatres at which they are playing.

The initial list includes 17 houses under the "first run" classification; 11 Manhattan east side houses and 18 Manhattan west side houses. In the third classification are included the Palace and Loew's State. The department lists films which it considers of "more than routine interest" in bold face type.

Membership Sustains Equity Rule Appeal

For the first time in the history of Actors' Equity Ass'n appeals from rulings of the organization's council were sustained by the membership of the organization when the quarterly meeting of the membership at the Astor yesterday voted to set aside convictions of five members who had received suspended fines of \$50 for failure to obey orders against parti-

(Continued on page 3)

Poll of Patrons

St. Louis, Sept. 17.—A city-wide poll was started today by the *Star-Times* and F. & M. with the distribution of questionnaires to patrons of the 42 theatres in the circuit. The poll will continue for 10 days and seeks to determine the likes and dislikes in entertainment.

ITOA to Ask Merger with Jersey Allied

Directors of the I.T.O.A., at a special meeting at the Astor yesterday, approved a proposal submitted by Harry Brandt, president, to seek a merger of that organization and Allied of New Jersey.

Brandt pointed out the advisability of one large organization in a territory served by the same exchanges and also stated that a united front by independent exhibitors would help to solve the problems of both organizations.

A delegation of 20 members will attend the Allied three-day convention in Atlantic City which will get under way at the Ritz-Carlton on Wednesday

(Continued on page 4)

Operators Hold Off Strike at Vancouver

A projectionists' strike in Famous Players Canadian theatres in Vancouver and Winnipeg, called for tonight, was averted yesterday following negotiations between N. L. Nathanson and J. J. Fitzgibbons, representing the theatre company and George Browne, president of the I.A.T.S.E. It was agreed to hold further meetings with the general understanding the new deadline would be extended to Oct. 4.

Nathanson told *MOTION PICTURE DAILY* last night he had every confidence in ultimately reaching an accord.

Empire Union Seeks C. I. O. Affiliation

Empire State Projectionists Union has made an application for a C.I.O. charter in New York, it was revealed yesterday by an executive of the local organization. The necessary money for affiliation has also been sent, but no decision has been made on granting the charter.

According to the local independent

(Continued on page 4)

Report 653 Houses Have Raised Rates

**Thirty - seven Circuits
Have Participated**

Approximately 653 theatres throughout the country have boosted admissions within the past few weeks, a survey made by a major distributing company reveals. Participating in the move have been 37 circuits, including independent and major units.

While the general results have been favorable, it was reported that in 15 situations paralysis caused a temporary setback at the box-office. In these instances, children under 16 were kept out of theatres.

It was pointed out that until two weeks ago, the increases had been made principally by affiliated first run houses with subsequent run theatres and independent exhibitors following shortly afterwards.

Commenting on the increases, Spyros Skouras, operating head for National Theatres, said he believed that before many weeks elapse a vast majority of theatres will join the parade. He claims that this will come as a result of the high cost of production.

Production costs are said to have doubled, while admissions are slightly below the 1930 level.

About 50 theatres in the Intermountain circuit, the Fox Midwest circuit and the Alladin, Broadway, Paramount and Tabor in Denver recently hiked price scales.

Writer Dispute Not Affected by IATSE

HOLLYWOOD, Sept. 17.—The I.A.T.S.E. claim of jurisdiction over film writers will have no bearing on the scheduled hearing of the Screen Writers' Guild petition for designation as the sole bargaining agency before the Regional Labor Relations Board, Dr. Towne Nydlander, director, said today.

The hearing will be Sept. 27, with

(Continued on page 3)

Capra Sues Columbia On Pact in England

LONDON, Sept. 8.—Frank Capra has entered legal action against Columbia Pictures, Ltd., in the British courts, claiming damage from the fact that, he alleges, his name was used in connection with the film, "If You Could Only Cook," in breach of his agreement with Columbia.

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Purely Personal

WILL HAYS, NICHOLAS M. SCHENCK, Dr. A. H. GIANNINI, DAVID BERNSTEIN, CHARLES C. MOSKOWITZ and HOWARD DIETZ made a distinguished luncheon gathering at Dinty Moore's yesterday. JOE BERNHARD, GEORGE J. SCHAEFER and A. C. BLUMENTHAL were at a second table. Others scattered about included GEORGE BROWNE and LOU KROUSE of the I.A.T.S.E. and J. J. FITZGIBBONS, general manager of the Famous Players Canadian Corp.

J. S. MACLEOD, in charge of exchange operations for M-G-M, yesterday returned from a four-week swing of exchanges. Among the cities he visited were San Francisco, Seattle, Salt Lake City, Omaha, Milwaukee and Chicago.

FRANCIS CHAMBERLAIN BADGLEY, director of the M. P. Bureau for the Canadian Government, will be married Sept. 27 to GRIZEL HOLBROOK at St. Andrews Church, Ottawa. A reception will be held at the Chateau Laurier following the ceremony.

CARL E. MILLIKEN, secretary of the M.P.P.D.A. and former governor of Maine, will address the Maine Universalist convention at Bangor on Tuesday. His subject will be "The Motion Picture and Public Opinion."

ED KUYKENDALL, M. P. T. O. A. president, has postponed his planned visit here for one week and is expected in New York Sept. 26 instead of this weekend, in consequence.

J. J. MILSTEIN left yesterday for Washington, Kansas City and several other key cities to confer with Republic franchise holders. He will be gone two weeks.

JOE MALMUTH, sales engineer of the Hurley Screen Co., is leaving Monday for a business trip through western New York, Pennsylvania and Ohio.

HARRY RAGOVIN, New Haven branch manager for Columbia, left for his headquarters yesterday after conferring with RUBE JACKTER.

LOUIS HYMAN, general sales manager for SOL LESSER, left for the coast yesterday. He will make several stopovers en route.

WALTER WANGER has left for Hollywood, leaving behind him a promise that he will return in a couple of weeks.

HERBERT J. YATES arrived on the coast yesterday. He is expected to remain in California for a month.

JACK and MRS. WARNER and S. CHARLES EINFELD will leave the coast today for New York.

ARTHUR LEE is due back from the coast today. He made a number of stopovers on the way.

RICK RICKETSON, operating head for Fox Intermountain, is due Tuesday from Denver.

HAL ROACH and VITTORIO MUSSOLINI are due next week from Rome on the Rex.

A DOLPH POLLAK, general manager of Theatre Trailer Corp., has just returned from a 10-day trip to the branch offices in Chicago and St. Louis. Before returning east Pollak opened another branch in Dallas, with Al Wolf in charge and Frank M. Sanford as salesman. Pollak plans to sail late next week for Europe to open a London office.

CHARLES F. BENDER, owner-manager of the B-Bar-H Ranch near Palm Springs, Calif., where many Hollywood notables commune with nature and where SI SEADLER annually goes cowpuncher, arrives in New York early next week. His brother, PAUL, accompanies him.

MILTON HOSSFELD, one of the National Theatres film buyers, will sail today on the Rotterdam for a two-week cruise. He is due back Oct. 2, when EDWARD ZABEL will begin a belated vacation. SPYROS SKOURAS will sail for Europe on the Queen Mary on Wednesday.

WILL H. HAYS will be serenaded here Monday morning by Boston's William L. Harris American Legion Post band, which consists of postal employees who say they want to honor their former chief. Hays was Postmaster General in 1921-'22.

LOUISE HOVICK, once GIPSY ROSE LEE, and her husband, ROBERT MIZZY, hit Peekskill, N. Y., yesterday en route to her Highland Mills, N. Y., home from the coast by trailer.

WILLIAM FOX at Dinty Moore's the other evening, looking very hale and hearty and shaking hands every couple of seconds with friends who went to his table with greetings.

OSCAR MICHEAUX will produce and direct two all-Negro features at the Producers Service Studios, the first one scheduled to go before the cameras next week.

HARLAND DIXON, Grand National dance director, is in town for the opening of "Something to Sing About" at the Globe Monday.

CARLOS ROMERO, stage director for F. & M. on the coast, is in town for a short visit. He will leave for home over the weekend.

LILLIAN NADEL is taking bows for a swell publicity campaign on "May-erling," which opened early this week at the Filmart.

DEWEY ROBINSON of Regal Films will leave Sunday for Toronto after a short visit here.

HASKELL MASTERS, Canadian sales head for U. A., is in town.

JOE VOGEL has gone out of town and will return Tuesday.

MARY BRIAN is at the Warwick.

Lew Pizor Ill

PHILADELPHIA, Sept. 17.—Lew Pizor is ill at Temple Hospital.

Alger Report
On RKO Plan
Ready Oct. 14

George Alger, special master who held hearings on the proposed plan of reorganization for RKO, disclosed yesterday that a tentative draft of his findings will be ready on Oct. 14.

A hearing will be held at his office on that date and the report will be read. Special Master Alger is required to determine whether or not the plan is "fair, equitable and feasible."

The submission of the tentative report will provide the various RKO reorganization committees with an opportunity of obtaining the special master's ideas of the plan prior to the making of his final recommendations to the Federal District Court. Thus, if Alger's tentative report shows a disinclination to approve any major phase of the RKO reorganization plan, the reorganizers will have an opportunity to submit additional testimony or to agree upon revisions before a final report is made.

Another advantage of the preparation of the tentative report is that, after hearings have been held on it, it will facilitate the preparation of the final report and recommendations and is expected to clear away many objections which might otherwise delay hearings on the plan before Federal Judge William Bondy and, thus, its ultimate approval.

Watt May Succeed to
McGrady Labor Post

WASHINGTON, Sept. 17.—Robert J. Watt, secretary and treasurer of the Massachusetts Federation of Labor, affiliated with the A. F. of L., today was seen here as likely successor to Edward F. McGrady as Assistant Secretary of Labor. President Roosevelt is expected to name McGrady's successor early next week.

While Watt is an official of the A. F. of L., he is not believed to have the support of that organization for the department post, but is said to have been endorsed by John L. Lewis, head of the C.I.O. Watt has been neutral in the fight between the two organizations, but is said to be more progressive than is the policy of the A. F. of L.

RKO Staging Big Apple

RKO has completed arrangements with Arthur Murray for staging Big Apple contests in a number of local theatres. The Albee, Brooklyn, has featured the dance and last night the 16 contestants appeared at the Coliseum and tonight they will appear at the Kenmore, Brooklyn.

Next week the dancers will appear at the White Plains, Flushing, Prospect, Chester, Albee and Coliseum, in the order given, starting Monday.

Cochrane Coming to N.Y.

Tom D. Cochrane, general manager for Paramount in the Orient, will sail from Yokohama today on the President Grant for New York. He will arrive in Seattle Sept. 29 and will proceed directly to New York for conferences with John W. Hicks.

Allied Meet in Detroit

DETROIT, Sept. 13.—The annual convention of Allied Theatres of Michigan will be held in Detroit this year. A definite date has not been set as yet, but it probably will be about the middle of October. Plans for the convention were discussed at a meeting of the board, and will be completed at the next regular meeting in about 10 days.

Cliff Smith Dies at 51

HOLLYWOOD, Sept. 17.—Cliff Smith, 51, veteran director under contract to Universal, died at the Santa Fe Hospital today from complications following an operation for a ruptured appendix. He was stricken about a month ago. He is survived by his widow.

Hoover Visiting Coast

HOLLYWOOD, Sept. 16.—J. Edgar Hoover, chief of the Federal Bureau of Investigation, and his assistant, Clyde Tolson, are here visiting the studios in the company of John Han- non, agent in charge of the Los Angeles bureau.

Sounds Hope For Improved Quota Films

(Continued from page 1)

ally will go to British producers," he declared.

At the same time, the British publisher frankly expressed his doubt about the outcome. He predicated this on several considerations. For one, he pointed out how frequently in the past 10 years executives of American organizations visiting in London had declared themselves for quality British production and how regularly this promise had not been kept. Furthermore, he stated he saw a very definite reason mitigating against any studio effort beyond the £15,000 production proposed in the new English quota.

Difficult for Small Firm

"Isn't it perfectly natural," he said, "that America should not seek to set the pace for British production. Hollywood now has the production industry thoroughly in its grasp. Obviously, it should and will seek to retain it. There would seem to be little reason for the deliberate creation of competition. If the circumstances were reversed, do you believe Britain would? You can answer that yourself."

Harris, therefore, and despite any statements as to British policy which may have been announced by American companies, veers toward the belief those organizations will not exceed £15,000 negatives in London. Assuming that the future would bear this out, he was asked wherein British production might look for its future. He replied:

"The smaller, independent producer is finding it increasingly difficult to arrange financing. This means that ultimately quality British product will be made by a limited group of well-entrenched studios.

"America, however, might take the 'bigger outlook.' There are not and never will be enough super productions to go around. American exhibitors, as well as exhibitors of the world, continuously need supers. If British producers make ordinary, cheap program pictures, neither America nor any other world exhibitor will run them, but if British producers can increase the total of supers, there will still be not enough to go around but the American industry will benefit by increased receipts and increased patronage. Therefore, why not aid British film production which, although it can never excel American films, can still aid American concerns and the American industry to get bigger houses, bigger prestige and bigger money?"

Conditions Are Good

Conditions, in general, are "very good" in his home country, Harris reported. Today he will leave for Hollywood with Elcock. It will be his first visit west in seven years, as it is his first New York visit in that length of time.

Elcock yesterday denied England was confronted with theatre overbuilding and, on this score, Harris bore him out. "As for Odeon," said Elcock, "our experience has demonstrated—and statistics back us up—that the potential film audience in Britain has not even been touched. We at Odeon are far more interested in build-

Hope Deferred

Now it can be told. Jack Cohn, Columbia vice-president, has a frustration—all his life he has wanted to be a professional baseball player, preferably at the Polo Grounds.

The news leaked out yesterday when Jack was selected by Columbia's team, which recently won the M. P. League championship, to present the awards to team members in advance of today's post season game with the Bronx American Legion team, which is to be played for the benefit of the House of Calvary Hospital. Cohn confessed that the event will be his nearest approach to a realization of his life's ambition.

ing theatres in new business centers and in areas where, by research, it is demonstrated to us a new theatre is essential. In many places, our houses, as a consequence, are not competitive with existing theatres, but actually the first theatre. We have also sought to attract new patronage by giving such patronage thoroughly modern houses, properly ventilated and properly seated."

Report John Maxwell Seeks Union Control

(Continued from page 1)

will probably inherit those holdings.

If Maxwell were to acquire a controlling interest in Union Cinemas, it would make him unquestionably the dominant figure in the English theatre field. As the circuits total now, Maxwell's theatre company, Associated British Cinemas, Ltd., accounts for approximately 300 theatres. With Union's 228 he would have something more than 500 theatres under his control.

Under those circumstances, his nearest competitor in point of circuit totals would be Gaumont-British, controlling their major circuit and also Provincial Cinematograph Theatres, Ltd., accounting for approximately 300 theatres, and Odeon Theatres, Ltd., headed by Oscar Deutsch, with approximately 250 houses.

"100 Men" Opening Beats 7-Year Mark

(Continued from page 1)

morning. There will be eight showings of the feature with six stage shows. The anticipated gross for the week is \$75,000, with a second week assured.

The second week of "Thin Ice" finished at \$47,000. The picture could have gone a third week, but was taken off because of heavy booking schedules.

Guests See Time Reel

Members of the China Society of America attended a special showing of the March of Time "War in China" number in the Music Hall preview room. Among those present were Admiral W. H. Standley, former U. S. chief of naval operations; John Chevalier, secretary of the Asiatic Ass'n, and Lucien Kirtland, author.

Intern'l Cinema Asks Registration

WASHINGTON, Sept. 17.—International Cinema, Inc., Los Angeles, today asked registration by S.E.C. of the proposed issuance of 50,000 shares of Class A common and 100,000 shares of common stock, the former to be sold at \$5 per share and the latter reserved for conversion of Class A stock at a ratio of two shares of common for one of Class A.

The company expects to raise \$200,000 from the operation, of which \$50,000 will be used for new equipment, \$100,000 for reduction of indebtedness and \$50,000 for working capital.

The stock proposed to be issued is part of an authorization of 200,000 shares Class A and 1,000,000 common, 500,000 shares of the latter already being outstanding, 40 per cent in the hands of Regan-Day, Inc.

Listing the remuneration paid last year to its principal officers, the company reported that G. P. Regan, president; Bonar Russell, vice-president and general manager; A. C. Snyder, secretary-treasurer, and A. J. Guerin, laboratory manager, each received \$6,500.

Technicolor Capital Filed

DOVER, Del., Sept. 17.—Technicolor, Inc., New York, has increased its capital from 1,000,000 shares to 1,500,000 shares no par value.

Writer Dispute Not Affected by IATSE

(Continued from page 1)

subpoenas already issued for representatives of 20 studios and of the Producers' Ass'n.

Because of the general interest in the case William Walsh, special board attorney, said he had asked that a special trial examiner be named.

It is understood that producers will fight the guild claims by saying that the Wagner Act does not apply in this case, because the production of pictures is intrastate business and because the act was drawn to protect workers in the lower brackets and not high salaried men like writers. The trial examiner may take the studio claim under advisement and permit the hearing to continue.

Officers of the Screen Playwrights will attend to defend the collective bargaining agreement they now hold.

A new agreement for makeup men was reached today at a meeting of I. A. representatives and producers.

The Directors' Guild made new recognition demands on the producers.

Membership Sustains Equity Rule Appeal

(Continued from page 1)

icipating in a strike on a WPA theatre project last May.

Although the meeting was attended by approximately 600 members, it was stated that less than five per cent of the voting strength of Equity was represented. Five of the approximately 50 members tried and convicted by the council brought the appeals to the membership. As all the cases involved identical charges the membership's action is regarded as applicable to those who did not appeal.

Kenneth McKenna, a member of the Equity council, presided at the meeting in the absence of Frank Gilmore.

Newsreel Parade

Universal Newsreel

Vol. 9, No. 599

(Universal)

With new material on the Chinese-Japanese "undeclared" war at hand by Clipper plane, Universal stole a march by shipping next week's first reel yesterday, the entire contents devoted to the hostilities.

The resourcefulness of George Krainukov and Howard Winner, the reel's cameramen at the front, and the editing of Charles Ford and his men here, must stand as one of the ablest jobs of pictorial reporting and editing the reels have seen in many a long year. The issue is historic, documentary material, at the same time crowded with the pulse of battle, the fright and flight of civilians, the ravages of war and its gruesomeness.

The resourceful Krainukov, by nerve and bluff, boldly went behind the Japanese lines, into the Wayside sector of Shanghai, took exclusive close-ups of the Japanese commanders, swept the Bund with the cameras as "archies" cracked and planes dropped their missiles, caught the Japanese troops sharpshooting behind street barricades, saw fleeing and terror-stricken Chinese, herded out of their ruined homes, hurrying by the smashed bodies of soldiers killed in action, ends with a stark shot of a dead soldier being shoved into a yawning common burial pit, with a background remark from the commentator, "What Price Glory?"

Running time, 9 minutes.

A.

N. W. Alley to Shanghai

HOLLYWOOD, Sept. 17.—Norman W. Alley, who has been in charge of the local office for Universal Newsreel, is flying to Shanghai on the China Clipper to coordinate the work of George Krainukov and Howard Winner, cameramen, who have been turning in sensational shots of the conflict there.

Samuel Savitt will have charge during Alley's absence.

Wall Street

Para. Best Stock Gain

	Open	High	Low	Close	Net Change
Col.	21¼	21¼	21¼	21¼	—
Con. Film..	2½	2½	2½	2½	—¼
Con. pfd. .	10¼	10¼	10¼	10¼	—
E. K.	178½	179½	178	178	—2
E. K., pfd. 160	160	160	160	160	+2
GTE	21½	21½	21	21	—½
Loew	76	76	74	74½	—1½
Para.	19½	19½	18¾	19	—½
Para. 1	135	135	135	135	+11½
Pathe	8½	8½	8	8½	+½
RKO	7	7¼	6½	6½	—½
20th Fox ...	31½	31½	31½	31½	—¾
Univ., pfd. 55	52	52	52	52	—3
WB	12¼	12	12	12	—¾

Fractional Curb Changes

	Open	High	Low	Close	Net Change
Sonotone ..	15½	15½	15½	15½	—
Tech.	28½	28½	27¾	27¾	—½
Trans-Lux ..	3½	3½	3½	3½	—½
U. Corp. ...	3½	3½	3½	3½	+½

Light Bond Activity

	High	Low	Close	Net Change
Loew 3½s '46....	99½	99½	99½	+½
Para. 6s '55.....	99½	99½	99½	—½
Para. 3½s '47.....	87½	86½	87	—
RKO 6s '41.....	100	100	100	—
W. B. 6s '39	91½	91	91½	—¾

(Quotations at close of Sept. 17)

Radio Personals

KATE SMITH is back in New York following a vacation... The renewed Friday night Chesterfield cigarette program on CBS will be titled "Music from Hollywood" after Oct. 1. The new show will be under the direction of Philip Cohan, CBS musical producer, who replaces Harry Omerle. Alice Faye and Hal Kemp's orchestra will continue to be featured. . . . Wags in radio are saying that Seymour Simon, the new bandleader, is the father of Simone Simon. . . . Marian Manners and "The Three Bad Habits," swing trio, have been signed by Paul Whiteman. . . . Jack Wilcher has signed an optional agreement with the WOR artists' bureau. . . . Sylvia Clyde has had her contract renewed by WOR.

Ask Permit for New Odessa, Tex., Unit

WASHINGTON, Sept. 17.—Authority for construction of a new broadcasting station at Odessa, Tex., was asked today of the F. C. C. by the Odessa Broadcasting Co. The station would operate by day on 1,310 kilocycles, with 100 watts power.

Also filed with the commission was an application from the Panama City Broadcasting Co. seeking a new 100-watt daytime station at Panama City, Fla., for change of frequency from 1,420 to 1,500 kilocycles.

Power increases are proposed by three stations filing the necessary papers, WNEW, New York, seeking a boost from 2,500 to 5,000 kilocycles; WGBI, Scranton, an increase from 500 to 1,000 kilocycles, and WCPO, Cincinnati, an increase from 100 to 250 watts.

Appeal FCC Station Denial

FALLS CITY, Neb., Sept. 17.—Oscar Johnson, owner of two theatres here, and his brother, Carl, who operates a theatre at Red Oak, Iowa, have retained Attorney James H. Hanley of Omaha and Washington, D. C., in filing an appeal in U. S. District Court at Washington from the F. C. C. decision denying them a license to build a broadcasting station here.

Will Replace "City Sleeps"

Bowey's, Inc., sponsors of the current series "While the City Sleeps," will replace it with a new script show titled "Terry and the Pirates." The new program is based on the well known cartoon strip of the same title. It will begin Nov. 1, and will be heard Mondays, Tuesdays and Wednesdays from 5:15 to 5:30 P. M. on the NBC-Red. Stack-Goble is the agency.

Kellogg Renews "Girl Alone"

Kellogg Co. has renewed its network serial, "Girl Alone," for 13 weeks, effective Oct. 11. The series is heard Wednesdays through Fridays from 12 noon to 12:15, over the NBC-Red. N. W. Ayer & Son, Inc., is the agency.

Wife of Louis Wasmer Dies

SPOKANE, Wash., Sept. 17.—Mrs. Louis B. Wasmer, 41, died here today after an illness of a year. Wasmer is the owner and operator of stations KHQ and KGA.

AFM Defers Talk Pending IRNA Deals

The International Council of the A. F. of M. yesterday informed the representatives of transcription companies and the three networks that all negotiations with them would be deferred until it had settled with the I.R.N.A. relative to bringing about a new deal for musicians in radio. The A. F. of M. will resume its parleys with transcription companies Oct. 18. Thus the union estimates that it will have reached a satisfactory accord with the I.R.N.A. within 30 days.

Meanwhile, the full text of a letter issued to the broadcasters of the nation by the I.R.N.A. committee became available to MOTION PICTURE DAILY late yesterday. Stating that "the difficulties that are involved are incredible," the I.R.N.A. committee traced the history of its negotiations with the A. F. of M. and pointed out that the non-network stations are now entirely at the mercy of the federation. The letter strongly urged each broadcaster to attend the N.A.B. convention in New York City Oct. 12. The committee stated it was "imperative" that the station owners fill out and return immediately the questionnaire that accompanied each letter. The committee informed the broadcasters that it has retained the accounting firm of Ernst & Ernst to conduct the inquiry.

"Country Fair" Is New Script Series

Star Radio Programs, Inc., has released a new half-hour feature titled "Country Fair." The new program is the result of many inquiries from stations for such a show. The background for the program is a country fair, providing opportunities for hill-billy music and rural touches. The scripts feature such events as livestock judging, wood chopping contests, etc. "Country Fair" will have two main characters, although the script is arranged for one-man narration with sound effects and music.

Star Radio will release the program in lots of 13 scripts each. The first release is ready, with more to follow.

WCPO Gets Cincinnati Games

CINCINNATI, Sept. 17.—WCPO, Cincinnati Post station, will broadcast all football games, at home and abroad, including night games, in the schedule of the University of Cincinnati.

Harry Hartman, sports commentator, will be at the mike throughout the series.

Sisson to Succeed McAvity

Edgar Sisson will become manager of the radio department at Lord & Thomas, New York office, next week. He will succeed Tom McAvity, who has been named radio manager of the Lord & Thomas office in Hollywood.

Zanuck to Present Power

Darryl F. Zanuck, vice-president in charge of production at 20th Century-Fox, will personally introduce Tyrone Power to the air audience Oct 3, when Power begins his new series for Woodbury-Jergens Co.

New Shows On the Air

"Special Edition of the Air"

"Special Edition of the Air" is a compact, informative program which presents news especially selected for women listeners. It is probably the most representative program of its type on the air.

The "Hollywood News Girl," Alan Prescott and Gabriel Heatter share the period, with Heatter yielding the lion's share of the time to Prescott and the "Hollywood News Girl." More of Heatter and the period would achieve a better balance than it has now.

The "Hollywood News Girl," of course, chatters about films, and does it entertainingly. Her reviews of pictures are admirable. Prescott's "P's and Q's" talks, this one on how to set properly a formal dinner table, held no interest for us, but no doubt he has a palpitating audience of housewives tuning in on him regularly. Heatter has almost nothing to do, offering little more than sketchy headline readings and no editorial comment.

"Special Edition of the Air" is presented over WEAH only by the Borden Milk Co. BANNER

NAB Board to Meet Here on October 12

WASHINGTON, Sept. 17.—A special meeting of the board of directors of the National Ass'n of Broadcasters has been called for Oct. 12 at the Waldorf-Astoria, New York, to consider demands of the A. F. of M. The meeting was postponed from Oct. 4 because of expected lack of hotel space here during the World Series.

The association has authorized representation at the North American Radio Conference at Havana in November and the World Radio Conference at Cairo, Egypt, in February.

Peterson Joins Erwin, Wasey

Ruben Peterson, Jr., has joined the Erwin, Wasey agency as director of radio publicity. Innes Harris, who formerly doubled in production and publicity, will now devote his full time to production.

Lou Amis, formerly director of radio for Erwin, Wasey, now occupies a similar position at Brooke, Smith, French & Dorrance.

S. C. Fuller Quits KDKA

PITTSBURGH, Sept. 17.—Samuel C. Fuller, who as Uncle Sammy has directed the KDKA Kiddies Klub for years in addition to doing several other programs, has resigned to join the production department of WLW, Cincinnati. He will take up his new duties there Sept. 27.

To Star Ritz Brothers

The Ritz Brothers will be starred in the "Hollywood Hotel" production of "Life Begins in College," Sept. 24. Also in the guest star roster for the program is Tony Martin and Joan Davis.

Westinghouse Names Agency

FORT WAYNE, Sept. 17.—Free and Peters have been appointed national representatives of Westinghouse stations WOWO and WGL.

Empire Union Seeks C. I. O. Affiliation

(Continued from page 1)

union, C.I.O. has not decided whether or not to step into the entertainment field. In the event a favorable decision is made, the Empire State union will be recognized as the local unit, it was stated. A committee of the C.I.O. is scheduled to meet in New York next week to take a stand on entering the theatrical field.

Empire State here has no connection with the operators union on the coast with the same name. The California organization has made overtures to the local group, but the latter thought it unwise to affiliate because of the distance.

Meanwhile, Empire has signed the Sam Baker circuit of five theatres in Long Island. At the request of the Police Dept., Empire has withdrawn its pickets from Broadway until the visiting legionnaires depart for home.

ITOA to Ask for Merger with Allied

(Continued from page 1)

day. Brandt is expected to put the plan before the New Jersey group on Thursday.

The I.T.O.A. has called off its meeting for next Wednesday because of the Allied meetings. Brandt told his men he would do his utmost to effect the amalgamation.

News Men in Hollywood

HOLLYWOOD, Sept. 17.—George David, drama and screen critic of the Rochester Democrat-Chronicle, Buck Herzog of the Milwaukee Sentinel, Al Wolf of the Omaha World Herald, and Lou Davis, sketch artist on the Toledo News-Bee, are in town doing articles on Hollywood for their papers.

Drop Dictograph Case

WASHINGTON, Sept. 17.—The S.E.C. has agreed by stipulation signed by Federal Judge John W. Clancy to discontinue further prosecution of a suit against Archie M. Andrews and others to restrain alleged illegal transactions in the stock of Dictograph Products Co., Inc.

F. & M. Closes Deals

Fanchon & Marco have closed production deals for its circuit of 42 St. Louis theatres with 20th Century-Fox, Universal, Columbia, RKO and Grand National. Negotiations are nearing completion for the Paramount and Warner output.

FWC Books Rose Show

Fox West Coast, through Aubrey Schenck, has booked Billy Rose's "Show of Shows" for three one-night stands in Montana. The situations booked are Billings, Butte and Great Falls, starting Nov. 14.

"Shanghai" to Criterion

"Shanghai Express" will follow "On Such a Night" into the Criterion on Sept. 23. "Something to Sing About" will open at the Globe on Monday.

MPTO to Meet Sept. 22

PORTLAND, Sept. 17.—The annual convention of the M. P. T. O. will be held at the Washington Hotel, Seattle, Sept. 22.

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and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 68

NEW YORK, MONDAY, SEPTEMBER 20, 1937

TEN CENTS

Decks Cleared For New Deal Involving FCC

McNinch Starts Today As Commission Head

By BERTRAM F. LINZ

WASHINGTON, Sept. 19.—With Frank R. McNinch, chairman of the Federal Power Commission, detached to assume a like position on the F.C.C., expected to take the oath of office Monday, decks have been cleared at the F.C.C. for a vigorous attack upon "intrenched monopoly" and other evils in the broadcasting industry.

With no experience in radio matters, McNinch is expected to devote himself to the development of regulatory principles for the control of

More Radio—Pages 14-15

broadcasting and other forms of communication, in line with President Roosevelt's policies as carried out in the power commission.

The new F.C.C. head has had several conferences with the President during the past week.

Expect Dallas Suit To Get Going Today

DALLAS, Sept. 19.—The Government's action against the Hoblitzelle Interstate Circuit and eight major distributors to test the validity of admission price regulation in subsequent runs through contracts providing the maintenance of specified minimum admissions is expected to go to trial here Monday before Federal Judge Atwell, as scheduled. The court has indicated that both sides have had full opportunity to prepare their cases and

Omaha Censor Move Revival Is Talked

OMAHA, Sept. 19.—Mayor Dan Butler is reported to be preparing to carry out his threat of last spring to revive the City Welfare Board as a board of censorship for films and stage plays here.

The Mayor's plans, shelved for the summer because some of the men and women he wanted on the board were vacationing, originated in a squabble over scripts of "Idiot's Delight" and "Tobacco Road" on the stage, and two sex pictures on the screen.

Iowa Showmen Hail Decision on Pinball

OMAHA, Sept. 19.—Iowa exhibitors are hailing as a sure business stimulant the decision of District Judge F. L. Shankland at Des Moines that pinball machines are gambling devices.

In his decision, Judge Shankland upheld Attorney General John H. Mitchell's contention that pinball machines are banned under the gambling laws revised by the last legislature and lifted a temporary injunction previously granted the Automatic Merchandisers' Ass'n. It was brought out during the hearing that the association's 3,000 members, who do not include all the pinball machine operators in the state, grossed \$1,500,000 last year.

Mitchell immediately started a drive to seize all pinball machines not voluntarily removed. Slot machines already have virtually disappeared from the state.

British Audiences Favor Double Bills

LONDON, Sept. 8.—British audiences in general appear to favor double features to one long feature and short subjects, it is indicated in the survey for 1937 conducted among theatre patrons by the Bernstein organization, circuit operating a large number of English theatres.

In all, 159,723 replies were received, covering 11 different points relative to the habits and tastes of British filmgoers. The vote in favor of double bills as against singles and shorts was 79.5 per cent for and 20.5 per cent against. A total of 76 per cent approved stage shows in combination with films.

With both sexes and all age groups, war pictures rate lowest in popularity.

(Continued on page 11)

F.&M. Getting Big Response To St. Louis Questionnaire

ST. LOUIS, Sept. 19.—Response to questionnaires being distributed by F. & M. Theatres in conjunction with a city-wide poll being conducted by the *Star-Times* is most gratifying, according to executives of the circuit. The poll, which started Friday, will end Sept. 27 with daily results being published in the local afternoon paper.

"By filling out this *Star-Times*-F. & M. questionnaire, you will help secure for yourself and your family the kind of entertainment you prefer," the questionnaire states. All of the circuit's 42 theatres distribute the questions to patrons.

There are seven questions with subdivisions.

Merger Soon

Canadian Universal distribution will be absorbed by Empire Films, Ltd. "shortly now," N. L. Nathanson, who recently purchased a substantial stock interest in the former company, declared over the weekend.

The move, of course, has been anticipated since the Nathanson-Canadian Universal deal was effected some weeks ago.

Sales Policies Up At Allied Meeting

Sales policies of Paramount and M-G-M will highlight a product survey to be made by Allied of New Jersey at the three-day annual convention which will get under way Wednesday at the Ritz, Atlantic City.

All members recently pledged themselves not to purchase Paramount because of the six features withdrawn from the 1936-'37 contract. While several exhibitors have conferred with Paramount sales executives at the local exchange, they have declined to discuss agreements until the convention took a final stand.

M-G-M is said to be asking higher terms than last year and while numerous theatre owners have expressed a willingness to buy, they have declared they cannot meet the terms asked.

Two other highlights scheduled for the last two days are the proposal by Harry Brandt, president of the I. T. O. A., to merge both organizations which are served by the same exchanges, and election of officers for the ensuing year. Brandt is expected to speak on Thursday with the elections slated for Friday morning.

Studio Parley Is Demanded By Directors

Guild Action Threatened If Producers Refuse

HOLLYWOOD, Sept. 19.—The Screen Directors' Guild, through the negotiating committee of Howard Hawks, John Ford and Edward Sutherland, has served notice on the producers that a continued refusal to negotiate with the designated guild representatives constitutes an infraction of the labor laws enacted by Congress. They advised the producers that a refusal to commence negotiations or failure to fix a date will be taken before the guild "for whatever collective action may be required."

Reciting the history of the guild attempt to negotiate with the producers, which was halted when the latter sought to break the guild into two component parts, one for directors and the other for assistants and unit managers, and of the guild refusal to do so, the letter sent by the committee said:

"Under these circumstances it has become our duty to demand that

(Continued on page 2)

Guild Pacts Here Unsigned by Three

With the Screen Actors' Guild prepared to enforce its "closed shop" edict in eastern studios beginning today, three important local production companies still were without signed contracts recognizing the guild on Saturday. The companies are Educational, March of Time and Mentone.

Florence Marston, eastern head of the guild, said, however, that no action would be taken by her office against Educational until officials of

(Continued on page 2)

Midwest Price Rises Cause No Complaints

KANSAS CITY, Sept. 19.—Reaction of patrons to box-office increases in the area are reported to be good. This was the gist of statements by Fox Midwest managers to E. C. Rhoden, head of Fox Midwest, at the circuit's convention.

Another circuit that has made general increases throughout the territory is Commonwealth Amusement, and C. A. Schultz, its head, states that his managers are reporting favorable reaction to increases where these have been in effect several weeks.

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DAILY

(Registered U. S. Patent Office)

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Thomas Walsh Dead

Thomas Walsh, father of Raoul and George Walsh, is dead at the age of 84. He was a clothing manufacturer, but had retired from business about 25 years ago.

H. L. Gantvoort Succumbs

Herman L. Gantvoort, who wrote the scripts for a number of silent films, including "The Leather Pushers" series, is dead. He was 50 years of age.

Ray Doll Services

Funeral services for Ray Doll, songwriter and pianist who died on Wednesday, were held on Friday from his home in the Bronx. He was 35 years old. Doll was formerly a pianist on the Loew circuit and headed an orchestra. He is survived by his widow, a son and his parents.

Monogram-Wiesner Sign

Monogram has closed a deal with the Wiesner circuit for next season. Situations include the Pearl, Ogden, Alamo or Mozart, World and Oakland in Milwaukee and the Grand, Port Washington, Wis.

Purely Personal

REGINALD BAKER, managing director of A. B. F. D., has returned from the coast and will sail Wednesday on the *Queen Mary*. While in Hollywood, BAKER spent three weeks conferring with EDWARD L. ALPERSON, president of Grand National.

MITCHELL MAY, JR., was on his way last night to New Orleans and thence to Houston, where he will open a branch office. He plans to make several stops in Louisiana, Mississippi and Texas and will return to New York in about two weeks.

JACK BARNSTYN, foreign head for Grand National, will sail the end of the month, for England, France, Holland and Sweden on the *Statendam*, Sept. 26, or the *Normandie*, three days later.

MARGARET CAMMACK and "TOOTSIE" BARTLETT have reopened their gown shop at the Madison, now that summer and weekending have come to a close. Many film wives do their buying there.

BERNARD GOTTLIEB, Paris branch manager for Grand National and also head of the French company, will arrive today on the *Queen Mary* to visit his mother, who is ill here.

B. B. GRAGG of United Air Lines is in Chicago for a business conference with HAROLD CRARY, vice-president of the company. He will return early this week.

QUENTIN REYNOLDS, associate editor of *Collier's*, has sold a story to Paramount for George Raft. The yarn will appear in the magazine in two weeks.

JONAS EGERT, general manager of Rex Premiums, is the father of a six-pound, 12-ounce boy born the other day at Polyclinic Hospital.

LARRY FOX, Universal producer, will arrive today from the coast with a print of the company's latest Detective Crane production.

CHARLES VIDOR, KAREN MORLEY and FRANK LAWTON will arrive on the *Queen Mary* today.

LOUIS K. SIDNEY of WHN will arrive from Europe today on the *Queen Mary*.

BILL ROBINSON has returned to the 20th Century-Fox lot after a visit here.

Raw Stock Man Due

Richard S. Liddle, general manager of Ilford, Ltd., British manufacturers of raw stock, is aboard the *Champlain* which is due in from the other side on Wednesday. He is on a combination business and pleasure trip. He will be here from three to four weeks and will inspect American laboratories and their methods while in this country.

Legion Approves 12 Of 14 New Pictures

The National Legion of Decency found 12 of 14 pictures reviewed last week unobjectionable for either general or adult patronage. Two features were classed as "objectionable in part." The new classifications follow:

Class A, Section I—Unobjectionable for general patronage, "All Over Town," "Escape by Night," "Las Quatro Miltas," "My Dear Miss Aldrich," "Mystery Range," "Roaring Guns," "She Asked For It," "Sudden Bill Dorn" and "Western Gold." Class A, Section II—Unobjectionable for Adults, "Stage Door," "Susanne in Bade" and "Wenn Frauen Schweigen."

Class B—Objectionable in part, "Wine, Women and Horses" and "Wife, Doctor and Nurse."

Rogers Coming East

HOLLYWOOD, Sept. 19.—Charles R. Rogers will arrive in New York Tuesday on Universal business. There, he will meet Danielle Darrieux, French star signed by the company, and escort her to the studio. She will arrive on the *Normandie* Sept. 27.

Bolle to Sail Sept. 29

Otto Bolle of 20th Century-Fox will sail Sept. 29 on the *Normandie* for England, en route to South Africa where he will establish an office for the company. Bolle recently spent four months in Johannesburg making a survey. M-G-M is the only company at present distributing its own product in that territory.

Frisco Scales Raised

SAN FRANCISCO, Sept. 19.—After considerable discussion, operators of local suburban theatres have raised both matinee and evening admission prices a nickel. A majority of downtown subsequent run houses fell in line.

A similar move has been made by Oakland subsequent runs within recent months.

Seattle Unions Gaining

SEATTLE, Sept. 19.—Approximately 95 per cent of theatre employees are now affiliated with A. F. of L. theatre unions, it is claimed.

Several conferences between exhibitor committees and the union representatives over wages and hours have been held, but no scale has been agreed upon for usherettes, doormen or cashiers.

Suggests Union Talks

LONDON, Sept. 8.—The C. E. A. Council has recommended to all branches of the association that they accede to any requests made for conferences by the National Ass'n. of Theatrical Employees. A copy of the London Branch's agreement with the union is also being circulated. In many districts there has been a policy of non-recognition of trade unions.

First Fields at Denham

LONDON, Sept. 8.—Twentieth Century-Fox's first Gracie Fields picture will be made at the Denham studio, a deal to that effect having been completed between Joseph M. Schenck and Alexander Korda before the former sailed for New York. Sam Engel, the producer, is on his way from America. Monty Banks will direct.

Studio Parley Is Demanded By Directors

(Continued from page 1)

studios represented by your committee undertake forthwith to bargain collectively with the guild in the manner prescribed by law and to advise you that any refusal on your part to commence negotiations or failure to fix a date therefor will be taken immediately before the entire guild for whatever collective action may be required."

The letter was addressed to Darryl F. Zanuck, Jack Warner and Edward Mannix and copies were sent to studios with complete senior guild membership. The letter continued,

"We do not wish to be understood as reflecting in any sense upon the capacity of your committee or its authority to act for the particular studios represented, but on so vital a question it is necessary that we have explicit assurance that each studio is fully apprised of the nature of the controversy between us. Only in that event would the guild feel justified in taking collective action against them."

It is imperative, the letter declared, that the responsibility be fixed for whatever industrial unrest may result from refusing to split the guild in accordance with the producer demand. The guild stated in the letter, "You must accept full responsibility for the controversy inevitably provoked and for whatever measures are necessary to protect the integrity and freedom of the guild."

Guild Pacts Here Unsigned by Three

(Continued from page 1)

the company had had an opportunity to confer with Kenneth Thomson, executive secretary of the guild, who is expected here by motor from the coast within the next three or four days. Several minor objections to the contract have been raised which will be left to Thomson to decide, she said. Pending the decision, Educational has agreed to conform to all of the requirements of the guild contract without, however, actually signing it.

Mrs. Marston said that March of Time has agreed to conform to all provisions of the contract, but refuses to enter into a signed agreement. Mentone, she said, regards the terms of the contract as prohibitive from the cost standpoint. Mrs. Marston said that, failing to reach agreements, "stop work" orders, which she differentiated from "strike" orders, would be issued against the studios.

Chicago Critics Resign

CHICAGO, Sept. 19.—Carol Frink, film critic on the *Chicago Herald-Examiner*, and Maxine Smith, who held a similar position on the *Chicago Evening American*, have resigned. Miss Frink left for Washington to assume a newspaper reporting job there, while Miss Smith has made no announcement of her future plans. Paul T. Gilbert has taken the *Herald-Examiner* job while Dorothy Deare has assumed Miss Smith's reviewing.

Wherever you go . . .



**THE AIR
RINGS
WITH
THE
NEW
S...**

This year's SMASH HITS are from
UNITED ARTISTS

WE KNOW IT'S NOT POLITE TO BOAST...

We know it's rude to say "We told you so!"

But ...ten weeks ago we ran
this advertisement. In it was a
prediction of **QUALITY** and **BOX-
OFFICE RESULTS.**

Today we give you the **PROOFS
IN PERFORMANCE!**

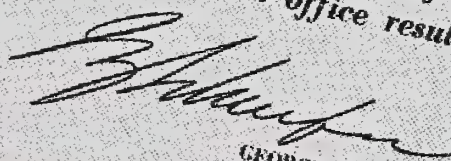


COUNT THEM GENTLEMEN

Just as we said...

TO MY EXHIBITOR FRIENDS:

I have just returned from the coast after attending sneak audience previews for our first four releases for the 1937-38 season. After seeing them, I predict that these four will be among the outstanding motion pictures of the new season, both as to quality and box office results.


GEORGE SCHAEFER

Samuel Goldwyn
presents

"STELLA DALLAS"

BARBARA STANWYCK • JOHN BOLES • ANNE SHIRLEY
From the novel by Olive Higgins Prouty • Directed by KING VIDOR

Samuel Goldwyn
presents

"DEAD END"

SYLVIA SIDNEY and JOEL McCREA *starring*
HUMPHREY BOGART • WENDY BARRIE • CLAIRE TREVOR • *Based on the play by Sidney Kingsley • Screenplay by Lillian Hellman • Directed by William Wyler*

WARNER BAXTER and JOAN BENNETT
in
"Walter Wangers' VOGUES OF 1938"

HELEN VINSON • MISCHA AUER • ALAN MOWBRAY • JEROME COWAN
Directed by Irving Cummings • Original screenplay by Sam and Bella Spewack

Selznick International
presents

RONALD COLMAN
in
"THE PRISONER OF ZENDA"

MADELEINE CARROLL and DOUGLAS FAIRBANKS, Jr.
Mary Astor • C. Aubrey Smith • Raymond Massey • David Niven
Produced by DAVID O. SELZNICK
Directed by John Cromwell
Based on Edward Rose's dramatization of Anthony Hope's novel
Released thru UNITED ARTISTS

FOUR HITS IN A ROW...

*The Boys are giving each other the
glad low-down on* **AMERICA'S HOLD-OVER GIRL**



HIT
NO.
1



This year's SMASH HITS are from
UNITED ARTISTS

Extended playing time in every single spot where she's been dated, including New York, Boston, Rochester, New Orleans, Niagara Falls, Houston, Pittsburgh, Atlantic City, Reading, Dayton, Los Angeles, Providence, Buffalo, Troy, Charleston, W. Va., Cleveland, Lawrence, Bridgeport, Pittsfield, Louisville, St. Louis and Dallas. In San Francisco the United Artists Theatre wasn't big enough so she's in day-and-date at the the Embassy too. Second week at both houses and breaking every known money record. Third smash week at the Liberty in Seattle! Third week Aldine in Philadelphia—already more than 472 extra playing days for "Stella," and she's just started!

SAMUEL GOLDWYN *presents*

STELLA DALLAS

with **BARBARA STANWYCK • JOHN BOLES • ANNE SHIRLEY**
ALAN HALE • BARBARA O'NEIL

Directed by **KING VIDOR**

Written by **OLIVE HIGGINS PROUTY • Dramatization by HARRY WAGSTAFF GRIBBLE and GERTRUDE PURCELL**

Screen Play by Victor Heerman and Sarah Y. Mason

*They're Shouting
from the Housetops..*

At the Rivoli in New York the biggest first week since 1929. When 17,500 people buy tickets in a single day at a 2,000 seat house, you can do your own mathematics. Fourth week and still turning 'em away. In Chicago it topped any previous U. A. release by \$7,000 for its first seven days at the United Artists Theatre where it's now in its second tremendous week. And the same success story repeated in Saratoga, Atlantic City, Chicago and Milwaukee. Its spectacular performance forced hold-overs too in Hartford, New Haven, Louisville, and thirty other cities.



SAMUEL GOLDWYN *presents*

DEAD END

Starring

SYLVIA SIDNEY • JOEL McCREA

with

HUMPHREY BOGART • WENDY BARRIE • CLAIRE TREVOR • ALLEN JENKINS

*Based on the play by SIDNEY KINGSLEY • As produced by NORMAN BEL
GEDDES • Screen play by LILLIAN HELLMAN • Directed by WILLIAM WYLLAN*

*That Roaring Ovation
You Hear
is for*

Into the tills of Radio City Music Hall it clicked \$105,359 in seven short days . . . with the second week hold-over figure not far behind the first victorious stanza. And it's set some stunning new styles in records at its pre-release runs in Saratoga—Atlantic City—Asbury Park—Denver. National release date September 17th . . . then watch it in other situations, large and small!

WARNER BAXTER • JOAN BENNETT
WALTER WANGER'S

VOGUES OF 1938

IN TECHNICOLOR

with

HELEN VINSON • MISCHA AUER
ALAN MOWBRAY • JEROME COWAN
MARJORIE GATESON • ALMA KRUGER • POLLY ROWLES
VICTOR YOUNG and his orchestra • Directed by IRVING CUMMINGS
THE WALTER WANGER MODELS "The Most Photographed Girls in the World"

HIT
NO.

3



This year's SMASH HITS are from
UNITED ARTISTS

Business is Booming!



...even louder than it did when David O. Selznick gave you "A Star Is Born". For now you've got

HIT
NO.
4



This year's SMASH HITS are from
UNITED ARTISTS

RONALD COLMAN in **THE PRISONER OF ZENDA**

MADELEINE
CARROLL

MARY ASTOR
C. AUBREY SMITH
DAVID NIVEN
RAYMOND MASSEY

DOUGLAS
FAIRBANKS, Jr.

Based on Edward Rose's dramatization of Anthony Hope's novel • Presented by Selznick International

Produced by **DAVID O. SELZNICK** • Directed by **JOHN CROMWELL**

AT Radio City Music Hall its take of \$21,400 on its first Sunday set a new Sunday record in both attendance and cash. And the next day its \$22,109 established the all time record for a single day's receipts when a midnight show was not included...Way over \$125,000 for the first week. Terrific business in Oklahoma City, Dallas, Atlantic City. Held over in every spot where it has opened so far. Destined to be one of the giant grossers of all time!

....**RIGHT NOW** 4 in a row...and
immediately following them **3 MORE**
to prove again that...*This year's SMASH HITS*
are from UNITED ARTISTS



Leslie
HOWARD *Joan*
BLONDELL

in
"STAND-IN"

with **HUMPHREY BOGART**

ALAN MOWBRAY • MARLA SHELTON • C. HENRY GORDON • JACK CARSON

DIRECTED BY TAY GARNETT • Screenplay by Gege Towne and Graham Baker

Based on the Sat. Eve. Post Story by Clarence Budington Kelland

A WALTER WANGER PRODUCTION



"52nd STREET"

with
IAN HUNTER • LEO CARRILLO • PAT PATERSON
ELLA LOGAN • SID SILVERS • ZASU PITTS
MARLA SHELTON • DOROTHY PETERSON
COLLETTE LYONS • AL SHEAN and

KENNY BAKER

Directed by Harold Young

A WALTER WANGER PRODUCTION



Carole
LOMBARD *Fredric*
MARCH

in
"NOTHING SACRED"

with **CHARLES WINNINGER • WALTER CONNOLLY**

Produced by **David O. Selznick** • Directed by **William Wellman**

Adapted by **Ben Hecht** from the *Cosmopolitan Magazine* Story by **James H. Street**

In Technicolor

Futter Sees British Costs as Excessive

The costs of producing in England which confront American companies planning to send their own executive, technical and talent figures abroad for quota production purposes may prove to be prohibitive in the long run and may prevent the establishment of American studios abroad, according to Walter Futter, former Hollywood producer who has been engaged in English production for several years.

Futter, who is visiting New York on business, was interviewed at his hotel on Saturday. While here, he plans to arrange for distribution of his recently completed picture, "Jericho," which has Henry Wilcoxon, Wallace Ford and Paul Robeson in its cast.

The producer described the more or less general belief that pictures can be made more cheaply in England than here as a "fallacy," referring, of course, to pictures which would be acceptable to the American market. He declared that investments in the better British studios, which he said are as well equipped as any in Hollywood, represent sums so large that studio rentals are two or three times what a producer would pay for similar facilities in Hollywood.

Lists Some Obstacles

British studio rentals, he said, commonly represent an amount equivalent to the overhead charge on a Hollywood production for executives' salaries. He also pointed out that because of British income taxes and the elapsed traveling time to and from Hollywood and London, American actors inevitably demand double their Hollywood salaries for an assignment abroad. In addition, he said that financing, which is commonly handled through underwriters, is made costly by pyramiding agents' charges and frequently represents an interest charge of 11 per cent.

Futter drew the conclusion that because of the indicated 25 per cent cost provision of the quota, a producer established in England would be able to make a picture for approximately \$500,000 which could cost a Hollywood company \$750,000 if its own executives, technicians and talent were assigned. He pointed out that the salaries of these would not be applicable to the cost provisions of the quota.

Expects Dallas Suit To Get Going Today

(Continued from page 1)

that any new request for a postponement will be regarded unfavorably.

The Government's case is in charge of John Erhard, assistant U. S. district attorney here, and B. W. Henderson, special assistant attorney general, who arrived from Washington during the week. The defendants will be represented by the law office of John Moroney, local attorney; Louis Phillips of the Paramount home office legal staff, and Sidney Schreiber of the M.P.P.D.A. legal staff, New York.

Prior to the opening of the trial, it was believed here that all essential testimony could be completed within three or four days, as stipulations covering approximately 80 per cent of the evidence have been agreed to by the litigants.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Life Begins with Love"

(Columbia)

HOLLYWOOD, Sept. 19.—Strictly formula material, "Life Begins With Love" is pulled up away from its story to an extent by comedy, but not sufficiently to make the finished product any more than routine fare, of double bill suitability. It's the old story of the playboy of wealth who ducks out of a bad situation, meets up with the real thing at a home for children, and with the aid of a pestiferous, but clever youngster, salvages a wasted life.

Edith Fellows, who plays the nasty but clever youngster, virtually takes the picture. The adult leads are shared by Douglass Montgomery and Jean Parker. The two do their best with the material at hand, but cannot do much with it at best.

The original story was by Dorothy Bennett and the screenplay by Thomas Mitchell and Brown Holmes. Montgomery, in a drunken moment, gets himself, his wealthy grandfather and smart bride-to-be into a bad situation, and worse publicity. To avoid the crowd, he slips away, ending up in the children's home, at the mercy of Miss Parker, who takes care of the children, and Miss Fellows, orphan who lives at the place with Miss Parker.

He enjoys himself, working for the first time, until the youngster discovers who he is, at which point the fireworks start, ending as expected with new leaf turned, the romance concluded and everybody happy. Raymond McCarey directed.

Running time, 69 minutes. "G."

Looking 'Em Over

"Bank Alarm"

(Condor-Grand National)

"Bank Alarm" is a moderately exciting G-Man melodrama. The story meanders along a routine course and the acting is adequate. The plot while slow moving, is well-knit and manages to hold a certain amount of interest.

Conrad Nagel is the Government agent who is investigating a number of minor bank stickups with the aid of Eleanor Hunt. Their efforts are foiled more or less by the culprits until the local G-Man chief is murdered. From that point things start to move and soon the guilty parties find things getting warm. After a final coup Nagel and the police get close on the bandits' trail. However, they kidnap his sister which move complicates things. Miss Hunt, in the meanwhile, works herself in with the outlaw chief and the chase is really on. Nagel and the authorities soon after catch up with the bank robbers, rescue his sister and settle with their quarry. The story is interwoven with a number of sub-plots that are satisfactorily knitted at the conclusion where identities are revealed and scores settled.

Miss Hunt and Nagel carry their roles well. Wheeler Oakman is deadly enough as the heavy. Wilma Francis, an attractive blonde, portrays Nagel's sister. Vince Barnett supplies comedy as a clumsy, but well-meaning, photographer and general handy man. Louis J. Gasnier directed.

Running time, 61 minutes. "G."

Smith New Ohio Censor

COLUMBUS, Sept. 19.—Richard Smith, Georgetown, O., has been named assistant state director of education, in which capacity he also will be assistant chief of the censor board which operates under the educational department.

Smith succeeds E. N. Dietrich, recently appointed state director of education.

Discuss Cantor Dinner

HOLLYWOOD, Sept. 19.—Plans are being discussed for an industry dinner to honor Eddie Cantor who this year celebrates his 25th anniversary in the show business.

Griffith Adds Houses

DALLAS, Sept. 19.—R. E. Griffith Theatres and an associate company, Westex Theatres has made several additions to the circuit in Texas, Oklahoma and New Mexico. They include the White Sand at Alamo Gorda, N. M.; New State at Winters, Tex.; a new theatre at Clarksville, Tex., and remodeling of the Beltonian at Belton, Tex.

Ban "Spanish Earth"

HARRISBURG, Pa., Sept. 19.—The Pennsylvania state censor board has banned the film, "Spanish Earth," on the ground that it contains too much horror material.

Fox Midwest Shifts Numerous Managers

KANSAS CITY, Sept. 19.—Fox Midwest has shifted a number of managers.

In Kansas City, as a result of the resignation of Herb Goldberg of the Isis, Ed Mater is the new manager. He has been at the Warwick. Morrill Moore, manager of the Rockhill, goes to the Warwick. Glen Carroll, Apollo, shifts to the Rockhill, with Doc Hitchler succeeding Carroll. Ralph Wallace, manager of the Linwood, now is at the Gladstone; Charles Morrill of the Gladstone has gone to the Vista, and Tommy Garrison has gone from the Vista to the Benton. John Creamer of the Benton becomes manager of the Linwood, and Dale Havelone, assistant at the Madrid, becomes manager there.

Ed Koegel, formerly of West Frankfort, now is manager of the Orpheum at Cape Girardeau, Mo. H. M. Burnett has been moved from Benton, Ill., to West Frankfort, while Ed Whaley, formerly West Frankfort assistant, goes to Benton as manager.

With the resignation of Ike Campbell at Winfield, Kan., C. H. Zile, Arkansas City, shifts to Winfield. Ted Davis, Moberly, Mo., has gone to Arkansas City, Kan.; Bill Souttar, Hays, Kan., now is manager at Kirksville, Mo. H. L. Golladay goes to Moberly, Mo., from Kirksville. Max Van Buren of Lyons, Kan., now is in Hays. W. J. Scott, Palace, Wichita, is now at Lyons. Bill Laughlin of the Midland, Hutchinson, Kan., shifts to Wellington, Kan., with Mike Lehman, Wellington, going to the Uptown, Wichita. Al McClure, Strand, Hutchinson, now is manager of the Midland there, and Maurice Eby, his assistant at the Strand, becomes manager. Paul Hiltner of the Uptown, Wichita, moves over to the Palace.

British Audiences Favor Double Bills

(Continued from page 1)

The combined preference of men and women is: thriller adventure, first; musical comedy and society drama, second; comedy and love romance, third; historical, fourth, and war, fifth. A definite dislike of thrillers in favor of society drama is noted as age advances, the report indicates. Musical comedies are generally liked by all.

A total of 44.8 per cent of patrons attend the theatre twice a week, 30.4 per cent once a week, 15.6 per cent three times a week, five per cent more than three times a week, and only 4.5 per cent less than once a week. The vote of preference for advertising films in the theatre was about evenly divided, for and against. Among short subjects young men like sport subjects and older men travel material. Clark Gable, Gary Cooper and Charles Laughton head the list of favorite masculine players, and Norma Shearer, Myrna Loy and Greta Garbo head the feminine list. Laughton is most pleasing to men, Robert Taylor to women and Ginger Rogers to young men.

Favorite pictures were "Mutiny on the Bounty," "Lives of a Bengal Lancer," "Mr. Deeds Goes to Town," "Under Two Flags," "David Copperfield" and "Captain Blood."

Change 'Men Must Fight'

HOLLYWOOD, Sept. 19.—Harry Sherman has changed the title of "Men Must Fight" to "Partners of the Plains."

THIS IS

Movies are NOT our line..

but because we were first to introduce Deanna Durbin fashions for girls, we were privileged to see a pre-view of her forthcoming picture. So with no axe to grind and speaking not as merchants, but as movie-goers who appreciate a good show

We predict,
the new
movie, featuring

STERN
BROTHERS

Deanna Durbin
in

"One Hundred Men and a Girl"

OPENING AT THE ROXY THEATER TOMORROW, WILL BE
One of the outstanding hits of the year



We assure you that boosting pictures will not become a habit with us. Far be it from Stern's to take the bread out of the mouths of the "Eileen Creelmanns" and the "Howard Barneses," to say nothing of highly-paid press agents and advertising agencies. "Colossal," "Gigantic," "Terrific" and "Stupendous" as adjectives, are taboo to us. But in all sincerity, we heartily recommend to you lovers of the movies of Stokowski's glorious music and of good acting, that radiant girl, Deanna Durbin, who will bring tears to your eyes and a smile to your heart in the Universal Picture, "One Hundred Men and a Girl."

Stern's predicts these Deanna Durbin fashions will also be outstanding hits of the year!

Fined housecoat with full length, double-breasted, in pink dots, white lace-trimmed panel, plain or with a contrasting front panel. In print, blue or red. 12 to 16. 4.98

Plaid wool sports jacket in gay colors. 5.95. Skirt in matching wool plaid, 3.98. Nub-weave cotton broadcloth shirt, white or flesh colors. Sizes 12 to 16. 1.15

DEANNA DURBIN HANDBAGS
Six delightful styles in green, brown, red or blue simulated leathers. 1.00

STREET FLOOR

Oil and Gas Pipe Lines Total 200,000 Miles

TULSA, Okla., Sept. 18 (A. P.).—Trunk and gathering pipe lines, which transport crude oil, natural gas and gasoline, in the United States, have increased until they total 200,000 miles, or a distance of approximately eight times around the world, the Oil and Gas Journal estimated today.

No attempt was made to estimate the additional thousands of miles of pipe lines in city distributing systems.

Illinois Girl Found in Kentucky. CINCINNATI, Sept. 18 (A. P.).—A city-wide search for eleven-year-old Martha Augustus, of Evanston, Ill., who disappeared when walking with her pet dog last night, ended early today when the child was found in a Newport, Ky., hotel. The police believed Martha had become confused and walked to the Kentucky city across the Ohio River.

STERN BROTHERS • 42ND STREET WEST • SECOND FLOOR • LONGACRE 3-6000

REVOLUTIONARY!

OUT OF A CLEAR SKY, STERN BROTHERS—ONE OF THE GREATEST STORES IN AMERICA—GIVES “100 MEN AND A GIRL” A PAGE AD FOR NOTHING! WHY?

Unsolicited, without hint or warning, the ad on the opposite page suddenly showed up in the New York Sun Thursday. Why? It had never happened before in the history of pictures! Read the ad and you'll know the reason. They just couldn't help themselves! It was the effect of the picture. It made them do it. *It's that kind of a picture—it makes everyone who sees it want to rave!*

Just Look at This!

“We assure you that boosting pictures will not be a habit with us. Far be it from Stern's to take the bread out of the mouths of the ‘Eileen Creelmans’ and the ‘Howard Barneses’ to say nothing of highly-paid press agents and advertising agencies. ‘Colossal,’ ‘Gigantic,’ ‘Terrific’ and ‘Stupendous’ as adjectives, are taboo to us. But in all sincerity, we heartily recommend to you lovers of the movies . . . of Stokowski's glorious music . . . and of good acting, that radiant girl, Deanna Durbin, who will bring tears to your eyes and a smile to your heart in the Universal Picture, ‘One Hundred Men and a Girl.’”

THE NEW UNIVERSAL'S 100 MEN AND A GIRL

The one picture they're all talking about!

IRNA Makes An Appeal for Stations' Aid

The I.R.N.A. special advisory committee, in an effort to arouse lethargic independent broadcasters, has issued an urgent appeal to station owners everywhere to attend the N.A.B. special convention in New York Oct. 12. The letter also traces completely the progress made by the I.R.N.A. with the A. F. of M. in the negotiations to avert a threatened general musicians' strike in the industry by framing a contract to absorb more musicians in radio.

William S. Hedges, chairman; Emile Gough, Samuel R. Rosenbaum, John J. Guim, Jr.; Edwin W. Craig and Mark F. Ethridge, the I.R.N.A. committee, collaborated on the letter. It follows:

"This letter is urgent. This committee is composed of men who can ill spare the time to do what you have asked of it. The difficulties involved are incredible. The entire committee has now been in session daily and nightly in New York since Wednesday, Sept. 8, conferring with representatives of the union, the networks, station owners, accountants and others, and reporting to the convention which took place in New York, Sept. 10 to 12. Representatives of 192 stations attended in person or by proxy. The committee has also been assisted by George W. Norton, Jr., of WAVE, Louisville, and John Shepard, 3rd, Yankee Network, Boston. Considerable progress has been made in carrying out the program described in the letter the committee sent you Aug. 26. The matter has now reached a stage where your immediate cooperation is essential.

Outlines Its Efforts

"Before the convention opened, the committee arrived at a tentative understanding with executives of the Federation. This was based upon an estimate that the networks affiliates as a group, including the network owned and managed stations but excluding the originating key stations, employed about 775 staff musicians at a total salary of approximately \$1,500,000 during the preceding 12 months. There were staff musicians employed in 109 stations out of all the 259 in the group; 150 of the affiliates employed no musicians whatever. The eight originating key stations employed about 360 staff musicians. Among the non-network stations, 85 stations out of a total of about 325 stations employed a total of about 420 staff musicians. Grand total approximately 1,555 staff musicians, more or less. We have no accurate figures. So far we have been furnished these figures only by the locals, through careful compilations made by William J. Kerngood, secretary emeritus of the American Federation of Musicians. We have been compelled to rely on these owing to the failure of the industry to respond to the N.A.B. questionnaire sent out the end of August.

A. F. M. Sought 3,500

"The original formal demand of the federation was to create new jobs for 3,500, later revised to 3,000 men. This committee steadfastly demonstrated it would be impossible for the industry to survive such a burden. Finally the committee agreed to recommend to the networks affiliates as a group, as above defined, to expend a total per annum of \$3,000,000 for staff musicians, which would approximately double the number of jobs in this section of the industry. The federation officials finally agreed to recommend this to their executive council, provided the increase in present payroll of staff musicians is \$1,500,000 in any event and the distribution of this increase among the stations is fair and equitable so as to spread employment through the country. This committee did not undertake to make any recommendation as to employment in non-network stations or key stations.

"The convention on Sept. 10 and 11 approved the committee's recommendation in principle and requested the committee to develop a formula for distribution of the added labor cost among the affiliates. The committee was also requested to negotiate with the federation for a standard uniform

trade agreement for the industry which would be used by every station in concluding a deal with its local, the local retaining autonomy as to wages, hours and local working conditions, but the gross station expenditure, or allocated quota, being fixed by the industry itself and approved by the federation.

"The committee also brought to the convention an offer from the networks regarding the extent to which the networks were prepared to cooperate with the affiliates in sharing the burden of this added labor cost. This was demanded by the committee on the ground that if the affiliates were incapable of carrying the load alone there could be no networks. This offer was not favorably received by the convention and the committee was requested to negotiate further on this subject. This is being done. Your committee is endeavoring to obtain an increase in the offer. In view of the difficulty and expense involved in calling another convention to consider this question before the date set by the federation as a deadline, your committee will take the responsibility of recommending to you by mail the acceptance or rejection of the final offer received, and, in case of acceptance, the method of distribution of the proceeds. In case of rejection, your committee will feel compelled to abandon further efforts to distribute the load for the affiliates and will step aside. In such event the strike will probably follow promptly.

Urges Attendance Oct. 12

"The convention also sent a sub-committee to the meeting of the board of directors of the N.A.B. held in New York Sept. 11 and 12 to call to its attention the danger facing the entire industry by reason of its failure to have adequate representation and collective bargaining machinery in this crisis. It was pointed out that the non-network stations are now entirely at the mercy of the federation if the demands regarding recordings and transcriptions can, as they very probably can, be enforced by it. As a result the N.A.B. has decided to invite every station in the industry to a special convention in New York Oct. 12, the earliest feasible date. That convention will, it is hoped, consider means for setting up machinery for dealing more effectively with this problem and any future problems affecting the entire industry. Even though you may have attended the recent convention of networks affiliates, it is most important that you attend or be represented at this special convention because of the far-reaching character of the decisions which will be reached.

"Meantime the executive council of the federation met in New York with your committee Sept. 15 and 16. It ratified the approval given by its officers to the plan of settlement with the networks affiliates. It approved the formulation of a national trade agreement for uniform adoption in the locals, subject to local action on questions where local autonomy cannot be impaired. All the points to be included in such a trade agreement were fully discussed. Numerous requests were advanced by either side, some rejected, some accepted. A draft of the trade agreement, in the form finally reached, is now being prepared by your committee and the federation's counsel.

Seeking Basic Formula

"All of this is, however, subject to adoption of a formula for distribution of the labor cost. At the convention an advisory vote taken disclosed that the affiliates were fairly evenly divided between a formula based on published rates and one based on net revenue. The objection, in many cases, to the rates basis, was that the published rate is a national rate on which only a small proportion of the actual business is accepted. The objection to the revenue basis was the unwillingness of many to disclose this figure to competitors and to unions. After further careful study since the convention your committee is pretty well convinced the inequalities involved in the use of the rates as a basis will cause so many complaints it cannot be satisfactorily relied on, at least as the sole criterion. Any formula adopted will have to give at least some consideration to the factor of revenue.

"In order to attempt to protect stations from improper disclosure of this figure when furnished, it has been decided to operate this inquiry through a highly reputable nationally known firm of certified public accountants. Every station is requested to furnish the figures to this firm. Ernst & Ernst has agreed to act for this purpose. In case of question, the certificate of Ernst & Ernst will be accepted without any competitor or union having the right to examine your books. The totals, however, for each station and for the group, must be accessible to your committee in order that it may make the computations necessary for devising an acceptable formula. For this purpose a questionnaire has been prepared by this committee, aided by a sub-committee composed of John Shepard, 3d,

New Shows On the Air

"Gridiron Smoker"

"Gridiron Smoker," new series of football commentaries, on WHN each Friday at 9:15 P. M., should receive a rousing welcome from the football listeners of this area, for the series contains everything calculated to please and entertain the followers of the gridiron sport—informative discussions of plays and players, a tribute each week to a coach, re-enactments of past games, a guest appearance each week of a college player, ruling interpretations, college tunes by an orchestra and chorus, etc. It's the first production job, too, of Gene Ford, who recently was appointed to the station by Louis K. Sidney, and we're happy to report that the program distinguishes itself mainly in its production, definitely big-time. Ray Saunders does the commentary and re-enactments.

BANNER

and Emile J. Gough. This is being sent you under separate cover together with explanatory notes. The pink sheet should be carefully filled out and all questions answered by you within 48 hours of receipt of this letter. This is imperative if you wish to benefit by the protection which the work of this committee will afford you.

"In view of the necessity for obtaining this information the executive council of the federation has, at this committee's request, deferred the operation of the resolution authorizing the calling of a national strike, from Sept. 16 to Oct. 15. It is therefore absolutely essential that sufficient progress be made by that time to convince the federation of the good faith of the industry, and this means you. Otherwise the conclusion of these negotiations will be conducted in a state of hysteria and hostility and there will be losses and bitterness we are striving to avert."

Pantages Joins List Of Air Commentators

To the increasing list of Hollywood screen commentators in radio this season, add the name of Lloyd Pantages, who has been signed for a new series over CBS by Raymonds, Inc. The contract is for 13 weeks and begins Oct. 17, from 2:30 to 2:45 P. M.

The series will be titled "Lloyd Pantages Covers Hollywood," and will be broadcast over 19 stations of the network. The program will originate in the studios of KNX, Los Angeles. The Milton Weinberg Advertising Co., Los Angeles, is the agency.

Three New Programs Set for WHN Time

Contracts for two live new series and for a spot announcement campaign, have been closed over WHN.

Bernard Perfumers, Inc., will present an as yet untitled show Tuesdays and Thursdays from 8:30 to 8:45 P. M., beginning Nov. 16. The contract is for 52 weeks through the Sell Johnson agency.

E. Griffith Hughes, Inc., will offer a script series Mondays through Fridays for 26 weeks, starting Sept. 27, from 4 to 4:15 P. M. Stack-Goble is the agency.

New York State Bureau of Milk Publicity, through J. M. Mathes, Inc., will begin a spot announcement campaign of 26 weeks duration, effective Sept. 27.

FCC Hearings Plentiful in Current Week

WASHINGTON, Sept. 19.—The F. C. C. has scheduled hearings as follows:

Monday—before an examiner: Application of Station WNBZ for authority to assign license from Smith & Mace, Saranac Lake, N. Y., to Upstate Broadcasting Corp.

Sept. 21—before an examiner: Contesting applications of Southern Broadcasting Corp., New Orleans, and Charles C. Carlson, New Orleans, for new stations, and WBNO, New Orleans, for renewal of license, on 1,200 kilocycles, 100 watts, and application of WBNO for change of frequency to 1,420 kilocycles with 100 watts night, 250 watts day; application of KPOF, Denver, for increase of power from 500 to 1,000 watts.

Sept. 22—before an examiner: Contesting applications of Havens & Martin, Inc., Petersburg Newspaper Corp., and John Stewart Bryan for new 1,210 kilocycle station at Petersburg, Va., 100 watts night, 250 watts day; application of WIBG, Glenside, Pa., for increase of day power from 100 to 5,000 watts.

Wednesday, Heavy Day

Sept. 23—before an examiner: Contesting applications of Lawrence K. Miller, Pittsfield, for new 930-kilocycle, 250-watt, daytime station, and WELI, New Haven, Conn., for change of frequency from 900 to 930 kilocycles and increase of time to operate nights with 250 watts power; application of John S. Allen and G. W. Covington, Jr., Montgomery, Ala., for a new 1,210-kilocycle, 100-watt, daytime station.

Sept. 23—before the broadcast division: Argument on applications of Sharon Herald Broadcasting Co., Sharon, Pa., and Allen T. Simmons, Mansfield, O., for a new 780-kilocycle station, daytime operation, the former seeking 250 and the latter 1,000 watts power; application of KDON, Del Monte, Cal., for change of frequency from 1,210 to 1,400 kilocycles and increase of power from 100 watts to 250 watts night, 1,000 watts day; WHOM, Jersey City, for increase of day power from 250 to 1,000 watts; and KADA, Ada, Okla., for increase of time.

Sept. 24—before an examiner: Contesting applications of L. L. Coryell & Son, Lincoln, Neb., for a new 1,450-kilocycle station, 250 watts night, 1,000 watts day; KFOR, Lincoln, Neb., for change of frequency from 1,210 to 1,450 kilocycles and increase of power from 100 watts night, 250 watts day to 1,000 watts night, 5,000 watts day; and KCMO, Kansas City, for change of frequency from 1,370 to 1,450 kilocycles and increase of power from 100 to 1,000 watts; applications of Carl Latenser, Atchison, Kan., for a new 1,420-kilocycle, 100-watt daytime station, and United Theatres, Inc., San Juan, P. R., for a new 570-kilocycle, 1,000-watt station.

Heinz Adds KMBC to List

The Heinz Co., sponsors of the "Magazine of the Air" on CBS, has added KMBC, Kansas City, to the network for the early broadcast. KMBC formerly carried the repeat.

Decks Cleared For New Deal Involving FCC

(Continued from page 1)

ing the past few weeks and his statement that his chief job would be "to help formulate fundamental policies and principles" is taken in Washington as indicating the possible adoption of an entirely new philosophy by the commission with respect to administration of the communications act.

Appointed by the President with instructions to clean up the commission and avert a threatened Congressional investigation, McNinch has something less than four months in which to deal with problems that were years in the making.

Among the major questions on which the commission must act if it is to escape Congressional criticism are alleged domination of broadcasting by the major networks, the threat of a "machine molded" public opinion through newspaper acquisition of stations, trafficking in licenses and real equalization of service between the various zones.

Not all of the F.C.C.'s problems can be resolved without further direction from Congress, such as the raids on stations by newspapers, which now own or operate some 200 stations with probably 50 or more applications pending.

The present situation has been building up for several years. Dissension among the members of the commission made difficult the adoption of any set plan for dealing with its problems. The way for a new deal was paved with the retirement last June of Commissioner Irvin S. Stewart and the death not long after of Chairman Anning S. Prall.

Their successors, T. A. M. Craven, who had served as chief engineer, and McNinch, were selected by the President with a view to averting possible scandal through a Congressional investigation, approval of which was prevented last session only by steamroller tactics in the House Rules Committee.

In putting McNinch in as head of the commission, it is said, President Roosevelt in effect served notice upon the other members of the F.C.C. that they would be expected to cooperate in the cleanup movement. Unless they give their whole-hearted support to the new chairman, it is expected, more new blood will be injected into the commission, with some of its present members transferred to other posts.

Agency Has Program To 'Scoop' Winchell

CHICAGO, Sept. 19.—A local agency is trying to sell a program which features a news commentator. The idea calls for the commentator to appear over either CBS or MBS prior to Walter Winchell's broadcast and read A. P. or United Press dispatches. Also some Hollywood and Broadway gossip.

The agency feels this would be a natural for some account that wanted a program to "scoop" Winchell as they maintain that most of the actor-columnist's material on his Sunday night broadcasts is gleaned from the INS newswire.

California Starting Educational Series

ALAMEDA, Cal., Sept. 19.—An ambitious tie-in of radio with education has been undertaken by the city school department, in cooperation with Oakland's KLV and the University of California. Six afternoon programs weekly are aired to more than 600 northern California schools.

The weekly schedule includes—Monday, literature; Tuesday, natural history; Wednesday, California history; Thursday, kindergarten and commercial geography; Friday, American history.

N. E. to Get Football Resumes

Football resumes over a special regional network of CBS stations in the New England area will be given for 10 weeks, Fridays from 6:15 to 6:30 P.M., under the sponsorship of the Atlantic Refining Co., beginning Sept. 24. The resumes will be broadcast over the CBS stations in Boston, Hartford, Providence, Worcester and Springfield, with WEEI, Boston, the originating point. Radio Sales, Inc., handled the contract for CBS, through N. W. Ayer & Son, Inc.

The new series adds to an already tremendous football broadcast schedule undertaken by Atlantic Refining Co. this season.

Emily Post on CBS Net

Emily Post, in a new series titled "How to Get the Most Out of Life," will be heard Tuesdays and Thursdays from 10:30 to 10:45 A.M. over the CBS network, beginning Oct. 19. The Florida Citrus Commission will sponsor.

The series will be offered over a network of 32 stations. Ruthrauff & Ryan placed the contract, which is for 52 weeks.

WQXR Add Accounts

New accounts on WQXR include a spot campaign for the Ford Motor Co., placed through McCann-Erickson, Inc.; spot announcements for Pomay Cosmetics, placed direct; spot announcements for the Union News Co., placed through M. H. Hackett Co., and a half-hour weekly program for 26 weeks for the Hammond Organ Co., placed through J. Walter Thompson Co.

Barnsdall Takes "Fun Bug"

The Barnsdall Refining Co., beginning Sept. 26 from 2 to 2:30 P.M., will feature a weekly series titled "The Fun Bug" over CBS. Billy Franz, comedian, will be featured. The supporting cast includes a chorus of 60 voices and an orchestra of 20 pieces. The program will originate in the Adkar Temple, Tulsa, Okla.

Tarshish to Resume Oct. 10

Jacob Tarshish, "The Lamplighter," will return to WOR Oct. 10 in a series for the North American Accident Insurance Co. The series will be broadcast Sundays from 7:45 to 8 P. M. The Franklin Bruck Advertising Corp. is the agency.

"U" Takes Time on WOR

Universal Pictures have engaged the facilities of WOR to exploit the showing of "100 Men and a Girl" at the Roxy. Fifty-word time announcements are offered several times daily over the station. J. Walter Thompson placed the account.

Now Wears Hat

San Francisco, Sept. 19.—For more than 10 years KYA's Ernie Smith, sportscaster, was one of the original "bare-headed boys" of northern California. He never wore a hat.

Then came a sponsor of one of Smith's sports shows—a sponsor who dealt in men's clothing and hats. He insisted on the mikeman wearing one of his natty chapeaux.

Even his best friends don't recognize him now.

F. & M. Ballot Gets Big Early Response

(Continued from page 1)

Number six: "Do you prefer stage shows with movies? Yes or no. If yes, check the type of stage show: prominent band, singers, dancers, vaudeville."

Seven: "Do you prefer two features or one feature picture with short subjects?"

At the end of the questionnaire, patrons are asked to list whether they are male or female and whether they come within four age classifications. The first is under 16, second, 16 to 25; third, 26 to 40; four, over 40.

Stuart Denies A. T. S. To Join Mich. Allied

DETROIT, Sept. 19.—Reports that American Theatre Science, Inc., may merge with Allied or Cooperative Theatres of Michigan are flatly denied by Frank E. Stuart, general manager.

Stuart says no move has been made by "any officer of the A.T.S. for a tieup," that the organizations will stay apart and that there is no quarrel between them insofar as the A.T.S. is concerned.

To Open 3 Near Denver

DENVER, Sept. 19.—Fox, Westland Theatres, and Souris & Ade are opening three theatres in the Denver exchange area.

Fox is equipping the Serf, Las Vegas, N. M., just completed by Najeb Maloof, for opening soon. Fox leased the house from Maloof. Without a theatre since 1930, Grants, N. M., will soon have the Lux built by Souris & Ade. Westland will reopen the Rialto at Pueblo, Col.

Party Reservations Gain

PITTSBURGH, Sept. 19.—Although the Variety Club of Pittsburgh's annual banquet at the William Penn Hotel is still two months away, reservations are already pouring in for the affair. The dinner will be held Sunday night, Nov. 14, following the Pitt-Nebraska football game. John H. Harris is again chairman.

Actors Guild Files Here

ALBANY, Sept. 19.—Screen Actors Guild, Inc., Los Angeles, chartered under California laws, has filed a certificate of statement and designation in the office of the secretary of state to enable it to do business in New York State. A certificate has been filed also by Modern Talking Picture Service, Inc., chartered under Delaware laws.

Radio Personals

BOB STANLEY has been appointed WOR house conductor by Alfred Wallenstein, general musical director of the station. . . . Tommy Dorsey's band will appear at the Metropolitan, Boston, to fill a week's engagement beginning Sept. 22. . . . Bobbie Dolan, Al Goodman and Richard Himber have been signed for the late fall and early winter "Hit Parade" commercials on CBS. . . . Talulah Bankhead and Henry Fonda will offer some scenes from "Camille" during the inaugural program of the Kate Smith series Sept. 30 over CBS. . . . Joe Cook and Joan Edwards will make guest appearances on the final "Summer Series" program over CBS Sept. 26. Phil Baker returns to this show the following Sunday. . . . Al Pierce and his Gang, after a personal appearance tour which took them to all sections of the country, will be back in New York permanently for the Sept. 28 CBS broadcast. . . . Clark Gable will star in the Lux "Radio Theatre" production of "Cimarron" Sept. 27.

Drop Sweepstakes Case

MARION, O., Sept. 19.—Acting on a motion unanimously adopted by City Council to which the question was referred, City Solicitor Ralph E. Carhart will drop further prosecution against George E. Planck, manager of the Palace, recently acquitted by a Municipal Court jury on a charge of operating a lottery in connection with Sweepstakes.

Seek Bank Night Ban

JACKSONVILLE, Sept. 19.—Councilmen Robert Gammage and W. T. Gordon are sponsoring a bill aimed at Bank Night in local theatres.

Miss Holm for "Tarzan"

HOLLYWOOD, Sept. 19.—Eleanor Holm has been signed by Principal Prod. for the role opposite Glenn Morris in "Tarzan's Revenge."

Wall Street

Many Issues Lose on Board

	Open	High	Low	Close	Net Change
Col.	21	21	20 1/2	20 3/4	- 3/8
Con. Film...	2 1/2	2 1/2	2 1/2	2 1/2	+ 1/4
E. K.	178	178	177	177	-1
E. K., pfd..	160	160	160	160	
GTE	20	20	20	20	-1
Loew	74 3/4	74 3/4	73 3/4	73 3/4	-1 3/4
Para.	18 1/2	18 1/2	18	18	-1
Para. 1....	126	126	126	126	-9
Para. 2....	17	17	16	16 1/4	-1 3/4
Pathe	8 1/4	8 1/4	8	8 1/4	- 1/4
RKO	6 1/2	6 1/2	6 1/2	6 1/2	- 3/8
20th Fox...	31 1/2	31 1/2	30 3/4	30 3/4	-1
Univ., pfd..	50	50	50	50	
WB	12	12	11 1/2	11 1/2	- 3/8

Little Curb Activity

	Open	High	Low	Close	Net Change
Sonotone ...	1 1/2	1 1/2	1 1/2	1 1/2	
Tech.	27 3/4	27 3/4	27	27	- 3/4
Trans-Lux .	3 1/2	3 1/2	3 1/2	3 1/2	

Light Bond Changes

	High	Low	Close	Net Change
Loew 3 1/2 '46....	99 3/4	99 3/4	99 3/4	- 1/4
Para. '47.....	86 1/2	86 1/2	86 1/2	- 7/8

(Quotations at close of Sept. 18.)



"Personality my eye! He's telling them about that picture '52nd St.'"

**Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry**

MOTION PICTURE DAILY

**First in
Film and
Radio News
Brief,
Accurate
and
Impartial**

VOL. 42. NO. 69

NEW YORK, TUESDAY, SEPTEMBER 21, 1937

TEN CENTS

Studios Again Deny Demands Of Directors

Tell Guild to Take Case To Regional Board

HOLLYWOOD, Sept. 20.—Producers, through Darryl F. Zanuck, head of the studio, negotiating committee, have invited the Screen Directors' Guild to take the issue of collective bargaining for their crafts either to the Regional Labor Board or the courts and have reiterated their stand that the producers would not deal with the guild as an agency for the directors and assistants and unit managers.

Replying to the guild committee letter of Friday night, Zanuck wrote, "We wish to assure you that the producers desire peace and harmony throughout the industry to the end that all persons in and connected with the industry may receive the benefits

(Continued on page 7)

Gable Leading Poll Of St. Louis Patrons

ST. LOUIS, Sept. 20.—Clark Gable was leading in the selection of favorite actor in the early returns on the questionnaire on programs and players being conducted here by the *Star-Times* and Fanchon & Marco. The first tabulation was taken from 721 answers to the questionnaire which is being distributed in all of the circuit's 31 houses.

Following Gable, in that order were: Ronald Colman, Paul Muni. Among actresses were, in order: Myrna Loy, Claudette Colbert, Kay Francis, Loretta Young, Norma Shearer. Child performers were led by Shirley Temple, Jane Withers and Freddie Bartholomew. Musical comedy was the choice for type of film, and cartoons were the designated favorite among shorts. A total of 305 prefer double features, and 309 one feature with shorts.

Loew's Union Deals Call for 10% Raises

Increases up to 10 per cent are provided in the two and three-year contracts signed by Loew's with operator and stagehand unions in all situations except Indianapolis and a few. Poli spots in New England.

Negotiations will be resumed Thursday on the Indianapolis pact with William Finney, Loew division manager, sitting in for the circuit. Discussions are now being held between Harry Shaw, division manager for the

(Continued on page 10)

IA Emblem Demand Waiting Schenck, Mayer Coast Talks

HOLLYWOOD, Sept. 20.—William Bioff, personal representative on the coast of George Browne, president of the I.A.T.S.E., and head of the organization here, has declared that enforcement of the union's demands that all pictures carry the I. A. emblem as screen credit will be held off until the arrival of and conferences with Joseph M. Schenck and Louis B. Mayer.

Schenck is due here by plane tomorrow from New York, and Mayer will leave England on the *Normandie* on Wednesday, is scheduled to arrive in New York next Monday, and prob-

ably will proceed by train to the coast from there.

Bioff said the extension was taken at the specific request of Schenck. The I. A. called for the emblem originally "to insure the projection of prints throughout the country by our projectionist members of the I. A."

On the other hand, Joseph Cambiano, international representative here for the Carpenters' International, has arrived, announcing the suspension of the studio carpenters' local committee on the basic agreement under which

(Continued on page 12)

Report U. A. Deal Practically Ready

Negotiations are again reported to have been "practically completed" whereby British bankers will finance Samuel Goldwyn and Alexander Korda for the purchase of the United Artists stock interest held by Charles Chaplin, Mary Pickford and Douglas Fairbanks.

David Rose, vice-president and financial adviser of Samuel Goldwyn, Inc., is in from the coast and is scheduled to sail tomorrow on the *Queen Mary* presumably to work out the

(Continued on page 10)

Para. News Signs Nine Commentators

A staff of nine commentators has been signed by Paramount News to describe events in special news classifications for the reel, the company stated yesterday.

Heading the new staff is Gabriel Heatter of the Mutual radio network, who will report important political and international happenings and

(Continued on page 2)

Dallas Anti-Trust Action Is Started

DALLAS, Sept. 20.—B. W. Henderson, special prosecutor of the Attorney General's office, opened the Government's anti-trust suit against Interstate and major distributors here today by charging that Interstate had the largest dollar volume of business and the largest number of first runs as a result of a conspiracy, which, he charged, had been entered into between distributors and the circuit.

"The companies proposed to clinch the business of first run Class A pic-

(Continued on page 10)

Production Spurts With 43 Shooting

HOLLYWOOD, Sept. 20.—Production spurred to 43 pictures before the cameras this week, five over last week's total of 38, as only four features finished and nine started. Fifteen are in final stages of preparation, and 84 are being edited.

The starts are: Columbia, "Forgotten Women;" Grand National, "Fron-

(Continued on page 7)

"End," "Dallas," "Ice," "Horizon," "Durbin" Lead

"Dead End," "Stella Dallas," "100 Men and a Girl," "Lost Horizon" and "Thin Ice," not necessarily in the order named, appear to have headed the box-office parade at theatres across the country during the last week, key city reports indicate.

In Pittsburgh, for example, "Dead End" was a real smash at the Penn,

with \$21,260 for the week, and a second week at the Warner. "Lost Horizon," held over at the Alvin, did \$10,500 and "Thin Ice" took a good \$8,100 in its holdover at the Fulton, and may go four weeks.

"Stella Dallas," at Chicago's Oriental, grossed a heavy \$36,000, which is

(Continued on page 12)

M-G-M Seeks Protection of Stars on Air

Sidney Asserts Programs Will Help Exhibitors

M-G-M's radio show, for which General Foods has signed starting Nov. 4, will be designed to protect the company's stars on the air, Louis K. Sidney, head of WHN, stated yesterday upon his return on the *Queen Mary* from a 20-day vacation abroad.

"We want to see that our stars get the right material, so that it will not only help them but the exhibitor as well when he plays our pictures," he asserted.

"The idea is to help exhibitors. There's no profit in the show for us. It is an exploitation proposition. May-

**Additional developments in
radio on pages 14-15**

be we can develop new personalities which will benefit exhibitors as well as ourselves."

Sidney said he didn't know the term of the contract, but the weekly price is \$20,000 with Bill Bacher, who pro-

(Continued on page 14)

Legion's Own Show Tops Broadway Best

The Legionnaires came to town over the weekend, but the best show was on the streets, Broadway managers agreed yesterday in checkup by *MOTION PICTURE DAILY*. However, business is expected to take a big spurt after the all-day parade up Fifth Ave. today.

Three midnight shows were started by the Music Hall last night and the Roxy will open its doors one hour earlier in the morning in the hope of getting some of the legionnaires during and after the parade.

Irving Lesser of the Roxy was the only optimistic manager on the street

(Continued on page 10)

Columbia-Music Hall Close a 3-Year Deal

Columbia Pictures yesterday closed a deal which gives the Music Hall a three-year franchise on the company's product. Under the terms of the deal Columbia may obtain a maximum of one-third of the house's playing time.

The deal becomes effective on Thursday with the opening of "Lost Horizon," which will be the 20th Columbia picture to play the Hall since

(Continued on page 10)

MOTION PICTURE
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Purely Personal

ALLAN ROBBINS, first born of the HERMAN ROBBINS, and DOROTHY BRILL were married on Sunday, the function having been confined to the immediate families. The nuptials, scheduled for later in the year, were thereby hastened by a sizeable handful of weeks. The honeymooners are now somewhere in the south, ALLAN having determined to re-visit the Staunton Military Academy, where he once went to school, as an early stop.

CHARLES E. MCCARTHY, director of advertising and publicity at 20th Century-Fox, officially returned to his desk yesterday following a lengthy recuperation from a recent illness. He was sporadically at work last week, but yesterday marked the first regular day at his stint.

SOL LESSER has acquired "Stow-aways" by DON BLANDING for BOBBY BREEN, and S. J. BRISKIN, RKO vice-president, has bought "It Couldn't Happen Again," by MEL RIDDLE and ALEX RUBEN, as a starring feature for VICTOR MOORE.

JAMES P. CUNNINGHAM reported back at his Motion Picture Herald desk yesterday, took one look at the accumulations which had piled up during his hospital siege and sighed. Merely that.

EARLE JAMESON, head of Exhibitors Delivery Service, and GEORGE HARTMANN of the Armour, Kansas City, have returned to Kansas City after a week's visit here.

ROY H. HAINES, eastern and Canadian sales head for Warners, returned yesterday from a trip to Detroit, Philadelphia, Cleveland and Pittsburgh.

GEORGE BATCHELLER, Jr. leaves for Hollywood tomorrow. It is a permanent shift and the objective, of course, is a mark in production.

AL LICHTMAN has arrived from the coast.

HUNT STROMBERG arrived in Hollywood yesterday to start work on "Marie Antoinette" with NORMA SHEARER as the star for M-G-M.

LELAND HEYWARD arrived from the coast yesterday by plane and flew to Boston last night to attend the opening of "To Quito and Back."

WILL H. HAYS was serenaded at his office yesterday by the band of a Boston American Legion post composed of postal employees.

JOSEPH M. SCHENCK, A. C. BLUMENTHAL and DON AMECHE left for Hollywood last night via American Airlines.

SIDNEY R. KENT is ill at home and is not expected to return to his office at 20th Century-Fox for a couple of weeks.

ARTHUR ABELES, Brazilian branch manager for Warners, goes back to his tetrityr the middle of next month.

MARC LACHMANN director of studio publicity for Universal, is slated to arrive from the coast Thursday.

HARRY KEIPER, purchasing agent for the U. A. studios, arrived in town yesterday by plane.

TED CURTIS, back in Rochester from three weeks' vocation in Maine, has left for Hollywood.

O. HENRY BRIGGS, president of Pathe, will return to his office today after a trip to the coast.

BILLY HALOP, one of the kids in "Dead End," has returned to the coast.

SAM MARK is in town from Hollywood and the Goldwyn studio.

HENRI ELLMAN is in town from Chicago.

Para. News Signs
Nine Commentators

(Continued from page 1)

events with unusual human interest angles. Frank Knight, chief announcer of WOR, will report various foreign stories, particularly those relating to the British Empire. Sidney Walton, Joseph Boley and Mark Hawley will be assigned to spot news events. Gregory Abbott will specialize on matters pertaining to disaster, war and tragedy.

The sports commentators will include Bob Carter of WMCA, who will be assigned to horse racing; Bill Slater of the Colonial network, football, and Joe Bolton for baseball, track and college athletics.

A. J. Richard, editor of the reel, said: "We are not departmentalizing Paramount News. We have selected these nine specialists from radio because we feel that their voices will lend added impetus and audience interest to photographed news happenings."

Conn. Games Action
To High Court Soon

MIDDLETOWN, CONN., Sept. 20.—Following Judge Alfred Baldwin's report that he would reserve decision on the Bank Night case against Ernest Dorau, manager of the Palace, the new test case is expected by New Haven counsel for Bank Night interests to reach the state Supreme Court within a month.

The case was presented in the Superior Court for Middlesex County on an agreed statement of facts setting forth in detail the Bank Night system as used generally and by this theatre in particular. In the original conviction in the Middletown court Dorau was charged with violating the lottery statute, the gift enterprise statute and the club statute, and was fined \$13.

Mrs. Kaufman Resigns

Beatrice Kaufman, eastern story editor for Samuel Goldwyn, resigned yesterday. No successor has been chosen.

Wall Street

Board Generally Off

	Open	High	Low	Close	Net Change
Col.	21	21	20 1/4	21	+ 1/4
Cons. Film. 2 1/4	2 1/4	2 1/4	2 1/4	2 1/4	—
Cons. pfd. 10	10	10	10	10	— 1/4
E. K.	175	175	173	174 1/2	— 2 1/2
GTE	20	20	19 3/4	20	—
Loew	73	73	70 1/4	72 3/4	— 1 1/2
Loew. pfd. 105 1/4	105 1/4	105 1/4	105 1/4	105 1/4	— 1/2
Para.	17 1/2	18 1/2	17 1/2	18 1/4	+ 3/4
Para. 2	16	16 1/2	15 1/2	16 1/2	+ 1/4
Pathe	7 1/2	8 1/2	7 1/2	8 1/2	+ 3/8
RKO	6 1/2	6 1/2	6 1/2	6 1/2	+ 3/8
20th-Fox	31	31	29 1/2	30 3/4	— 1/8
Univ. pfd. 50	50	49 1/2	49 1/2	49 1/2	— 2 1/2
W. B.	11 1/4	11 1/4	11 1/4	11 1/2	—

Little Curb Change

	Open	High	Low	Close	Net Change
Sonotone ..	1 1/2	1 1/2	1 1/2	1 1/2	—
Tech.	26 1/4	26 1/4	25 1/4	26 1/4	— 3/4
Trans-Lux 3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	—
Univ. Corp. . 3	3 1/2	3 1/2	3	3 1/2	—

Bonds Gain Lightly

	High	Low	Close	Net Change
Keith 6s '46	98 1/2	98 1/2	98 1/2	+ 3/8
Para. Bway 3s '55	67 1/2	67	67	+ 1/4
Para. 6s '55	99 1/2	99 1/2	99 1/2	—
W. B. 6s '39	91	90	90	—

(Quotations at close of Sept. 20)

National-U. A. Sign

Contracts whereby National Theatres will play United Artists new product in the same situations as last season have been signed by George J. Schaefer, for the distributor, and Spyros Skouras, for the circuit. The deal was finally consummated last week after lengthy negotiations.

Closes RKO Cuban Deal

HAVANA, Sept. 20.—R. K. Hawkinson, Latin American sales manager for RKO, has closed a new contract renewing the company's distribution arrangement with Cia. Cubana de Peliculas, South America, covering the 1937-'38 product. Pedro Saenz acted for Cia. Cubana.

Report "Zenda" Records

United Artists says "The Prisoner of Zenda" has broken all records, both in attendance and money, at the Palace, Stamford, and has set new opening day records in Providence, New Orleans and Norfolk.

The picture has been held over in 19 spots where it has opened.

N. O. Shows Due Sept. 29

NEW ORLEANS, Sept. 20.—On Sept. 29 the St. Charles will be opened by three competitive corporations as a unit vaudeville, home talent or otherwise, and any tab and traveling combinations that may drift to the deep south. The lease is held by representatives of the Saenger Corp., Loew's State and Mort Singer, who controls the Orpheum and Liberty theatres.

A new corporation has been formed under the title of the St. Charles Amusement Co. with A. Miles Pratt, owner of the theatre, as president.

Film Offices to Close

Paramount, RKO and Warners will close at noon today and indications last night were that other major and independent companies would cease operations early in the afternoon. The legionnaires and that all-day parade up Fifth Ave. are the reason.

Winner "U" Agree

HOLLYWOOD, Sept. 20.—Charles Winninger has settled his disagreement with Universal over his role in "A Young Man's Fancy" and has gone to work.

Warners-Lightman
Deal to Be Set Soon

CINCINNATI, Sept. 20.—Closing of the deal whereby Malco Theatres of Memphis will take over 10 Warner houses in Kentucky is expected within the next two weeks, M. A. Lightman, Malco head, said today. Preliminary papers have been signed already and the deal will become effective immediately upon its closing.

Included in the deal are two theatres in Danville which Lightman plans to consolidate with a group which he operates for Paramount. Seven towns are involved in the take-over.

Lee States G. B. Not
To Produce on Coast

Reports that G. B. was planning to produce in Hollywood yesterday were denied by Arthur Lee, vice-president of the company, who has just returned from a quick trip to California.

Lee yesterday saw for the first time "Non-Stop New York," first of the new season's releases, and said that theatres throughout the country are doing a tremendous business.

NOW IT'S 20TH'S "WIFE, DOCTOR AND NURSE"

LOOK!—

"THIN ICE" HELD OVER IN 162 SITUATIONS

Extended runs have been given "Thin Ice," 20th Century-Fox attraction, in 162 situations during the first three weeks of its release, according to the distributor Saturday. Picture is in its third week in 11 cities and in its second week in 54 towns, with other holdovers ranging from three to four days reported in 87 instances.

Cities in which the production is running a third week are: Pittsburgh, Boston, Baltimore, San Francisco, Los Angeles, (Wilshire and United Artists theaters), Denver, Wilmington, Long Beach, Cal., Seattle and St. Louis. Two week runs so far are as follows: Portland, Me., Portland, Ore., New York, Philadelphia, Providence, Richmond, Kansas City, Indianapolis, Louisville, Miami, Minneapolis, Syracuse, Buffalo, Washington, Atlantic City, Worcester, Akron and San Diego.

3rd
WEEKS,
TOO!

From Film Daily

Off to smash starts in early engagements. Topping "Wake Up and Live" in Detroit! Leading "Lloyds," "Slave Ship," "Love Is News" in Springfield! Bigger than "Lloyds" in San Francisco! Keep watching for more news! Even bigger news!



THE KEYSTONE
OF YOUR FUTURE

In OCTOBER

PAUL MUNI
THE LIFE
OF EMILE ZOLA

(Gale Sondergaard • Joseph Schildkraut • Gloria Holden • Donald Crisp • Erin O'Brien-Moore • Henry O'Neill • Morris Carnovsky • Louis Calhern)

ERROL FLYNN
THE PERFECT
SPECIMEN

(JOAN BLONDELL • Hugh Herbert • Edward Everett Horton • Dick Foran • Beverly Roberts May Robson • Allen Jenkins)

BRIAN AHERNE
OLIVIA de HAVILLAND
THE GREAT
GARRICK

(Edward Everett Horton • Melville Cooper • Lionel Atwill • Henry O'Neill • Luis Alberni Lana Turner • Marie Wilson)

THEY WON'T FORGET

(Claude Rains • Gloria Dickson • Edward Norris Otto Kruger • Allyn Joslyn • Lana Turner)

A
Read
Read



WARNERS ARE 'WAY
...WARNE

REMEMBER SEPTEMBER! Kay Francis in *Confes*
Donald Crisp, Mary Maguire) • Dick Powell and Fr
(Ted Healy, Priscilla Lane, Rosemary Lan
Bubbles) • Bette Davis and Henry Fonda in
Louise, Donald Crisp) • **Back In Circulation** Pa

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AD
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unter, Jane Bryan,
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atlett, Johnnie
in Woman (Ian
an Blondell and

AHEAD!

Basil Rathbone,
in *Varsity Show*
Davis, Buck and
Hunter, Anita
Margaret Lindsay)

In NOVEMBER

LESLIE HOWARD
BETTE DAVIS
OLIVIA de HAVILLAND

IT'S LOVE
I'M AFTER

(Patric Knowles • Eric Blore
George Barbier)

SUBMARINE

D-1

(PAT O'BRIEN • GEORGE BRENT • WAYNE
MORRIS • Frank McHugh
Doris Weston)

TORCHY BLANE • THE
ADVENTUROUS BLONDE

(GLENDA FARRELL • BARTON MacLANE
Anne Nagel • Tom Kennedy
Natalie Moorhead)

BORIS KARLOFF

WEST OF
SHANGHAI

(Beverly Roberts • Ricardo Cortez)

CIO Milwaukee Unit Has Been Disbanded

MILWAUKEE, Sept. 20.—The United Theatrical Workers' union, which recently signed agreements covering janitors, ushers, cashiers and doormen of 14 local independent neighborhood houses, has voted to disband because C. I. O. headquarters at Washington, has failed to issue a charter, according to Gale Dexter, business agent.

According to Gunnar Mickelsen, state C. I. O. director, the failure of the national C. I. O. to grant the charter is in line with recent statements of policy by John L. Lewis that the C. I. O. plans to stay out of well organized A. F. of L. fields.

Because it did not hold a charter from the national union, the group had also failed to receive recognition from the state labor relations board. Disbanding of the union, which claimed a membership of 200, leaves the A. F. of L. unions in possession of the industry here. All local houses employ projectionists affiliated with the A. F. of L.

Organizing in Windsor

TORONTO, Sept. 20.—The labor situation in Ontario has become further involved through the organizing of employes of the theatres in Windsor, the Canadian city opposite Detroit. Those who are being urged to join the new union are the ushers, doormen, cashiers and ticket-takers, no reference being made to the projectionists.

The new Windsor union is known only as Local 115B and there has been considerable conjecture as to its sponsors, the suggestion being made that it is being promoted by the C. I. O. If this is the case, it is the first appearance of a Lewis unit in Canadian theatre circles.

Charles Vidor Back From European Trip

Charles Vidor, director under contract to B. P. Schulberg, returned yesterday on the *Queen Mary* from a six-week vacation abroad. With his wife, Karen Morley, he visited London, Paris, Vienna, Budapest, Venice and St. Moritz.

Vidor said this was his first trip abroad since he came to this country several years ago. He will remain in town for two weeks to look over shows before entraining for the coast. Miss Morley is scheduled to do a show on Broadway. She has had a number of offers, Vidor said, and hasn't decided which to accept.

On the same boat was Leon Gordon, who for the past eight months has been in England in charge of the writers on "A Yank at Oxford," first British picture to be made by M-G-M at the Denham studios. Gordon said that work started on the picture last Wednesday and also commented on the unusual reception given Robert Taylor on his arrival in London. He will leave for the coast by train today.

Frank Lawton and Evelyn Laye also returned from England. They have been in London for the past six months, Miss Laye having appeared in a stage show. Lawton said he will appear in "French Without Tears" for Gilbert Miller on Broadway.

Bernard Gottlieb, French manager for Grand National, came in on the ship to visit his mother, who is ailing.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Dangerously Yours"

(20th Century-Fox)

HOLLYWOOD, Sept. 20.—This is a modest little picture distinguished from most of those in the who-stole-the-jewels? bracket, as to workmanship, by the coherent direction of Mal St. Clair, who manages to keep the constantly snarling story thread common to this type of product untangled and comprehensible throughout. Save for its lack of important cast names it is soundly presentable stuff.

The story is a variant of the familiar one about the attempts of several parties to purloin a valuable gem aboard a liner bringing it from Paris to New York. Cesar Romero, Phyllis Brooks, Jane Darnell and Alan Dinehart are the first four names listed in the cast, in that order, and it appears to have been a part of the casting director's scheme to make an honest man, histrionically speaking, out of Romero, who disapproves at considerable expense to the success of the picture by playing the part self-consciously and as though missing the hail of lead which normally puts early end to his acting chores. Of the others Dinehart does the best job, although it is relatively small, while Miss Brooks' performance gives promise of better things anon. Jane Darnell and Douglas Wood supply effective support.

This time only one of the romantically paired persons interested in the jewel, the man, turns out to be in fact a minion of law and order, the girl reforming, of course, and sharing the fadeout as a wife on parole to her husband. Before the picture gets to this stage the usual attempts have been made to steal the jewel, with the usual misadventures, and action has moved from Paris to New York.

Running time, 60 minutes. "G."

"The Wrong Road"

(Republic)

HOLLYWOOD, Sept. 20.—The combination of a good story, acting and direction give this picture far better entertainment character than its cast names would indicate. It is a dramatic romance built on a problem play premise. The plot is novel; the dialogue, action and situations with which it is embellished give the theme an impressive appeal.

A disillusioned boy and girl steal \$100,000 and think that a few years in prison will be a cheap price to pay for the future happiness their loot will bring. Jail doesn't do much to either, but the pursuit of an insurance company official, a friendly nemesis, does. Paroled, they go seeking the music box in which the money had been hidden. Encountering many adventures that threaten physical danger to both, reason comes to the girl through the sermonizing of the insurance man. She pleads with the boy to return the money, but he has paid too big a price for it to want to let it go. Not until he realizes himself that they can't win does he surrender to honesty and love.

Richard Cromwell, Helen Mack and Lionel Atwill carry the leading roles with sincerity and conviction. They are capably supported by Horace MacMahon, Russ Powell, Billy Bevan and Marjorie Main. Effective character portrayals are made by Joseph Crehan, Arthur Hoyt, Sid Saylor and Chester Clute.

James Cruze's direction shows that he has not lost any of those touches that once made him a top liner in his field. The original story by Gordon Rigby, who was aided by Eric Taylor on the screen play, is an intelligent combination of elements that should play upon the more tender emotions. Neighborhood and secondary theatres should find "The Wrong Road" a popular audience attraction.

Running time, 60 minutes. "G."

"Stars Over Arizona"

(Monogram)

HOLLYWOOD, Sept. 20.—Scenery, singing and steers are parties of the second part. A hero who must stop trouble, a villain who is bound to make trouble and a girl caught between are parties of the first. Dirty work on the range, in the corrals, in a murder and in the courtroom, has its innings. These precede the shoot-'em-up battle in the hideout, in which the death rate is terrific. But crime pays its price, law and order triumphs, and, as a result, an outdoor-action-adventure film in which are incorporated all the A,B,C's of cowboy-badmen melodrama will be offered for the edification of those who like that kind of entertainment.

The present day generation of kids should find all this exciting. So should older generations who cut their motion picture eye-teeth on

(Continued on page 7)

Short Subjects

"A Neckin' Party"

(Vitaphone)

There is something for the exhibitor to sell in this subject, since it features Edgar Bergen and the remarkable Charlie McCarthy, who are by way of being among the most popular figures on the air today. The yarn has Charlie invited by Bergen to visit Mexico, where Charlie nearly has himself hanged by an irate suitor. The story isn't of consequence, but Bergen's clever ventriloquism is something to see—and sell. Running time, 11 mins.

"Soak the Poor"

(M-G-M)

A bristling "Crime Does Not Pay" number that packs a wallop as it illustrates the methods used by gangsters who manipulate relief tickets and use their strong arm tactics against helpless grocers. The material is well-knit and excitingly composed in such a manner that it makes it an engrossing subject. Running time, 16 mins. "G."

"How to Start the Day"

(M-G-M)

Here is a subject close to practically every film-goer, and if he has a sense of humor that is appreciative of Robert Benchley's exposition of his waking up theory he will find this short much to his liking. Benchley does his familiar stuff in good style. Running time, 10 mins. "G."

"Stranger Than Fiction No. 40"

(Universal)

The general idea of this series is aptly followed in this latest issue. It is the usual, cleverly handled assortment of peculiarities that are reliably interesting and possess a good degree of entertainment. Running time, 8 mins. "G."

"Pacific Paradise"

(M-G-M)

Cliff Edwards is the focal point for this delightful collection of scenes in and about Hawaii. There are modern treatments of native numbers, various interpretations of the hula and fair comedy by Edwards. It is set at a beach club and the Pacific Ocean makes an excellent background. Running time, 10 mins. "G."

Pooling Deal Opens Indianapolis House

INDIANAPOLIS, Sept. 20.—The Indiana, 3,200-seat house, dark virtually all last year, will rejoin the list of first runs here in the near future, the result of a pooling agreement between Monarch Theatres Corp. and the Fourth Avenue Amusement Co. of Louisville.

Monarch operates the Circle and Indiana here and Fourth Avenue the Apollo. The deal involves all three houses, which will be managed, beginning Sept. 24, by the newly formed Greater Indianapolis Amusement Co. This firm has assumed responsibility for 10-year leases on all three houses. Harry Katz of Monarch was named president of the new company; Fred J. Dolle, president of Fourth Avenue, vice-president and secretary, and D. H. Long of Fourth Avenue, treasurer.

Studios Again Deny Demands Of Directors

(Continued from page 1)

which will flow from the united and cooperative efforts to produce the best pictures.

"There seems to have arisen between us an issue not of wages or of hours or of working conditions, but of what constitutes a proper bargaining unit. Your contention is that the form of your organization does not properly concern producers.

"We, on the other hand, are of the opinion that your organization is composed of irreconcilable and inconsistent elements and is the kind of organization with which we cannot and should not be required to deal as a unit. It would be most unfortunate, not only to the producers and to the members of your group, but to the vast number of other persons whose interests are involved, and the public as well, if the controversy on this point should lead to any disturbance in the operation of the studios.

"We do not question that you feel that you are right. There is, of course, serious doubt whether the Wagner Labor Act applies to the present situation, but either the National Labor Relations Boards or the courts or both exist to determine the issues involved.

"Accordingly, we suggest that if you are unwilling to accede to our views as heretofore expressed, the question be left for determination by the appropriate tribunals."

Pending such a move, Zanuck said the producers have invited negotiations to adjust any grievances which may arise.

Serves Notice on Laboratories

HOLLYWOOD, Sept. 20.—William Bioff, I.A.T.S.E. head here, has served notice on the laboratories not now having I.A. contracts that they must sign closed shop agreements and grant a 35 per cent wage increase to employees within 10 days.

The I.A. already has agreements with Technicolor and Consolidated. Affected by the new demand are Cinecolor, International Cinema, Dunning Color, National Screen Service, Williams Shots, Western Film and Pacific Title.

M-G-M Office Staff Signs

HOLLYWOOD, Sept. 20.—In the face of the I.A.T.S.E. claim of jurisdiction over studio office workers M-G-M today signed a three-year agreement on working conditions and wage scales with the Studio Employees' Guild a non-labor affiliate composed of 500 clerical workers. The organization is intramural.

Drop Winnipeg Duals

WINNIPEG, MAN., Sept. 20.—Double bills have been dropped by the Capitol here, under a new policy adopted by Famous Players Canadian Corp., by which single film attractions will head the programs at both the Capitol and Metropolitan. Other local Famous houses will continue with double bills for the time being, it is stated, but an effort is being made to break away from the dual attraction idea.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Stars Over Arizona"

(Continued from page 6)

westerns. It doesn't leave out anything that might thrill the imagination of either age.

"Stars Over Arizona" presents a promising outdoor actor in Jack Randall. This is his second film. He looks something like Robert Taylor and his voice is almost the same. But he rides, fights and shoots like a combination of all the old two-gun heroes. He sings and makes love like the newer generation of cowboys. Warner Richmond is a proper heavy and Kathleen Elliott is satisfactory as the girl. A full platoon of western character actors comprise the stock support.

Robert Emmett wrote the original screenplay. R. N. Bradbury produced and directed. Neither, with the assistance of the cast, omitted anything that might be necessary in an adventure melodrama.

Running time, 65 minutes. "G."

"The Game That Kills"

(Columbia)

HOLLYWOOD, Sept. 20.—An active yarn, with a hint of murder, the expected skullduggery of a gambler, and a number of misunderstandings which serve to complicate the romance, all played against the fast-moving background of professional ice hockey, "The Game That Kills" is good routine material and falls nicely and helpfully into the double bill category.

Charles Quigley and Rita Hayworth, in the leads, are not precisely selling names for the marquee, J. Farrell MacDonald being the only well known name in the cast, but showmen should have little trouble catching the eye of the younger element with concentration on the ice hockey background, as that sporting season grows near.

D. Ross Lederman, action film specialist, directed for speed and attained it, from a screenplay by Grace Neville and Fred Niblo, Jr. The team of which MacDonald is manager, but which is secretly owned by a gambler, is hit by the death on the rink of one of its stars, a supposed accident with another player of the same team. Joining the team is a new man from Canada, Quigley, who turns out to be the brother of the man killed, and who believes that the death was murder. Romance develops between Quigley and Miss Hayworth, MacDonald's daughter. The complications develop when the girl, assigned by a sports editor friend to get to the bottom of the unexplained loss of games, believes Quigley to be the chief bribe-taker. Actually, he is getting evidence which, in a fast finish, ends the trail for the gambler and crooked players and brings the romance and the season to a successful conclusion.

Running time, 60 minutes. "G."

Looking 'Em Over

"Two-Gun Sheriff"

(Columbia)

What will distinguish "Two-Gun Sheriff" from the standardized western is the excellent casting of the principal players and character parts. The production, in general, is in good taste, particularly the photography.

Charles Starrett plays the title role and very well, too. He is handsome, rides well and is a better actor. As sheriff of Remuda Gap he becomes involved in a murder case where his best friend is implicated due to romantic difficulties with the murdered man's daughter. Starrett's pal goes on trial and is found guilty. He is released from jail by his sweetheart who thinks a lynching party is approaching. Starrett is deprived of his office and does a little sleuthing. He uncovers a faint clue. Later he travels to Buckhorn, a nearby town, and with a certain amount of ingenious maneuvering locates the clue-strewing murderer. Justice is appeased in a rather highly dramatic scene which leads up to an exciting shooting match.

The cast includes Barbara Weeks, an appealing heroine who is fine in her hole as the troubled heroine. Bruce Lane and Edward Peil also do well by their parts. Frank McGlynn has a brief moment. Leon Barschar directed.

Running time, 63 minutes. "G."

(Additional Reviews on Page 10)

Production Spurs With 43 Shooting

(Continued from page 1)

tier Town;" Monogram, "Where Trails Divide;" Paramount, "Big Broadcast of 1938" and "Every Day's a Holiday;" Republic, "Springtime in the Rockies;" RKO, "Highway to Hell;" 20th Century-Fox, "Love and Hisses;" Warners, "Penrod and his Twin Brother."

The tally by studios:

Columbia finished one, shooting three, preparing one, editing seven; Goldwyn, zero, one, zero, two; Grand National, one, two, one, three; M-G-M, zero, seven, one, five; Monogram, zero, one, two, two; Paramount, two, five, two, 14; Principal, zero, zero, zero, one; Republic, zero, four, zero, four; RKO, zero, four, four, five; Selznick International, zero, one, zero, one; 20th Century-Fox, zero, three, three, eight; Universal, zero, three, one, five; Wanger, zero, zero, zero, three; Warners, zero, nine, zero, 24.

Two short subjects finished, one at M-G-M and the other at RKO, Columbia started one, and one at RKO is still shooting. Five are preparing, and 11 are being edited.

Guild Closed Shop Starts in the East

The Screen Actors' Guild here declared its "closed shop" provisions in effect in eastern studios yesterday, as scheduled, but with three important local producers still unsigned. They are March of Time, Educational and Mentone.

The guild has granted Educational several additional days in which to discuss objections to the contract with Kenneth Thomson, executive secretary of the guild, who is due in New York from the coast this week. Meanwhile, the company is complying with all provisions of the guild contract.

Florence Marston, eastern secretary of the guild, said yesterday that no action is being taken against Mentone and March of Time other than to inform guild members and cooperating talent unions that the two companies have not signed a guild contract. This means, Mrs. Marston said, that union actors will refuse work in those studios.

Talks Are Continued On Fleischer Strike

Efforts to negotiate a settlement of the Fleischer Studio strike are scheduled to be continued today after a tentative agreement reached over the weekend failed to get the approval of the union yesterday.

A spokesman for the Commercial Artists & Designers Union, which was designated the representative for the Fleischer employees by the National Labor Relations Board recently, said that the agreement was rejected because Fleischer withheld recognition of the union, although wage, hour and other concessions were agreed to by the studio.

Alliance Operators Raised

ALLIANCE, O., Sept. 17.—Union projectionists in the three theatres here, Morrison, Columbia and Strand, have been granted a 10 per cent increase retroactive to Sept. 1.

WATCH THIS
UNIVERSAL'S GREAT
"AND A GIRL" WILL KNOW
EVERY RECORD * FOR
EXTENDED RUNS, REPEAT
HAVE YOU-AND WILL A
DEANNA DURBIN TO
SELDOM ATTAINED BY

* NEW YORK ROXY SMASHES 7 YEAR
RECORD ON FIRST 3 DAYS!
HELD OVER 3rd WEEK IN PHILA-
DELPHIA AND GOING GREAT GUNS!

HELD OVER SECOND
WEEK IN LOS ANGELES,
WASHINGTON, SPRING-
FIELD, BALTIMORE!

PREDICTION!

**TRIUMPH "100 MEN
CK INTO A COCKED HAT
OPENINGS, HOLD-OVERS,
BOOKINGS OR WHAT
FINITELY SKYROCKET
BOX-OFFICE HEIGHTS
WY STAR IN HISTORY!**

**EXTENDED RUNS IN
SUCH PLACES AS SYRA-
CUSE, CINCINNATI . . .
ALL OVER. IT'S SWEEP-
ING THE COUNTRY!**

**AND HERE'S SOMETHING TO WRITE HOME
ABOUT! OUT OF 706 CRITICS WHO HAVE
SEEN THE PICTURE, EVERY ONE OF THEM
. . . WITHOUT EXCEPTION . . . WENT OVER-
BOARD IN PRAISING IT TO THE SKIES!**

Dallas Anti-Trust Action Is Started

(Continued from page 1)

tures at 40 cents, with subsequent runs at 25 cents for all theatres in the district," he asserted. "The agreement made still exists."

George Wright, local attorney representing theatres, replied later in the day.

The case is expected to last three days before Judge W. H. Atwell in U. S. District Court.

Legion's Own Show Tops Broadway Best

(Continued from page 1)

yesterday. He said he noticed quite a few ex-doughboys, their wives and children in the theatre at all parts of the day. Loew's State got some extra business, but nothing to get excited about.

The third week of "The Firefly" at the Astor tallied \$10,216, about \$3,000 under the previous week. "The Prisoner of Zenda" garnered approximately \$56,500 in the first four days of the third week at the Music Hall. "100 Men and a Girl" with a stage show at the Roxy took in \$36,000 in three days and the Strand is expected to wind up the first week of "That Certain Woman" tonight with approximately \$30,000.

"Big City" at the Capitol in four days got about \$25,000.

Loew's Union Deals Call for 10% Raises

(Continued from page 1)

circuit, on the Poli situations. Contracts have been signed for Worcester, with other towns to be settled this week.

Joe Vogel, in charge of Loew's out-of-town theatres, returned yesterday from Detroit where he spent the weekend.

Included in the discussions are approximately 70 theatres in 30 key cities.

Columbia-Music Hall Close a 3-Year Deal

(Continued from page 1)

it was opened in 1933. A Columbia picture, "The Bitter Tea of General Yen," was also the first to play the house. Subsequent bookings set for the near future include "The Awful Truth" and "I'll Take Romance."

IATSE Closes K. C. Deal

KANSAS CITY, Sept. 20.—The I. A. T. S. E. has closed two-year contracts with the Midland, Newman and Mainstreet, which call for a five per cent increase each year. The one-year contract with Fox Midwest's first run Fox Tower and Uptown and subsequent run Plaza also provides for a hike of five per cent. The Empress, only recently opened as a first run, was signed on the same basis as other first runs, for a two-year period.

The I. A. T. S. E. still is negotiating with the Regent and Liberty, downtown subsequent, each of which have one man affected.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Double Wedding"

(M-G-M)

HOLLYWOOD, Sept. 20.—As a piece of unvarnished farce, "Double Wedding" goes all the way in nonsensical foolishness. Done in slapstick style, it makes no concessions to suave or smart comedy as it pursues its helter-skelter pace. Dialogue, situations, characterizations and action combine to provoke unrestrained laughter.

William Powell and Myrna Loy are the stars. Florence Rice, John Beal, Jessie Ralph, Edgar Kennedy, Sidney Toler, Katherine Alexander, Donald Meek and Mary Gordon are the supports and miss no opportunities to add to the gayety of the occasion.

The producer, Joseph L. Mankiewicz, gets his name only in the main credits. He, with Jo Swirling, writer of the screenplay, and Richard Thorpe, the director, have taken a Ferenc Molnar play, stripped it of anything that might savor of dignified amusement and have given Powell and Miss Loy, et al, material that results in a laugh volcano.

In a vague but revealing manner the show adapts the taming of the shrew premise. Miss Loy's mission in life is to dominate the affairs of all coming in contact with her. She is determined that her sister, Miss Rice, and Beal shall marry. Powell is an auto trailer Bohemian with no sense of responsibility. As pieced together the plot is to have Miss Rice and Beal married and Powell and Miss Loy married. So many ludicrous gags are introduced that the basic plot is often side-tracked for nonsensical interludes.

The amusement character of the whole film may be gauged from the climactic sequence in which, after Powell has been knocked into unconsciousness, Miss Loy's hatband brushes across Kennedy's nose and he makes a wild swing to Miss Loy's chin that sends her to join the recumbent Powell. The whole thing may not make sense, but it surely makes nonsense.

With the Powell-Loy combination to attract the uppercrust patronage and the furious fun sure to become known to the crowd, "Double Wedding" looks like an attraction that will add much to fall programs. Any house can present it with an assurance of profit.

Running time, 85 minutes. "G."

Overseas Previews

"The Mutiny of the Elsinore"

(Argyle-A.B.P.)

LONDON, Sept. 4.—Magnificent shots of a "windjammer" under sail in fair and foul weather and clever camera work in shots in the rigging and from the masthead are the outstanding features of this British adaptation of Jack London's story. It really does give one understanding of what a beautiful thing a sailing ship was.

The dramatic values in "The Mutiny of the Elsinore" are not nearly so well reproduced as the pictorial, but there is certainly plenty of episode and the struggle between a crew in rebellion and a writer-passenger who, loving the captain's daughter, is forced to protect her and the ship, is popular material, even if handled crudely in some details.

Paul Lukas is the novelist-hero; Kathleen Kelly the girl; Lyn Harding, the tough first mate Pike, and Michael Martin Harvey puts up a very clever picture of a "sea lawyer" in the foc'sle.

The popularity of the original and the pictorial qualities of the film are the main assets.

Running time, 77 minutes. "G."

ALLAN

Plan Labor Inquiry

LONDON, Sept. 20.—The Ministry of Labor is preparing a questionnaire on labor conditions in theatres. The C. E. A. General Council, after suggesting modifications in one or two of the questions, has recommended its members to supply all the information possible.

Vaudeville in Montreal

MONTREAL, Sept. 20.—Vaudeville has been reintroduced in Montreal with the return of Loew's to a combination stage and screen policy for the season under the direction of Manager Howard Knevels, formerly of Ottawa. The Loew house is operated by Famous Players Canadian Corp.

Report U. A. Deal Practically Ready

(Continued from page 1)

finishing touches on the arrangements with English interests. He recently returned from London after a lengthy stay and for the past few weeks has been conferring with Goldwyn on the deal. Rose could not be reached for comment at his hotel last night.

Grand National Has Eight Films Ready

Eight Grand National pictures have been completed recently, five will start soon and eight others are in various stages of preparation, Edward L. Alperson, president, said yesterday on his arrival from Hollywood to spend a week at the home office.

Those finished include Stuart Erwin in "Mr. Boggs Buys a Barrel," formerly "Face the Facts," by Clarence Budington Kelland; Wallace Ford in "He Wanted to Marry," tentatively titled; Jimmy Newill in "Renfrew of the Royal Mounted"; George Houston in "Wallaby Jim of the Islands"; Eric Linden and Boots Mallory in "Here Comes Flash Casey"; Tex Ritter in "Tex and the Boy Scouts" and "Frontier Town." Frank Gay has completed "King of the Sierras," which is the last of five pictures promised by Condor.

The five which will be placed in work shortly are: Anna Sten in "Love Me Again," with Victor Schertzinger producing; the second Schertzinger-Sten combination tentatively titled "Strad"; "Honolulu Honeymoon"; "The Deer Slayer," by James Fenimore Cooper; "Grand Canyon," probably in color. Because of weather difficulties the last named film may be made in black and white, according to Alperson.

In preparation are: "Snow Covered Wagons," the second Wallaby Jim story, the next Flash Casey picture, Benny Ziedman's "Love Runs Into Money" and "Rogues Gallery"; the next Renfrew and Shadow stories, and the third Anna Sten film tentatively titled "Yes, Madame."

Arthur J. Scott Dies

TORONTO, Sept. 20.—Arthur James Scott, 64, veteran secretary-treasurer of Canadian Educational Films, Ltd., here, for the past 16 years, died here. He is survived by his widow and one daughter.

Opening for Birmingham

BIRMINGHAM, Sept. 20.—Birmingham will see the premiere of Tallulah Bankhead's "Antony and Cleopatra." This word came from Miss Bankhead herself, and gives Nov. 16 as the date for two performances here.

Postpone Price Meet

NEW HAVEN, Sept. 20.—A meeting called for the purpose of discussing higher admissions in local theatres was so poorly attended that the matter has been postponed once more.

Hellinger to W. B.

HOLLYWOOD, Sept. 20.—Mark Hellinger, one of the columnists on the *New York Daily Mirror*, has resigned to join Warner in a executive production capacity.

What you
sell 'em
is on the
screen

not on the marquee



High intensity projection is not a luxury which the smaller theater must forego. It has become a competitive necessity. Two or three years ago only ten per cent of all theaters were using high intensity projection — today 5000 theaters have it.

SIMPLIFIED —

- 1-SIMPLIFIED LAMP MECHANISM 2-FEWER LAMP PARTS
- 3-LOWER ARC CURRENT

The new SIMPLIFIED HIGH INTENSITY projection is true economy. It gives you two to three

times as much light on the screen as you can get from low intensity projection. Yet the cost per light unit on the screen is so much less that all this extra light and improved projection can be covered by one admission per show.

This new projection provides snow-white light essential for satisfactory color reproduction and gives any theater modern, eye comfort projection that is as good as that of the big de luxe houses.

Write for the new, free, illustrated book—"The Eternal Triangle In Picture Projection."

SIMPLIFIED
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by

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(Certified Public Accountant)

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Rockefeller Center

New York

"End," "Dallas," "Ice," "Horizon," "Durbin" Lead

(Continued from page 1)

\$21,000 over par, while "Double or Nothing," aided by Eddie Duchin on the stage of the Chicago, took \$40,000, or \$8,000 over normal. The third and last week of "The Life of Emile Zola" showed a good \$14,000, with reports that the film could stay another month.

"100 Men and a Girl" topped the Washington takes, with \$15,500 at RKO Keiths, over normal by \$4,900. It was held over and may continue for a third week. "Lost Horizon" continued big with \$8,400, up by \$4,100 at the Metropolitan, to which it moved from the Earle.

New Haven's grosses were led by "Broadway Melody of 1938" and "Think Fast, Mr. Moto," on a dual at the Poli, with \$10,000. "Stella Dallas" was strong at the Roger Sherman, taking \$7,200. After a record first week at the College, "Dead End," paired with "The Lady Escapes," did \$4,000, or \$1,200 over par.

"Thin Ice" went to town at the Hippodrome in Cleveland taking \$16,000 and bettering average by \$4,500. It was moved to the Allen for a continued downtown run. "Topper" was in the money with \$18,000 at Loew's State, and "Varsity Show" held up in its second week at the Allen with \$6,500.

In Milwaukee, "Dead End" and "Public Wedding" at the Warner accounted for a neat \$7,300, over par by \$2,300. "Broadway Melody of 1938," teamed with "One Mile from Heaven," ran a close second with \$10,000 at the Wisconsin.

"Super Sleuth" was good for \$14,000 against an \$8,000 average at Loew's in Montreal, aided by "Hollywood Hotel Revue" on the stage. "Thin Ice" drew a strong \$10,500 at the Capitol.

"Thin Ice," dualled with "One Mile from Heaven," topped the San Francisco takes at the Paramount, gross-

ing \$16,000, over par by \$3,000. The \$9,000 "Stella Dallas" took at the United Artists in its second week was good.

Oklahoma City had a quiet week, but "Thin Ice" ran ahead of the field with \$6,900 against a \$4,000 average at the Midwest.

The Main Street in Kansas City did the best comparative gross in a mild week, "Varsity Show" and "Hideaway" taking \$9,700, over par by \$1,700. "Thin Ice" did \$7,800 in six days of its second Fox stanza and was moved to the Uptown for a third. "Lost Horizon" clocked a good \$12,800.

"Dead End" hit the high spots in Cincinnati, taking \$17,800 at the Albee. "100 Men and a Girl" was runner-up, doing \$15,500 at the RKO Palace, and continuing at the RKO Capitol.

"Confession," assisted by Phil Spitalny on the stage, took \$24,600 at the Michigan, while "You Can't Have Everything," aided by Dave Rubinoff on the stage, took \$23,500 at the Fox in a holdover.

"The Prisoner of Zenda" captured Denver in a big way, accounting for a smash \$16,000 at the Denver, more than double the normal. It was moved to the Aladdin. "Thin Ice" was strong at the Broadway with \$3,500 in a third downtown week, and was held for a fourth. "Lost Horizon" likewise was in the good money.

Seattle liked "Lost Horizon" to the box-office tune of \$10,000 at the Liberty, which doubles the house's average take. "Thin Ice" on a dual with "One Mile from Heaven," did its share at the Fifth Avenue, with \$9,250. The bill was held.

"100 Men and a Girl" held its power in Philadelphia in a second week, taking \$17,000 at the Fox, over par by \$3,000. "Stella Dallas" held up, with \$9,000 at the Aldine in its third week.

IA Emblem Demand Waiting Schenck, Mayer Coast Talks

(Continued from page 1)

the carpenters have a working agreement and closed shop at the studios.

The local officials here were notified that all conversations concerning the basic pact will be made henceforth by officers of the International.

This is seen as meaning either a fight on the I. A. jurisdictional claims or a swing by the International officers to recognition of the jurisdictional claims of the I. A.

Cliff Mace, local business agent of the carpenters, said it means a fight, but informed quarters are doubtful of such an eventuality. The carpenters' local members here are irked at the I. A. for not obtaining an additional 10 per cent raise at this year's basic agreement conference in New York. Last year the carpenters wanted a 15 per cent increase but refused to accept 10 per cent. The producers did nothing about it and gave only the general 10 per cent increase this year. In other words, the other crafts in the

basic agreement have received 20 per cent in the last two years, while the carpenters have obtained only 10 per cent.

Actors to Avoid I. A. Fight

HOLLYWOOD, Sept. 20.—"The Screen Actors' Guild will do everything in its power to avoid a fight with the I.A.T.S.E., but if a fight comes the I. A. will start it and the guild will finish it," said Aubrey Blair, executive secretary of the Junior Screen Actors' Guild, before a meeting of junior guild extras and bit players last night.

The question of the I. A. jurisdictional claim over the actors was brought up from the floor in a lively session, with various factions of the guild attempting to bring about a change in the guild's present policies. Blair, in answer to a question, said that while the guild owes the I. A. something for past support, it is in no way intended to permit that organization to govern the Actors' Guild.

"Thin Ice" Up With \$16,000, San Francisco

SAN FRANCISCO, Sept. 20.—"Thin Ice," on a dual with "One Mile from Heaven," was in the big money with a take of \$16,000 at the Paramount. This topped normal by \$3,000.

"Life of the Party," with a stage show, reached \$17,000 at the Golden Gate, and "Double or Nothing," dualled with "London by Night," were good for \$7,500 at the St. Francis. "Stella Dallas" held up to \$9,000 in its second week at the United Artists.

Total first run business was \$95,850. Average is \$88,500.

Estimated takings:

Week Ending Sept. 14:

"LIFE OF THE PARTY" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage show. Gross: \$17,000. (Average, \$16,000)

Week Ending Sept. 15:

"THAT CERTAIN WOMAN" (W. B.)
"MR. DODDS TAKES THE AIR" (W.B.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. Gross: \$16,000. (Average, \$17,000)
"LOST HORIZON" (Col.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days, 3rd week. Gross: \$9,000. (Average, \$8,000)

"THIN ICE" (20th-Fox)
"ONE MILE FROM HEAVEN" (20th-Fox)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. Gross: \$16,000. (Average, \$13,000)

"DOUBLE OR NOTHING" (Para.)
"LONDON BY NIGHT" (M-G-M)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 2nd downtown week. Gross: \$7,500. (Average, \$6,000)

Week Ending Sept. 16:

"STELLA DALLAS" (U. A.)
EMBASSY—(1,400), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$6,000. (Average, \$6,000)
"STELLA DALLAS" (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c, 7 days, 2nd week. Gross: \$9,000. (Average, \$7,500)

"CONFESSION" (W. B.)
"DANCE, CHARLIE, DANCE" (W. B.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. Gross: \$14,500. (Average, \$14,000)

Week Ending Sept. 17:

"MASQUERADE IN VIENNA" (Vienna Films)
CLAY—(400), 15c-35c-40c, 7 days, 2nd week. Gross: \$850. (Average, \$1,000)

"Thin Ice" Leader In Oklahoma City

OKLAHOMA CITY, Sept. 20.—Big money in a quiet week went to "Thin Ice" at the Midwest where it took \$6,900 in seven days. Normal is \$4,000.

None of the other first runs were able to make the grade.

Total first run business was \$16,100. Average is \$14,500.

Estimated takings for the week ending Sept. 18:

"THE BIG CITY" (M-G-M)
CRITERION—(1,700), 10c-25c-40c, 7 days. Gross: \$4,200. (Average, \$5,000)

"ON AGAIN, OFF AGAIN" (RKO)
"LET THEM LIVE" (Univ.)
LIBERTY—(1,500), 10c-20c-25c, 4 days. Gross: \$2,100. (Average, 7 days, \$2,500)

"NAVY BLUES" (Republic)
"MIDNIGHT MADONNA" (Para.)
LIBERTY—(1,500), 10c-20c-25c, 3 days. Gross: \$500. (Average, 7 days, \$2,500)

"THIN ICE" (20th-Fox)
MIDWEST—(1,500), 10c-35c-55c, 7 days. Gross: \$6,900. (Average, \$4,000)

"SAN QUENTIN" (F. N.)
TOWER—(1,100), 10c-25c-35c, 7 days. Gross: \$2,400. (Average, \$3,000)

"100 Men" Is Washington's Top, \$15,500

WASHINGTON, Sept. 20.—"100 Men and a Girl" stepped out front in a big way at RKO-Keith's with a take of \$15,500. This topped normal by \$4,900. It was held over and may get a third week.

"Lost Horizon" continued a big draw with a take of \$8,400, up by \$4,100, at the Metropolitan where it was moved from the Earle.

A return engagement of "Wee Willie Winkie" at Loew's Columbia took \$5,400, going over \$1,800 over the first run par.

Stage-screen houses slipped. Loew's Capitol, with "Wife, Doctor, and Nurse," took \$20,000, under average by \$900, and the Earle with "Varsity Show" took \$17,500, or \$900 under. Three days on the third week at the National gave "The Life of Emile Zola" \$2,600.

Total first run business, National and Rialto excepted, was \$83,200. Average is \$76,700.

Estimated takings, exclusive of tax:

Three Days Ending Sept. 11:

"THE LIFE OF EMILE ZOLA" (W. B.) NATIONAL—(1,697), 55c-\$1.65, 3 days, on 3rd week. Gross: \$2,600.

Week Ending Sept. 14:

"INVITATION TO THE WALTZ" (Hoffberg)

"M" (Forenco)

RIALTO—(1,064), 15c-40c, 7 days. Gross: \$2,000.

Week Ending Sept. 16:

"VARSITY SHOW" (W. B.)

EARLE—(2,218), 25c-66c, 7 days. Stage: Gracie Barrie, Gilbert Brothers, Jack Seymour, Three Byrne Sisters, Adele Miller, Joe & Jane McKenna. Gross: \$17,500. (Average, \$18,400)

"WIFE, DOCTOR AND NURSE" (20th-Fox)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Johnny Perkins, m.c. (3rd week); June Carr, Geraldine & Joe; Betty & Carr Brothers, Four Carolinians. Gross: \$20,000. (Average, \$20,900)

"WEE WILLIE WINKIE" (20th-Fox)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). Gross: \$5,400. (Average, \$3,600)

"STELLA DALLAS" (U. A.)

LOEW'S PALACE—(2,370), 35c-55c, 7 days. Gross: \$14,900. (Average, \$15,900)

"LOST HORIZON" (Col.)

METROPOLITAN—(1,591), 25c-40c, 7 days (continuation run). Gross: \$8,400. (Average, \$4,300)

"100 MEN AND A GIRL" (Univ.)

RKO-KEITH'S—(1,836), 25c-55c, 7 days. Gross: \$15,500. (Average, \$10,600)

Week Ending Sept. 18:

"BIRTH" (Public Welfare)

"ENLIGHTEN THY DAUGHTER" (World Wide)

BELASCO—(1,140), 25c-65c, 7 days. Stage: Radio's Friendly Adviser. Gross: \$1,500. (Average, \$3,000)

Managers Change Places

SEATTLE, Sept. 20.—Dan Redden, manager of Hamrick's Blue Mouse, and Leo Hartley, manager of the Hamrick-Evergreen Coliseum, have exchanged positions. Redden will continue to supervise the operation of Hamrick's Music Hall when that house is open for special engagements, as heretofore.

Leases Salt Lake House

SALT LAKE CITY, Sept. 20.—Intermountain Theatres has signed a long-term lease for a new 1,800-seat theatre now under construction on State St. and Broadway. The Tracy Loan & Trust Co. negotiated the deal.

"Dallas" Hits \$36,000, Big For the Loop

CHICAGO, Sept. 20.—"Stella Dallas" was the most attractive thing in the Loop last week and gave the Oriental a \$36,000 gross, which was \$21,000 better than average. This was the first attraction to play the Oriental on the new advanced price scale which came about with the booking of "A" films into the house.

The return of Eddie Duchin to the Chicago plus "Double Or Nothing" on the screen was a popular combination, getting \$40,000 which was \$8,000 above normal. The final week of the "Life of Emile Zola" was in the big money and the picture could have stayed another month. The gross was \$14,000.

The State-Lake, with "Flight from Glory," the Palace, with Bobby Breen in person, and the Roosevelt, with "Varsity Show," all did strong business. "Dead End" at the U. A. continued in the big money at \$21,000 for the second week.

Total first run business was \$171,200. Average is \$128,000.

Estimated takings:

Week Ending Sept. 16:

"DOUBLE OR NOTHING" (Para.)

CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Eddie Duchin and band. Gross: \$40,000. (Average, \$32,000)

"ARTISTS AND MODELS" (Para.)

GARRICK—(900), 35c-55c-75c, 7 days. Gross: \$7,000. (Average, \$6,500)

"STELLA DALLAS" (U. A.)

ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Vaudeville Revue. Gross: \$36,000. (Average, \$15,000)

"RIDING ON AIR" (RKO)

PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Bobby Breen and Revue. Gross: \$21,000. (Average, \$19,000)

"FLIGHT FROM GLORY" (RKO)

STATE-LAKE—(2,776), 25c-35c-55c, 7 days. Stage: Verne Buck and Revue. Gross: \$14,400. (Average, \$13,000)

Week Ending Sept. 17:

"THE GOOD EARTH" (M-G-M)

APOLLO—(1,400), 35c-55c-75c, 7 days, 2nd week. Gross: \$5,000. (Average, \$6,500)

"VARSITY SHOW" (W. B.)

ROOSEVELT—(1,500), 35c-55c-75c, 7 days, 2nd week. Gross: \$12,800. (Average, \$11,000)

"DEAD END" (U. A.)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. Gross: \$21,000. (Average, \$11,000)

Week Ending Sept. 18:

"LIFE OF EMILE ZOLA" (W. B.)

ERLANGER—(1,200), 50c-\$1.50, 2 shows daily, 3rd week. Gross: \$14,000. (Average, \$10,000)

Quits National Theatre

SEATTLE, Sept. 20.—H. Stanley McLeod has resigned as manager of National Theatre Supply's local office and will enter the theatre equipment business for himself. He is being succeeded temporarily by Robert P. Haase. After Jan. 1, the office will be in charge of Heaton Randall, now head of the National office in Salt Lake City.

Pick Kay Francis' Next

HOLLYWOOD, Sept. 20.—Although Kay Francis has a suit on file seeking declaratory relief from her Warner contract, the studio has announced "A Prayer for My Sons," the Hugh Walpole novel, as a vehicle for her. Billie and Bobbie Mauch will be in the supporting cast.

"Broadway Melody" Big in New Haven

NEW HAVEN, Sept. 20.—"Broadway Melody of 1938" and "Think Fast, Mr. Moto" led the town with a gross of \$10,800, over the usual Loew-Poli take by \$2,800. The bill was held at the College.

"Stella Dallas" at the Roger Sherman took \$7,200, over average by \$2,600. "On Such a Night," with a stage revue, turned in \$6,300, up by \$1,500. After a record first week of \$13,000, "Dead End" and "The Lady Escapes" piled up an additional \$4,000 at the College, over par for the house at lower admissions by \$1,200.

Total first run business was \$28,300. Average is \$20,200.

Estimated takings for the week ending Sept. 17:

"DEAD END" (U. A.)

"THE LADY ESCAPES" (20th-Fox) COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. Gross: \$4,000. (Average, \$2,800)

"BROADWAY MELODY OF 1938" (M-G-M)

"THINK FAST, MR. MOTO" (20th-Fox)

LOEW'S POLI—(3,040), 35c-50c, 7 days. Gross: \$10,800. (Average, \$8,000)

"ON SUCH A NIGHT" (Para.)

PARAMOUNT—(2,348), 35c-50c, 7 days. Stage: "Beaux Arts Frolics." Gross: \$6,300. (Average, \$4,800)

"STELLA DALLAS" (U. A.)

ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$7,200. (Average, \$4,600)

Schines Lease House

SHELBY, O., Sept. 20.—Schines have taken a long term lease on the Castamba here, effective Oct. 1, when the house will reopen after having been dark for several weeks for remodeling and enlarging from 480 to 800 seats.

"Ice" Grosses Heavy \$16,500 In Cleveland

CLEVELAND, Sept. 20.—"Thin Ice" went to top place at Warners' Hippodrome by grossing \$16,500, over par by \$4,500. It was moved to the Allen for a continued downtown run.

"Topper," another winner, went \$3,000 over par at Loew's State where \$15,000 is par, finishing with a take of \$18,000. "Thunder in the City" at Warners' Lake, grossed \$3,200. The estimated average of this recently opened house is \$2,500. "Varsity Show" held up at the Allen in its second week following a big week at the Hippodrome. The take was \$6,500.

Total first run business was \$68,200. Average is \$61,500.

Estimated takings for the week ending Sept. 17:

"VARSITY SHOW" (W. B.)

ALLEN—(3,000), 30c-35c-42c- (55c Sat. & Sun.), 7 days, 2nd week. Gross: \$6,500. (Average, \$6,000)

"TOPPER" (M-G-M)

LOEW'S STATE—(3,500), 30c-35c-42c- (55c Sat. & Sun.), 7 days. Gross: \$18,000. (Average, \$15,000)

"ARTISTS AND MODELS" (Para.)

LOEW'S STILLMAN—(1,900), 30c-35c-42c- (55c Sat. & Sun.), 7 days. Gross: \$5,600. (Average, \$6,000)

"BACK IN CIRCULATION" (W. B.)

RKO PALACE—(3,100), 30c-42c-60c- (75c Sat. & Sun.), Stage: Block and Sully, 7 days. Gross: \$19,000. (Average, \$20,000)

"THIN ICE" (20th-Fox)

WARNER'S HIPPODROME—(3,800), 30c-35c-42c- (55c Sat. & Sun.), 7 days. Gross: \$16,500. (Average, \$12,000)

"THUNDER IN THE CITY" (Col.)

WARNER'S LAKE—(800), 25c-35c, 7 days. Gross: \$3,200. (Average, \$2,500)



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Set New Rules For Canadian Broadcasting

TORONTO, Sept. 20.—Effective Nov. 1, entirely new restrictive regulations for broadcasting in the Dominion under the auspices and control of the Canadian Broadcasting Corp. have been passed by the corporation's board of governors of which N. L. Nathanson, president of Famous Players Canadian Corp., is one of nine members.

The new conditions, just announced by Gladstone Murray, general manager, include the following:

Liquor, wine and beer advertising is prohibited except in those provinces where such promotional work is permitted under provincial statutes.

Advertising time on any commercial program originating in Canada is restricted to 10 per cent, as compared with five per cent under the previous code.

Food and drug advertising must be submitted to the Federal Dep't of National Health before being put on the air as a protection for the public.

Fortune telling, crystal gazing or other foretelling advice must not be broadcast, while other prohibited material includes: any act or thing prohibited by law; the price of goods, services or admissions; programs or announcements of any insurance company not registered to do business in Canada; information regarding bonds, stocks, shares, units or royalties other than the securities of the Dominion, provincial or municipal governments or public service corporations, except that daily quotations can be given without comment; dramatized political broadcasts; political broadcasts for two days preceding an election and on election day; the actual proceeding at any trial in a Canadian court; abusive comment on any race, religion or creed; obscene, indecent or profane language; malicious, scandalous or defamatory matter; false or deceptive statements; all references to birth control or venereal diseases; programs presenting a person who claims supernatural or psychic powers or who supports to answer or solve questions or problems submitted by members of the public, and false and misleading news or rumors.

News broadcasts are restricted to official announcements by the Canadian Broadcasting Corp., news bulletins supplied by the Canadian Press, Ltd., or local news presented by a newspaper or such news as collected by the employes of a broadcasting station. Spot commercial announcements are generally forbidden between 7.30 P.M. and 11 P.M. on week days and are entirely prohibited on Sundays. Mechanical reproduction of a program during the same weekday hours are also prohibited except by special permission.

KYA Gets New Accounts

SAN FRANCISCO, Sept. 20.—New accounts using KYA include Swiss Diamond Palace, Zinke's Shoe Renewing, Dickerson's Shoes, Dr. H. Hoagland, Travellac Publications, the Fur Doctor, Electric Appliance Society, Transcontinental and Western Air, Inc. and Lydia Pinkham.

McNinch Postpones Taking F. C. C. Post

WASHINGTON, Sept. 20.—Determination of Frank R. McNinch to carry on as chairman of the Federal Power Commission until the conclusion of that body's holding company hearings will make it impossible for him to take over the position of chairman of the F.C.C. until about Oct. 1, it was made known today.

He had been expected to move over to the F.C.C. this week, but at the last moment decided to stay for the finish of the holding company fight which he initiated as head of the power commission. This will probably require two weeks or more.

Jessel and Talmadge Are Set for Mutual

After many conflicting on-and-off-again reports, it develops that Georgie Jessel and Norma Talmadge have been signed definitely for the "30 Minutes in Hollywood" participation series over Mutual. Ben Locke, who will produce the program, is authority for the foregoing.

The series will feature Jessel and Miss Talmadge, Tommy Tucker's orchestra, Amy Arnell and a juvenile singer. It will originate in the studios of KHJ, Hollywood, and will be heard locally over WOR from 6 to 6:30 P. M. The program is slated to begin Oct. 10. Its local sponsor is not known at the moment. The Redfield-Johnstone agency is handling the show.

To Air Alabama Games

BIRMINGHAM, Sept. 20.—Football broadcasting plans for WSHN have been completed, all important games played by Alabama teams will be aired. Most of the games played by Alabama and Auburn will be called from the field and listeners all over the state will get the returns on a state network keyed on WSHN.

WJTD at Tuscaloosa, WALA of Mobile and WHBB of Selma will tie into the network originating at WSHN. The games will be sponsored by W. K. Kellogg Co.

Roe Gets New WCAE Post

PITTSBURGH, Sept. 20.—Charles Roe, announcer at WCAE, has just been named first assistant to Dave Olsen, head of production at the station. Olsen took over his new post when Ed Harvey was transferred to New York and made program director of the Hearst New York State network.

Announcer to Teach

Lincoln, Sept. 20.—J. Gunnar Back, head of KFAB-KFOR's continuity department, has been signed by Gayle C. Walker, director of the University of Nebraska's school of Journalism, to teach two radio classes each week for the year. Gunnar is not new at the game, having taught at the University of Wisconsin, while with Madison radio stations.

RCA Communication To Deal with AFTA

RCA Communications, Inc., an RCA subsidiary, has granted full bargaining recognition to the American Radio Telegraphists' Ass'n. for all its radio operating personnel. The union recently won a NLRB election in New York.

RCA agreed after the election here to recognize the union nationally if proper proof of membership was shown to the NLRB. This proof has been produced. Negotiations are now underway for a contract, RCA having asked for a week to prepare figures and counter proposals made by the union. The ARTA is shortly to be known as American Communications Ass'n.

RKO Signs Healy as Radio Contact Man

HOLLYWOOD, Sept. 20.—RKO today signed Frank Healy as radio contact man for the lot. He will correlate all air activities. Healy was formerly an NBC publicity man in New York and is now connected with the Helen Ferguson publicity office. He will start work next week.

His job will be to boost music over the air, work out broadcast schedules for players to prevent their air work from interfering with production and to set special programs for lot names and product on the air.

RKO is the third studio to have an air contact man. Bill Bachmer is at M-G-M and Ruby Cowan is at Paramount.

Standard Oil in New Program

SAN FRANCISCO, Sept. 20.—A new series, "Standard Oil Broadcasts," sponsored by the company bearing that name, will begin over the NBC Pacific Red network Sept. 30, Thursdays from 11 to 11:45 A. M., E.S.T. McCann-Erickson, is the agency.

M-G-M Seeks Protection of Stars on Air

(Continued from page 1)

duced "Showboat" and "Hollywood Hotel" on the air, in charge.

"With a few exceptions like Greta Garbo and Norma Shearer, we have the right to cast our players in radio shows. The film contracts have a clause to this effect," Sidney added.

The WHN head emphasized the fact that the show would aid the exhibitor in exploitation of stars and that the shows would prove beneficial to the box-office.

After arriving in London on Sept. 1, Sidney flew to Rotterdam, then to Prague and Budapest. He remained two days in Budapest, then took another plane to Vienna, where he spent a day. The next air jaunt was to Brussels and then to Paris, where he stayed over for two days. From Paris he returned to London. He met Louis B. Mayer, Benny Thau and Howard Strickling in Paris and London.

Sidney denied he would forsake New York for California where the air shows are to be produced. He said that as soon as he had cleared a few important matters, he will make a trip to Hollywood to get the new show started. He will spend as little time as possible on the coast and will continue to make his headquarters here.

Mayer Party to Sail Wednesday

LONDON, Sept. 20.—Louis B. Mayer, Benny Thau and Howard Strickling will sail Wednesday on the *Normandie* for New York and Hollywood. The party will remain in New York for a few days and then proceed to the west coast.

Quaker State Net in Commercial Opening

PHILADELPHIA, Sept. 20.—After existing in name only for the past year, the Quaker State regional network, organized by WFIL after a loosely knit existence for political broadcasts, will get under way commercially. Its first full length account has been placed by N. W. Ayer for the Atlantic Refining Co. Starting Sept. 24, 10 quarter-hour weekly stanzas will be used to present a preview on the weekend's big football classics.

With WFIL serving as the key station, the football forecast series will be carried by the Quaker State hook-up including WSN, Allentown; WGAL, Lancaster; WRAW, Reading; WHP, Harrisburg; WEST, Easton; WKOK, Sunbury; WGBI, Scranton; WRAK, Williamsport; WBRE, Wilkes-Barre; WOLK, York; WAZL, Hazleton; WJAC, Johnstown, and WWSW, Pittsburgh.

Two Join WFIL Staff

PHILADELPHIA, Sept. 20.—Announcer Jay Faraghan and Roy La Plante, production man, have been added to the WFIL studio staff. Both of the new men are products of local stations, Faraghan coming from WTEL and La Plante from WHAT. Another addition is Margaret Hanley, formerly with the WIP program department, who takes over the secretarial duties for business manager Roger W. Clipp.

Thomas Halted by Legion

The Legion inflicted a grievous wound to a radio program Sunday. The program is recovering. The communique from the front follows:

Pawling, N. Y.—Lowell Thomas, scheduled to broadcast from his home here last night at 9:30 P. M., over Mutual in the first of the *Commentator* Magazine series, took the afternoon off to engage in a baseball game with the other eight of the "nine old men." This was a tactical error.

Starting back for Thomas G.H.Q., accompanied by Charles Payson, publisher of *Commentator*, and figuring to hit zero hour by a wide margin, the convoy ran into the A.E.F. of 20 years ago, headed for Broadway, beer and ballyhoo. In other words, Legionnaires in trailers by the dozen.

Result: Arrived at G.H.Q. at 9:36 for a 9:30 broadcast. They saved the day somewhat by slicing in a talk over WOR only from 9:45 to 10 P. M.

Tuesday, September 21, 1937

Radio Personals

THE "Three Marshalls," singing trio, have been signed for a series of Vitaphone short subjects . . . Gen. Hugh S. Johnson, who begins a new network commentary series soon, was in the city yesterday having his picture taken by Ray Lee Jackson at NBC and answering reporters' questions . . . Nino Martini has been booked for a guest appearance on the Coca Cola "Song Shop" series . . . Jane Pickens' mother was taken to the hospital yesterday . . . Gabriel Heatter returned to the city yesterday from a flying visit to Chicago . . . Andy Devine has been signed for a permanent spot on the Jack Benny series . . . An NBC engineer and announcer will accompany President Roosevelt on his trip to the coast, scheduled to get underway this week. The network shadows will be Carlton Smith and Alfred E. Johnson, chief engineer of NBC's Washington Division . . . Herman Bernie has booked Patsy Kelly for a guest shot on the American Can Co. program Sept. 28 . . .

+

Grace McDonald, who, with her brother, Ray, dances and sings in "Babes in Arms," will make a solo guest star appearance on the Hammerstein "Music Hall" program Oct. 1 . . . Aileen Stanley, originally due back in the U. S. from her BBC appearances last week, has postponed her return until Oct. 1 . . . Sheila Barrett, who begins her series for Gruen watches Oct. 3, has had her engagement at Boston's Mayfair Club extended another week . . .

Seeks New Station

WASHINGTON, Sept. 20.—Authority to construct a new broadcasting station at Livingston, Mont., has been asked of the F. C. C. by the Roberts-MacNab Co., in an amended application seeking use of the 1,210-kilocycle channel. The station would operate with a power of 100 watts night, 250 watts day. Other applications included requests of WIP, Philadelphia, for an increase of day power from 1,000 to 5,000 watts, and WDZ, Tuscola, Ill., for increase of power from 250 to 1,000 watts.

Nancy Brooke KDKA Librarian

PITTSBURGH, Sept. 20.—Nancy Lyda Brooke, formerly secretary to Marjorie Stewart of the "Microphone Playhouse," has been named music librarian at KDKA. Miss Brooke will have charge of the music files for the station and will be responsible for the copyright clearance on all musical programs.

Alberts Go on WOR Nov. 1

Grace and Eddie Albert, in an electrically transcribed program, will be heard Mondays, Wednesdays and Fridays from 4:45 to 5 P. M. over WOR, for Pacquin, Inc., beginning Nov. 1. William, Esty & Co. is the agency.

Coughlin on WICC-WBRY

NEW HAVEN, Sept. 20.—WICC and WBRY are among the local stations to tie in with Father Charles E. Coughlin's special broadcast Oct. 31

New Shows on the Air

"Passing Parade"

Most engaging of the vocal essayists in network radio is John Nesbitt, whose "Passing Parade" is now offered over Mutual instead of NBC. In radio about six months, the California youngster—they tell us he is but a few years over his 'teens—is already in the class of Edwin C. Hill, Boake Carter, and the other topflight commentators, and his sun has just begun to ascend. We liked him six months ago when he inaugurated his talks over NBC. We like him even more now.

Nesbitt shrewdly eschews spot news and presents instead tales that drip with human interest. As for example, his story of the paralyzed girl who was taken to the beach by friends and placed underneath the boardwalk as a shield from the sun. Somehow or other the friends forgot about the helpless girl . . . night came on, the crowds departed, and the tide came in. All night long the girl sat on the sand, clinging to one of the boardwalk poles as the tide rose, higher, higher, until it came up beyond her waist. She screamed for help all night, but the beach was deserted. She was discovered at dawn by a fisherman and died the next day in the hospital.

Another interesting subject was a discussion of causes for divorce, past and present. Past: Mary Heath, wife of Jeremiah, sued for a divorce in Colonial days because her husband beat her with a stick. The divorce was granted not because of the beatings, but because Jeremiah used a stick which was wider than the size of a man's thumb. Present: An English woman recently sued for divorce because her husband took to bed with him 20 cats. The judge denied the

divorce because there is no law against taking cats to bed.

"Passing Parade" is sponsored by Duart Sales Co. and presented Sundays at 9 P. M. over Mutual.

"John B. Kennedy-News"

John B. Kennedy, a forceful speaker and astute judge of national and international affairs, now broadcasting twice weekly for the Kendall Refining Co. over WJZ, is the dependable type of artist who always can be depended upon to give his sponsor more than even value in exchange for his salary.

Kennedy's topics are of the usual front page variety. He scores mainly with his incisive interpretations of the news.

"John B. Kennedy-News," is presented Tuesdays at 7:45 P. M. and Saturdays at 6:45 P. M. over WJZ.

"The Eton Boys"

This entertaining quartet returned to the air yesterday on a sustaining period that will be heard hereafter on Mondays and Wednesdays from 5:15 to 5:30 P. M. over CBS. Here is light, frothy stuff, cleverly delivered and consisting of numbers that lean more to the humorous. The initial broadcast offered such songs as "The Miller's Daughter—Mary Ann," "Satan's Holiday" and "The King's Horses," among others.

"Hotel" Anniversary Oct. 1

"Hollywood Hotel" will celebrate its fourth anniversary on CBS Oct. 1 with a gala program featuring many screen personalities as guest artists. The dramatization will be based on the picture, "Madame X," featuring Warren Williams, Gladys George and John Beal in the principal roles.

BANNER

Hollywood Town Pump

HOLLYWOOD, Sept. 20.—"Camel Caravan" will be broken into two parts, with the Jack Oakie "College" emanating from here for the first half hour, and Benny Goodman's "Swing School" from the east for the second. Raymond Hatton's contract calls for his appearance only as a football coach on the Oakie show. The split was made for possible dropping of either show if audience reaction isn't good, it is said.

Alfred Span of New York's CBS office is here to assume charge of the KNX sound effects department. . . . Fredric March and Florence Eldredge, his wife, starred in "The Outsider," famous Dorothy Brandon play, on "Lux Theatre" tonight . . . Al, Harry and Jimmy Ritz will present a tabloid version of 20th Century-Fox's "Life Begins in College," on "Hollywood Hotel" Sept. 24. . . . Conrad Nagel will be director, commentator and actor on the "1847 Silver Theatre" on CBS starting Oct. 3. The first drama will be Rosalind Russell and James Stewart in the first installment of "First Love," original play by Grover Jones, film writer.

Olsen and Johnson will take their radio troupe on a northwest tour, following the Sept. 22 broadcast. They

air from San Francisco Sept. 29, Seattle Oct. 6 and Portland Oct. 13. Carol Loffner will replace Ted Fio-Rito as bandmaster for the trip.

Starting Sept. 30 and continuing for a year, Globe Department Stores will sponsor "Saving Sue and Her Husband Jack," on KECA Mondays through Fridays. The W. Austin Campbell agency placed. It's a live talent script show. . . . Horlick's will present "Lum and Abner" on KFI for a year starting Sept. 27. Lord and Thomas placed. . . . Burns and Allen will change their NBC Coast red time from 6:30 to 7 P. M. to 7:30 to 8 P. M., P. S. T., starting Sept. 25. . . . Gertrude Niesen will be Ben Bernie's guest Sept. 22.

Teresa Aezer, soprano, has been added to the music library of KFI-KECA, replacing Donald Estep, who resigned to continue his U. C. L. A. course. . . . Starting Friday, Bob Garrett will present "The Hollywood Tattle Tale," film gossip column, on KMTR. It's a weekly program.

CBS Holiday Today

CBS employees have been granted the day off today so that they may witness the day-long American Legion Parade.

Variety Club Pittsburgh

PITTSBURGH, Sept. 20.—The latest additions to the club roster are ARCHIE FINEMAN and MIKE SHAPIRO, active members, and BERNARD GELDER, an associate.

BOB HALL was guest-of-honor at the last dinner and he promised to be on hand again for the annual banquet Nov. 14.

BERNIE ARMSTRONG and his wife, DOROTHY BUSHEY, had most of the KDKA crowd out for their sponsorship of Family Night.

Although the banquet is still two months away, more than 250 reservations are in.

GEORGE TYSON is putting in an appearance again after his three months in Atlantic City, where he directed the annual Showmen's Jubilee and Beauty Pageant.

DICK STABILE and GEORGE BARRIE did their bit in the entertainment attending HARRY KALMINE's birthday party.

Cleveland

CLEVELAND, Sept. 20.—M. B. HORTWITZ, chief barker, has announced Dec. 4 as the date for the annual Variety Club Ball. It will be held in the ballroom of the Allerton Hotel. Col. NAT WOLF, Warner zone manager, is general chairman of the committee on arrangements.

The Variety Club also has scheduled a Keno Party to be held election night, Nov. 2, at which \$1,500 will be given away in prizes. First prize is \$1,000, with five other prizes of \$100 each.

Columbia Deal Ends Los Angeles Tangle

LOS ANGELES, Sept. 20.—Columbia ended a first run jam in downtown Los Angeles and Hollywood today with the signing of a deal with the RKO Hillstreet and Pantages too take the entire lineup.

The deal will start with "Lost Horizon." It will go in after the end of the run of "100 Men and a Girl."

The second picture will be "The Awful Truth" and the third will be "I'll Take Romance."

This arrangement gives the theatres three studios to draw from, RKO and Universal having cleared their programs some time ago. Columbia had a deal with Paramount downtown for first runs of important pictures, but it was called off when the Paramount refused to drop stage shows for the "Lost Horizon" run and balked at the percentage asked.

Norma Shearer Back To Work Next Month

HOLLYWOOD, Sept. 20.—Norma Shearer's return to the screen was definitely set today with a decision to make "Marie Antoinette" here and not in England, as originally planned.

The picture will be started next month with Hunt Stromberg producing. It will be the first of three important pictures he has lined up. Others will be "The Thin Man's Return" and "Idiot's Delight."

Sidney Franklin will direct Miss Shearer.

SUNDAY, SEPTEMBER 12, 1937

DAYTON DAILY NEWS

FOUNDED 1808
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 Published every day in The News building, Fourth and Ludlow sts., by The Evening News Publishing Co., member Audit Bureau of Circulation. Subscribers will confer a favor on the circulation department by calling Adams 2112 and making any known complaint.

Next Door to Hell—A Free Ad

In "Dead End" one half the world sees how the other half lives. The prosperous occupants of the stylish apartments on the picturesque East River look down on the slums below. The extremes meet.

This is a free ad. We advise you to see "Dead End", the picture now running at Loew's. It will make for sound thinking.

"THIS IS A FREE AD

. . . we advise you to see DEAD END, the picture now running at Loew's."

—says this editorial from the Dayton Daily News

THE kind of a picture every showman dreams of. Loaded to the hilt with exploitation possibilities of its own, the whole town helps him put it over. Word-of-mouth raves from the paying customers. Marvelous notices from the critics. And editorials like this already published in hundreds of cities while box-office records fall.

Samuel Goldwyn PRESENTS

DEAD END

4th record week, Rivoli Theatre, New York City
 3rd week, United Artists Theatre, Chicago
 Hold-overs and continuous first run move-overs in NEW HAVEN—DAYTON—HARTFORD—LOUISVILLE—CINCINNATI—ATLANTIC CITY—PITTSBURGH and scores of other cities.

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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 70

NEW YORK, WEDNESDAY, SEPTEMBER 22, 1937

TEN CENTS

Cole Admits Allied Backs Texas Action

Testimony Given Second Day of Trust Suit

DALLAS, Sept. 21.—Col. H. A. Cole, president of Allied of Texas, admitted today that his organization had been a factor in bringing the Federal anti-trust suit against the Interstate Circuit and major distributors. He was on the stand most of the morning as a Government witness in the second day of the case.

Cole told the court he had gone to Karl Hoblitzelle, president of Interstate, to protest the proposed contract to keep second run pictures at 25 cents. Cole quoted Hoblitzelle as saying that he wanted to help exhibitors, but Cole testified that he had insisted the contract would work a hardship on small operators who wanted to charge 10 and 15 cents.

Cole also said that he had talked to a number of branch managers of major companies, including those of Columbia and 20th Century-Fox, and they had informed him they were opposed to the plan and that attorneys had advised them they considered it illegal.

Monday's session was largely de-
(Continued on page 7)

Warners Finish 19, Ready for Release

Warners have 19 features completed and ready for release, according to Jack L. Warner, vice-president to charge of production, who arrived in New York yesterday from the coast. The executive, who was accompanied by his wife, will sail on the *Nor-mandie* next Wednesday. He will meet Sam E. Morris, vice-president in charge of foreign distribution, in England for conferences on future

(Continued on page 9)

"Double" Estimated At \$35,000 3rd Week

"Double or Nothing" wound up its third week at the Paramount last night with an estimated \$35,000. The producer asserted this beat "Artists and Models" in its third stanza at the same house.

In 13 of its 16 key city runs, "Double or Nothing" is running ahead
(Continued on page 9)

Radio—P. 8-9

Goldwyn-Korda United Artists Buy Details Ready, Says Rose

Financial arrangements for the purchase of the stock interest of Charles Chaplin, Mary Pickford and Douglas Fairbanks in United Artists by Samuel Goldwyn and Alexander Korda are set, David Rose, vice-president and financial adviser of Samuel Goldwyn, Inc., stated yesterday.

Rose will sail today on the *Queen Mary* for London, where he will confer with British bankers and Korda. He declined to mention the bankers, but stated he expected to return with Korda within a month, if not sooner. Rose's trip is for the purpose of ironing out a few details which remain to be completed before the options held by Korda and Goldwyn can be exercised, he added.

When Korda sailed for England several months ago, he said that he and Goldwyn will control United Artists under the deal, each holding a half interest. Approximately \$6,000,000 is involved.

Record Year Foreseen in Ross Survey

A record sales year faces the film industry, it is indicated in a two-week nationwide economic survey of 29 key distribution centers and surrounding areas just completed by Ross Federal Service, Inc. The prospects for a year in which all previous box-office records are expected by the Ross organization to be surpassed are based on three chief factors.

In the first place, economic conditions throughout the country are showing a decided upturn. A large amount of spendable money is being gathered in the farm areas, where crop expectations and realizations are unusually high this year. The upswing is expected to continue despite labor unrest, epidemics and other localized factors.

Secondly, the previously unequalled production budgets of all major companies are seen as indicative of high box-office receipts by reason of concentration by the coast studios on big pictures.

Thirdly, the improvement in economic conditions and the prospects of big pictures and consequent high grosses have spurred exhibitors throughout the country to reopen and improve their theatres, with theatre

(Continued on page 7)

Refuse to Lift Ban On Games in Omaha

LINCOLN, Sept. 21.—The Nebraska Supreme Court today denied a motion by former Attorney General W. H. Wright, now attorney for the M. P. Exhibitors' Ass'n of Omaha, that the high court's temporary injunction banning Bank Night drawings in

(Continued on page 10)

Japan Forbids Film Imports To Year's End

The Japanese Finance Ministry has issued a decree prohibiting the importation of any films from any source, with the single exception of newsreels, from now until the end of the year, it was learned from official sources here yesterday.

The decree is an emergency "war" measure and under its provisions even newsreels which are admitted must have a special entry permit. Films already on hand in distribution offices in Japan are not affected by the decree and may be released. As several American companies are known to have an appreciable number of unreleased films in Japan no immediate shortage of pictures is expected. Paramount and M-G-M together are reported to have approximately 50 unreleased features on hand in Japan.

It was also reported that the decree went into effect on Sept. 4, at which time Government officials at Tokio are said to have recommended the removal of admission charges to baseball games throughout Japan both to replace an expected curtailment in theatre attendance and to increase the availability of wartime recreation for the populace.

Tokio news despatches quoted
(Continued on page 10)

Distributors, Labor At Peace in Mexico

By JAMES LOCKHART

MEXICO CITY, Sept. 21.—Labor troubles, for the present at least, have been dispelled for the major American distributors doing business here as a result of agreements signed with employees by 20th Century-Fox, Univer-

(Continued on page 10)

Guilds Draw Battle Lines On the IATSE

Inter-Talent Council Is Named to Confer

HOLLYWOOD, Sept. 21.—Opposition to I. A. T. S. E. encroachments on jurisdiction of film crafts, already organized, formed definitely on several fronts today. Most important was the naming by the Screen Actors' Guild of an inter-talent council to confer with the Screen Directors and Writers on mutual problems.

In a move by the Actors' Guild board of directors last night they named Ralph Morgan, Franchot Tone and Elizabeth Risdon to the council with Robert Montgomery, president, as ex-officio member. The guild announcement did not mention the I. A. jurisdictional claim.

The second most important factor in the I. A. fight is the signing by a total of four studios of contracts with their white collar employees. M-G-M signed yesterday and Paramount, 20th Century-Fox and Warners today announced the signing of pacts giving office employees wage increases and instituting an improvement in working conditions.

Negotiations had been under way for some time and the actual signing
(Continued on page 7)

Pathe Closes Coast Deal on Laboratory

HOLLYWOOD, Sept. 21.—O. Henry Briggs, president of Pathe, has reached an agreement with executives of International Cinema, Inc., whereby the local film laboratory will become the west coast branch of Pathe. The deal, which gives Pathe eastern and western representation, was closed with Bonar Russell, vice-president of International Cinema.

Under terms of the arrangement
(Continued on page 10)

Capra Gets 10 Days To Amend His Suit

LOS ANGELES, Sept. 21.—Superior Judge Robert Kenny today sustained a demurrer by Columbia Pictures Corp. of California to the Frank Capra suit seeking to break his contract and gave Capra 10 days in which to file an amended complaint.

The demurrer upheld on purely technical grounds that an item in the
(Continued on page 7)

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SANTIAGO DE CHILE: Casilla 13300; A. Weissmann, Representative. SHANGHAI: Rooms 38-41, Capital Theatre Building, 112 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative. TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

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Insiders' Outlook

By RED KANN

DIPPING into the convenient mail bag, right side of the desk and bulging, this came out from a well known independent exhibitor operating in a prosperous near Middle Western city:

"I read with great interest the fine business that the Music Hall rolled up during the past many years. I have also compared the intake from my various neighborhood theatres on the same pictures and now I am fully convinced that nearly any picture that does a smash business in the Music Hall will do only fair business in the neighborhood theatres. I am going to give you an honest résumé of the same pictures you refer to and let you see for yourself as to why I make such a statement." . . .

True to his word, the correspondent did. Here is his list, rearranged to conform with original Music Hall compilation from which he drew his inspiration. However, the reshuffle is by title; his comment, naturally, remains unaltered:

TOP HAT—Not mentioned and presumably not played.
PRISONER OF ZENDA—Not yet played, but "very good business" predicted.
SWING TIME—Good.
LITTLE MINISTER—Only fair.
LITTLE WOMEN—Good.
RAINBOW ON THE RIVER—Fairly good.
CAVALCADE—Fairly good.
WALTER WANGER'S VOGUES OF 1938—Not yet played, but "fair business" forecast.
FOLLOW THE FLEET—Good.
ONE NIGHT OF LOVE—Fairly good.
ONE MAN'S JOURNEY—Not even fair.
NANA—Poor.
PRIVATE LIFE OF HENRY VIII—Good.
CARDINAL RICHELIEU—Fair.
MORNING GLORY—Not even fair.
WHEN YOU'RE IN LOVE—Fair.
STAR IS BORN—Very good.
TOPAZE—Not even fair.
MARY OF SCOTLAND—Poor.
MAGNIFICENT OBSESSION—Very good.
MY MAN GODFREY—Very good.
LOVE ME FOREVER—Fair.
BROADWAY BILL—Very good.
THAT GIRL FROM PARIS—Fair.
SEVENTH HEAVEN—Fair.

"I felt that a small man's experience on the very same pictures you write about would be interesting to you and probably give you something more to write about," he concluded. On a day when the hardy Legionnaires are blaring their way up the Avenue and the air is full of shredded paper and bombers, he was quite right. His communication did make columnizing easier, even if it established little that was conclusive. His own deduction that "nearly any picture that

does a smash business in the Music Hall will do only fair business in the neighborhood theatres," it seems to us, is cinching it with a great deal more finality than his proffered evidence reveals. Within the confines of his own experience, attraction like and like, he is correct in his conclusion. When he sets out to speak for all neighborhood theatres, versus the Music Hall, he stands on thin ice and this has nothing to do with Sonja Henie.

Circuit operators to whom excessively long shows mean less frequent turnover and, thus, greater overhead, if not decreased profits, are complaining again about Hollywood footage. This is no criticism let loose at a particular studio, but at all studios. The tendency has been in evidence for months now. We had something to say about it from the coast when the year was younger. Then, the endeavor was to point out how worthwhile attractions ran the danger of dissipating their entertainment content by the anti-climax method, an old and constantly-with-us Hollywood custom. . . .

Now the circumstance is still around and, if anything at all, is more flagrant. Not alone is it the anti-climax which is responsible. Extended and overplayed sequences in the beginning, and before and after the middle, continue to poke substantial blows at well-knit and cohesive jobs of picture making. The consequences where the man running the theatre enters into it, are apparent, of course. But there are other consequences from which the public cannot be divorced and there you have what ought to be the prime consideration. To assume that a film well-done in seventy-five minutes will emerge just as entertaining a job in ninety or one hundred and ten or as an improved job for each additional minute of screen time is a fallacious approach. There are those at the studios who do not understand or appreciate this. A corrective follow-up decidedly is in order. . . .

Jack Cohn was one entire smile yesterday. Let him tell it: "Our three-year deal with the Music Hall gives us a maximum of one-third of that theatre's playing time. 'Lost Horizon', as your own key city reports should have told you [they have], is doing a whale of a business." Harry is in town and, widely at variance with his usual advance caution on new product, is talk-

Suits Filed by Ascap Charge Infringement

Renewing its drive against alleged infringements of copyrighted songs by music sellers and song book publishers, Philip Cohen, attorney for Ascap, today filed on behalf of the society Federal Court suits demanding \$250 for each infringement assertedly made by Resk & Co., Charles Resk, Lucien & Co., Al Lucien, Metz & Co. and Carl Metz.

Also filed on behalf of Select Music Publishing Co., Famous Music Co., and Shapiro, Bernstein & Co., Inc., were similar suits against the Crescent News Co. and Roy Cowan on alleged infringements. The drive is aimed at publications giving words and sometimes the music of songs in an unauthorized manner. Cohen said the sheets are now being sold in grocery stores, book stands and other places.

Nebraska Theatres Pay Ascap \$11,250

LINCOLN, Sept. 21.—Ascap collected \$11,250 from 250 theatres in Nebraska last year, it was shown in the findings of facts submitted to the Federal statutory court here today which will decide the constitutionality of the state's legislation barring Ascap from operating in Nebraska. The findings complete the information which the court has asked for and a decision is expected within the next few weeks.

The findings also showed that Ascap received \$22,361 from nine radio stations which paid \$4,137 each; 24 restaurants paid \$56 each and 24 hotels \$360 each. Dance halls paid \$25 each. The theatre assessments were \$45 each. The society reported that it paid \$53,984 of its Nebraska collections for the year to 41,000 composers whom it represents. Lancaster County (Lincoln) returned \$14,435 in revenue to Ascan, and Douglas County (Omaha) \$22,361.

Control of Springer Houses to Be Split

Interest in the seven upper Broadway theatres recently taken over by Skouras Theatres on a long-term lease from the estate of Jack W. Springer will be split three ways, it was learned yesterday. George Skouras, William White and RKO will be the three partners, but what percentage of interest each will have has not yet been decided.

Included in the group of theatres are the Beacon, 77th St., Stoddard, Thalia, Symphony and Olympia.

White and RKO now have an interest in the Skouras circuit, exclusive of the recent additions.

ing at length and all in adjectives on 'The Awful Truth'. Then the Grace Moore film is on the way up. "Now you tell me why I shouldn't smile." Searching for a reply, we end this without having found one. . . .

The Los Angeles city council on Monday adopted an ordinance fixing the boundaries of that part of the city which from now on will be known as Hollywood. Officially. A progressive step. Now the blame can be fixed. . . .

Music Hall to Play "Snow White" Xmas

"Snow White and the Seven Dwarfs" has been booked into the Music Hall for Christmas Week. The picture, which has been completed in black and white, will run one hour, 26 minutes. The first reel in Technicolor has just been finished.

Ned E. Depinet and Nate J. Blumberg, who have just returned from the coast, saw the black and white print and said that the picture is everything that has been predicted for it.

Summit House to Open

SUMMIT, N. J., Sept. 21.—The Lyric will be opened Thursday night by the Summit Operating Co.



Produced by Experienced Showmen
HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

The New Talkies

Spencer Tracy in a Grand Comedy Drama, 'Big City'

By EILEEN CREELMAN.

They don't often have surprise hits out in Hollywood. Only once in a long while does a picture sneak up on Broadway and turn out to be one of the funniest, most likable films of the year. "Big City" is such a film. Yesterday it opened at the Capitol Theater, an unpretentious picture filled with chuckles, thrills and more than a few loud guffaws.

Spencer Tracy and Luise Rainer, each of whom has been outstanding this year in important dramas, "Captains Courageous" and "The Good Earth," are teamed for the first time in "Big City." Mr. Tracy gives his usual steady performance, giving to the role much more than even its authors probably expected. Even with Mr. Tracy in it, "Big City" is not a starring vehicle. This is a writer's film, and a director's. A good cast simply helps matters along, helps quite a bit. But it is the writing and directing that make the picture.

Mr. Tracy plays the American husband of a young immigrant. It gives him a chance for comedy, for tenderness, for a bit of drama.

"Big City" has somewhat the flavor of "Lady for a Day." The last two reels are a grand piece of comedy drama hokum, with such celebrated athletes as Jack Dempsey, Jim Jeffries, Jimmy McLarnin and Man Mountain Dean taking part in a hilarious rough-and-tumble fight. They seemed to be having as much fun as the audience.

Frank Borzage, the director, has kept both comedy and drama lively from the opening scene to that last explosive laugh at the finish. The story tells of a quarrel between rival taxi companies, of a murder carried out by one company, of the efforts of the independent taxi owners to protect the immigrant girl, who is framed and accused of the murder. They hide Anna, transferring her from hideout to hideout, while the police rave. That last mad sequence comes just in time to save her from deportation.

"Big City" is right at the top for entertainment.

'BIG CITY.'

A Metro-Goldwyn-Mayer production. Original by Norman Krasna, the producer. Screenplay by Dore Schary and Hugo Butler. Directed by Frank Borzage. At the Capitol. The cast:
Joe Benton Spencer Tracy
Anna Benton Luise Rainer
The Mayor Charley Grapewin
Sophie Sloane Janet Beecher
Mike Edwards Eddie Quillan
Paul Roy Victor Varconi
John C. Andrews Oscar O'Shea
Lola Johnson Helen Troy
Jack Dempsey, James J. Jeffries,
Jimmy McLarnin, Maxie Rosenbloom,
Jim Thorpe, Jackie Fields, Frank
Wykoff, Man Mountain Dean, Gus
Sonnenberg, Bull Montana, Snowy
Baker.

"BIG CITY" BIG BIZ at BIG CAPITOL!

(As we go to press—first three days top the Big Ones!)

beats
"Captains
Courageous"



"You win!"



tops
"Topper"



"And I
did
swell,
too!"



tops
"Broadway
Melody"



"You got
me 'Big
City!'"



◀ Purely Personal ▶

RODNEY PANTAGES and CLIFF WORK were the guests of Columbia yesterday at the Tavern. The party was given to celebrate the closing of a product deal for the Pantages and Hillstreet. Attending the luncheon were NATE J. BLUMBERG, J. J. O'CONNOR, FRED MEYERS, JIM BRENNAN, SAM RINZLER, ABE MONTAGUE, LOU WEINBERG and BOB WOLFF. PANTAGES and WORK will remain in town for about another week.

REGINALD P. BAKER, director of Associated Talking Pictures, sails today on the *Queen Mary* with MRS. BAKER. ROSITA DIAZ, film player, is another passenger on the liner.

HAL ROACH, VITTORIO MUSSOLINI, CORRADO PAVOLINI and MARIO DEL PAPA, the latter two officials of a newly organized Italian film company, arrive tomorrow on the *Rex*.

SAM RINZLER, JOE SEIDER and HARRY BUXBAUM are planning a fishing trip to Nova Scotia, where giant tunas are running.

SHIMEN RUSKIN, now appearing in the stage cast of "Having Wonderful Time," leaves for the coast today to appear in the film. RKO will produce.

RICK RICKETSON, operating head of Fox Intermountain, arrived from Denver yesterday and will remain in town for a few days.

BOB WOLFF acted as official host to about 1,000 exhibitors and their wives at the trade showing yesterday of "Stage Door" at the Astor.

LYNN FARNOL is toting about a deep cut, self-inflicted with a scythe last weekend while gainfully employed on his country place near Greenwich.

LOUIS NIZER returned yesterday from a month's vacation in California.

NED E. DEPINET is back from a quick trip to the coast.

LEE MARCUS, RKO producer, is

Form Anti-Dualists

Nutley, N. J., Sept. 21. — Organization of the Anti-Movie Double Feature League was started here today by a group, the members of which claimed that the institution of the single-feature policy would eliminate B pictures.

here from Hollywood. A short visit and out again on Saturday.

JULES LEVY, general sales manager for RKO, is in Detroit for a two-day business conference with Jack Sharkey, branch manager.

RODNEY PANTAGES has bought a 148-foot boat which he plans to take back to California next week.

CHARLES COHEN will reopen the Glory, formerly the Cannon, on the east side Friday.

PETER LORRE is being mentioned for "Wine of Choice," the new play by SAM BEHRMAN.

MRS. FRED MEYER has been discharged from the Westchester Square Hospital.

HARRY COHEN, LEE MARCUS and CHARLES ROGERS paraded up Fifth Ave. with the legionnaires yesterday.

HARRY ZEITELS, formerly of the RKO New Haven staff, is now working out of the New York exchange.

ELIAS SUGARMAN, New York editor of *The Billboard*, yesterday married BELLE BAKER.

GUY HANCOCK of the Indianapolis RKO exchange is here with the American Legion.

GEORGE LYNCH, film buyer for the Schine circuit, was in town yesterday from Gloversville.

CHARLES SCHWERIN has resigned from the sales staff of Grand National in Albany.

HARRY VAN NOY, manager of the Paramount, Anderson, Ind., is in town with the Legion.

RICHARD S. LIDDLE, general manager of Ilford, Ltd., in London, arrives today on the *Champlain*.

NORMA TALMADGE is eyeing the coast and leaves momentarily.

DOROTHY MACKAILL back in town from Hollywood.

ZEPPU MARX is here from Hollywood.

Bombings Are Revived

A revival of bombings occurred late Monday night in seven local theatres when tear gas bombs exploded in the Royal, Alpine, Lane, Manhattan, Ward, Rosedale and Square in the Bronx and Manhattan.

As a result of the repeated bombings of theatres during the past nine days Mayor LaGuardia yesterday offered a reward of \$1,000 for information leading to the indictment of those responsible.

Osgood Perkins, 45, Dies in Washington

WASHINGTON, Sept. 21.—Osgood Perkins, 45, died here last night at his hotel following his opening performance in "Susan and God" with Gertrude Lawrence. Death was due to heart failure. Mrs. Perkins and a five-year-old son survive.

Perkins began his professional career with the Theatre Guild in New York, and appeared in a number of plays on Broadway. His most recent screen appearance was in "Gold Diggers of 1937" for Warners last year. He made his first screen appearances in 1929 for Pathe.

Goldin Rites Today

Funeral services for Sidney M. Goldin, Jewish film director, who died Sunday at the French Hospital, will be held today at the Riverside Memorial Chapel. Goldin was 57 years old and had made a number of films with Molly Picon and Maurice Schwartz, here and abroad.

Ritchey Will Study Production Abroad

Norton V. Ritchey, general manager of Monogram's export department, will sail on the *Berengaria* Sept. 29 for a two-month tour of England and the Continent. He will visit Paris, London, Brussels, Prague, Amsterdam and Warsaw. He may extend his itinerary to Zurich, Rome and Belgrade.

Monogram is giving serious consideration to the production of quota pictures in Czechoslovakia and Poland, according to Ritchey. In both countries, 100 per cent distribution is guaranteed for all pictures made at local studios.

Films Entertainment Only, Says Milliken

BANGOR, Me., Sept. 21.—Films "confine themselves to the business of furnishing wholesome entertainment and cannot replace the teacher or preacher and cannot substitute for parental training of children," asserted Carl E. Milliken, secretary of the M. P. P. D. A., before the Maine Universalist convention today.

Under the leadership of Will H. Hays, he said, the industry "has developed its own self-government to make certain that accepted standards of morality are not flouted and the canons of good taste are not offended."

Universal Board Meets

A meeting of the board of Universal Pictures was held last night. J. Cheever Cowdin, chairman of the board, said that "routine business, such as a discussion of what pictures should be made and what shouldn't" occupied the session.

Charles R. Rogers, executive producer, who arrived from the coast yesterday to attend the meeting, plans to remain here a week or 10 days.

Harry Cohn Here

Harry Cohn, president of Columbia, is in town from Hollywood on a short visit. The chief purpose of the trip was to see the stage version of "You Can't Take It with You" which will be one of the big Columbia releases this season. Cohn expects to return west on Saturday.

Jersey Allied Meet Gets Started Today

ATLANTIC CITY, Sept. 21.—Allied of New Jersey will open its annual convention at the Ritz-Carlton tomorrow with an eastern directors' meeting scheduled as the highlight for the day.

Abram F. Myers, general counsel; Nathan Yamins, president of the national organization, and several other directors are slated to attend.

The first general session is to be called in the Trellis room at 3 P. M. and will last two hours.

Thursday's schedule calls for committee meetings to start at 10 A. M. in the Trellis room, a trade show, a general session in the afternoon, from 2 to 5 P. M., a cocktail party in the Palm Court of the hotel and the annual banquet at night.

On Friday, the last general session will be held prior to the election of officers.

During the sessions, members will make a product survey of all companies and outline sales policies.

Harry Brandt, president of the I. T. O. A., on Thursday will propose a plan for the merging of his organization with the New Jersey group.

Italian Offer to Wilcox

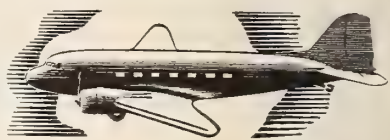
LONDON, Sept. 13.—Herbert Wilcox, on his return from Italy after the award of the first prize at the Venice Film Festival to "Victoria the Great," stated that the Italian Government had invited him to make a series of pictures in Rome, offering special production facilities and financial aid. He will discuss the proposition after his return from America.

Warners, Fabian in Deal

A deal has been concluded between Warners and the Si Fabian Upstate Theatres, whereby the circuit will play the complete Warner lineup for 1937-'38. The deal was set by Roy Haines for Warners and Si Fabian for the circuit.

Warners-Butterfield Sign

Warners have closed a deal with the Butterfield Circuit for the 1937-'38 product. Ed Beatty and J. O. Brooks acted for the circuit and Roy Haines, Robert Smeltzer and F. E. North handled it for Warners.



UNITED'S NEW SLEEPERS ARE REALLY DIFFERENT!

★ Only United limits its giant sleepers to 12 passengers, offers 2 separate dressing rooms and lavatories for men and women, and a courtesy lounge compartment for all passengers. Only United provides de luxe Sky-lounges during waking hours, sleepers at night.

TICKETS: United Offices, Travel Bureaus, Telegraph Offices

UNITED AIR LINES

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MERCURY SKYSLEEPER
OVERNIGHT—3 STOPS ONLY
THRU SERVICE—NO CHANGE OF PLANES
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MERCURY—Lv. 5:10 pm; SOUTHERN—Lv. 8:30 pm.
Call your Travel Agent, or VANDERBILT 3-2580
Ticket Offices: 45 Vanderbilt Ave. and
Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES INC.

OK! RKO!..

HE'S YOUR
BABY
NOW!



... AND WHAT A BOX-
OFFICE BABY HE IS!
... HE AND MINNIE
AND DONALD AND
PLUTO AND ALL THE
OTHERS ... GROW-
ING BIGGER AND
BIGGER DAY BY DAY!



SCENE FROM "PLUTO'S QUINPUPLETS"

HERE THEY COME IN

- "CLOCK CLEANERS"
- "THE OLD MILL"
- "HAWAIIAN HOLIDAY"
- "LONESOME GHOSTS"
- "DONALD'S OSTRICH"
- "WYNKEN, BLYNKEN AND NOD"
- "PLUTO'S QUINPUPLETS"

WALT DISNEY
Productions
in Technicolor

Now
DISTRIBUTED BY
RKO-RADIO
PICTURES

Cole Admits Allied Backs Texas Action

(Continued from page 1)

voted to arguments of attorneys for each side.

George S. Wright, chief of several attorneys for the theatres and distributors, said that the right of the owner of a copyright to defend its value was challenged in this case. He said that Karl Hoblitzelle and R. J. O'Donnell, principals of the Interstate, had taken over the theatres from bankruptcy, alleging too, that the operation of their chain still left room for competition.

The Government, in outlining its case, charged the companies were operated under a monopoly and in restraint of trade.

Much of the case will hinge on the policies of operating subsequent runs, it was indicated when Henderson, Government attorney, charged that the firms named had forced a price of 25 cents for second runs.

Capra Gets 10 Days To Amend His Suit

(Continued from page 1)

complaint alleged that "If You Could Only Cook," attributed to Capra's direction in English distribution was the fault of the California corporation and the company said the action was made by Columbia Pictures Corp. of England. The company also charged the complaint was not specific.

Sues on His Story

Quirico Michelena Llaguno yesterday filed suit in the U. S. District Court for the Southern District against 20th Century-Fox charging "deliberate piracy" on his story, "Paz en la Guena." He alleged "The World Moves On," released by 20th Century-Fox in Mexico as "Paz en la Tierra," is an infringement of his work and claims he obtained a judgment against Fox Films of Mexico, S. A., in the Federal and Superior Tribunal Court in Mexico on that ground. Now he seeks a permanent injunction against further distribution, damages and an accounting of the profits.

Record Is Foreseen In Survey by Ross

(Continued from page 1)

renovation widespread in practically all sections.

The survey, according to Ross, revealed in particular the improved conditions in the cotton and grain belt. Exhibitors in these areas are reported as especially optimistic for the 1937-38 season. Industrial regions such as New England also show a decided upswing.

"High, Wide" to Open

"High, Wide and Handsome" will open today at the Paramount after a two-a-day extended run at the Astor. "That Certain Woman" is being held for a second week at the Strand.

"Confession," Spitalny Best Detroit Draw

DETROIT, Sept. 21.—"Confession" on the screen of the Michigan, with Phil Spitalny and his girl orchestra on the stage, led in a close "name" race with the Fox which featured "You Can't Have Everything" and Rubinoff and his violin.

The take at the Michigan was \$24,600, up by \$4,600. At the Fox the \$23,500 gross was over par by \$3,500. The Fox show was a holdover.

"New Faces of 1937" showed a neat profit on a take of \$11,700 at the Madison.

Total first run business was \$82,300. Average is \$70,000.

Estimated takings for the week ending Sept. 16:

"REPORTED MISSING" (Univ.)
"ONE MILE FROM HEAVEN" (20th-Fox)
ADAMS—(1,770) 10c-40c, 7 days. Gross: \$5,600. (Average, \$5,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
FOX—(5,100), 15c-75c, 7 days, 2nd week. Stage: Rubinoff, 4 Eton Boys, Cirillo Bros., Diaz, Don, Dolores & Deemis, Ben Berri, Gross: \$23,500. (Average, \$20,000)

"CONFESSION" (F. N.)
MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Phil Spitalny & Hour of Charm Girls, Maxine & Evelyn, Dale Winthrop, 3 Little Words. Gross: \$24,600. (Average, \$20,000)

"BLONDE TROUBLE" (Para.)
"VARSITY SHOW" (W. B.)
STATE—(3,600), 10c-40c, 7 days. Gross: \$5,900. (Average, \$5,000)

"SOULS AT SEA" (Para.)
UNITED ARTISTS—(2,070), 15c-65c, 7 days. Gross: \$11,000. (Average, \$10,000)

"NEW FACES OF 1937" (RKO)
MADISON—(2,000), 15c-65c, 7 days. Gross: \$11,700. (Average, \$10,000)

Guilds Plan Battle On the I.A.T.S.E.

(Continued from page 1)

was done in the face of the I. A. T. S. E. claim over white collar workers. A meeting of the Society of M. P. Film Editors last night heard leaders tell of the producer refusal for further negotiations because of the I. A. jurisdiction claim. They also heard Donald Ogden Stewart of the Writers' Guild urge them to retain their identity and not accede to the alliance claims. Dudley Nichols, president of the Screen Writers, headed a writers' delegation attending the editors' meeting.

About 200 editors signed notarized statements that the I. A. had no authority to speak for them.

S.W.G. Names Three For Talent Council

HOLLYWOOD, Sept. 21.—The Screen Writers Guild today appointed Jane Murfin, Boris Ingster and Philip Dunne as members of the Inter-Talent Council of Actor, Writers and Directors Guilds to fight the I.A.T.S.E. Charles Brackett, acting president of the Writers Guild, is a member *ex-officio*.

The directors and guild officers will ask Frank Capra, William Wellman and Richard Wallace to serve for them although no definite appointment has yet been made.

"End" Is \$17,800 Hit in Cincinnati

CINCINNATI, Sept. 21. — "Dead End," with a \$17,800 take at the RKO Albee where \$12,000 is normal, led last week's box-office parade. The film was shifted to Keith's.

"100 Men and a Girl" was the runner-up, giving the RKO Palace \$15,500 against a \$10,000 average. It continues at the RKO Capitol. "Broadway Melody of 1938" went to \$3,600 for an \$850 plus sign on its fourth downtown week at the RKO Grand.

"Stella Dallas" came within sight of par with a \$6,200 take on its second downtown week at the RKO Capitol, and was moved to the RKO Grand for a fourth stanza.

Total first run business was \$63,250. Average is \$58,700.

Estimated takings for the week ending Sept. 16:

"DEAD END" (U.A.)
RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$17,800. (Average, \$12,000) Moved to Keith's.

"100 MEN AND A GIRL" (Univ.)
RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$15,500. (Average, \$10,000) Moved to RKO Capitol.

"LOST HORIZON" (Col.)
RKO SHUBERT—(35c-42c, 7 days, 2nd downtown week. Gross: \$8,000. (Average, \$12,000) Held for five additional days.

"STELLA DALLAS" (U.A.)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. Gross: \$6,200. (Average, \$6,500) Moved to RKO Grand.

"VARSITY SHOW" (W.B.)
RKO LYRIC—(1,400), 35c-42c, 7 days, 2nd downtown week. Gross: \$4,300. (Average, \$6,500)

"BROADWAY MELODY OF 1938"
RKO GRAND—(1,200), 25c-40c, 7 days, 4th downtown week. Gross: \$3,600. (Average, \$2,750)

"HOLLYWOOD COWBOY" (RKO)
RKO FAMILY—(1,600), 15c-25c, 4 days. Gross: \$1,300. (Average, \$1,250)

"THE LADY ESCAPES" (20th-Fox)
RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,150. (Average, \$1,200)

"SOMETHING TO SING ABOUT" (G.N.)
KEITH'S—(1,500), 30c-40c, 7 days. Gross: \$5,400. (Average, \$6,500)

Extend Ban on Children

MILWAUKEE, Sept. 21.—The health department order barring children under seven from schools and theatres here because of the mild epidemic of infantile paralysis has been extended from Sept. 20 to 27 by Dr. E. V. Brumbaugh, Deputy Health Commissioner. The order has also been extended in Wauwatosa, local suburb, while at Stanley, Wis., all schools have been ordered closed and children under 16 banned from theatres.

Decide on "Tovarich"

HOLLYWOOD, Sept. 21. — Warners have changed the title of "Tonight's Our Night" back to its original, "Tovarich."

"Dead End" Is \$21,500 Lead In Pittsburgh

PITTSBURGH, Sept. 21.—The smash of last week was "Dead End" at the Penn. It grossed \$21,500, which was enough to give it a second week at the nearby Warner.

Both of the holdovers continued to show surprising strength, "Lost Horizon" doing \$10,250 at the Alvin and "Thin Ice" \$8,100 at the Fulton. A product jam forced the Alvin to yank the picture after the second week, but the Fulton is keeping "Thin Ice" for a third and possibly fourth. Glen Gray's Casa Loma band kept "Knight Without Armor" in the Stanley's profit column at \$19,500.

Total first run grosses were \$63,050. Average is \$43,000.

Estimated takings for the week ending Sept. 16:

"LOST HORIZON" (Col.)
ALVIN—(2,000), 25c-50c, 7 days, 2nd week. Gross: \$10,250. (Average, \$5,500)

"THIN ICE" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days, 2nd week. Gross: \$8,100. (Average, \$4,500)

"THE LIFE OF EMILE ZOLA" (W. B.)
NIXON—(2,100), 50c-1.50, 7 days, 3rd week. Gross: \$7,250.

"DEAD END" (U. A.)
PENN—(3,300), 25c-50c, 7 days. Gross: \$21,500. (Average, \$11,000)

"KNIGHT WITHOUT ARMOR" (U. A.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Glen Gray's Casa Loma band, Kenny Sargent, Pee-Wee Hunt, Marjorie Gainsworth, Bob Hall and Anita Jacobi. Gross: \$19,500. (Average, \$18,000)

"MEET THE MISSUS" (RKO)
"TALENT SCOUT" (W. B.)
WARNER—(2,000), 25c-40c, 8 days. Gross: \$3,700. (Average, 7 days, \$5,000)

Blank Circuit Sells House

OMAHA, Sept. 21.—A. H. Blank's Central States circuit has found the going too tough at Plattsmouth, Neb., and has sold the 400-seat Cass to C. G. Griffith, giving him complete control of the local situation.

Joe Swoboda, head of the Avalon Theatre Corp., has increased his holdings to three houses by purchasing the Strand at Pierce, Neb., from Mrs. Eric Wesselman. He also owns the Strand and Avalon at Schuyler, Neb. The Stuart at Stuart, Neb., has been sold to C. H. Briggs by Clem Tramp.

Plan Army Post House

LAWTON, Okla., Sept. 21.—Major Lawrence S. Woods, quartermaster at Fort Sill, said a \$110,000 theatre will be erected at the post with WPA furnishing \$75,000 and the War Dept. \$35,000. Work will start shortly.

AMERICAN
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FILMS



EDWARD L. KLEIN, Director

A SALES
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PRODUCERS
and
DISTRIBUTORS

CABLES: UKUSAFILM

FCC Hearing Schedule Set From Oct. 11

By CLARENCE LINZ

WASHINGTON, Sept. 21.—The F. C. C. has announced a tentative calendar of examiners' hearings for the week of Oct. 11, as follows:

Oct. 11—Applications of S. L. Slover Corp. for a 1,370-kilocycle, 250-watt station at Norfolk, Va.; Harwell V. Sheppard for a 1,420-kilocycle, 100-watt daytime station at Denton, Tex., and KGAR, Tucson, Ariz., for change of frequency from 1,370 to 1,340 kilocycles and increase of night power from 100 to 250 watts.

Oct. 12—Applications of W. C. Irwin for a 1,500-watt station at Amarillo, Tex., with 100 watts power night, 250 watts day; Four Lakes Broadcasting Co., for 830-kilocycle, 100-watt, daytime station at Madison, Wis.; National Life and Accident Insurance Co. for a 1,370-kilocycle station at Nashville, with 100 watts night, 250 watts day; and Northwestern Broadcasting Co., for a 1,500-kilocycle, 100-watt station at Vernon, Tex.

Oct. 13—Applications of Y. W. Scarborough and J. W. Orvin for a 1,210-kilocycle station at Charleston, S. C., 100 watts night, 250 watts day; Burl V. Bedrick for a 1,340-kilocycle, 1,000-watt, daytime station at Salisbury, N. C.; and WKBZ, Muskegon, Mich., for change of frequency from 1,500 to 1,200 kilocycles.

Schenectady Increase Asked

Oct. 14—Applications of Tri-City Broadcasting Co. for a 950-kilocycle, 1,000-watt station at Schenectady, and WAAB, Boston, for increase of night power from 500 to 1,000 watts; WSAY, Rochester, for increase of day power from 100 to 250 watts; and WMFJ, Daytona Beach, for amendment of construction permit to change frequency from 1,420 to 1,240 kilocycles and increase power from 100 to 1,000 watts.

Oct. 15—Applications of C. Bruce McConnell for a 1,500-kilocycle station at Indianapolis, 100 watts night, 250 watts day; John P. Harris for a 710-kilocycle, 1,000-watt daytime station at Hutchinson, Kan., and Hollenbeck Heights Christian Church for an 1,170-kilocycle, 100-watt station at Los Angeles, and KTUL, Tulsa, for increase of power from 500 watts night, 1,000 watts day to 1,000 watts night, 5,000 watts day.

Transfer Chipso Account

The Procter & Gamble account for Chipso will be transferred to Pedlar & Ryan from the Compton agency. To explain this transfer, P. & G. said the company policy has been to place competitive products with competitive agencies. Its brands are now handled by four agencies, the aforementioned two, Blackett-Sample-Hummert and H. W. Kastor, Inc.

STAR RADIO PROGRAMS Inc.

— PRESENTS —

"Good Morning, Neighbor!"

"AMERICA'S IDEAL WOMEN'S PROGRAM"

250 PARK AVENUE, NEW YORK CITY

IRNA and AFM Groups Meet With No Agreement Reached

The special IRNA committee appointed to draft a trade agreement for the 258 stations embraced in that group and the A. F. M. international committee met in a 12-hour session yesterday in an effort to reach an accord but fell short of the mark.

Broadcasters and federation officials said, however, that they were in agreement over the basic points of the contract which was written by Samuel E. Rosenbaum of WFIL, Philadelphia. The dispute, they said, was caused by the wording of several of the stipulations. What these were, however, was not revealed.

The IRNA trade agreement committee appointees are Rosenbaum and Emil Gough, of Hearst Radio, Inc. John Shepard was present at yesterday's conference, however.

A tentative agreement was reached before the close of the meeting, it was said by Rosenbaum. He will return to Philadelphia today to revise the document for resubmission to the A. F. M. If the revised document is met with A. F. M. approval it will be sent by mail to the IRNA special advisory committee who will in turn submit it to the general IRNA membership.

Asked how many station owners had returned questionnaires recently sent them by the IRNA requesting data on their operations, Gough said that it was his understanding that a number had been received and that many other station owners had wired their intention to comply.

Start "Man on Street" Series

ADA, Okla., Sept. 21.—As a part of the regular daily broadcast of "Parade of the News," KDKA has begun a "Man on the Street" broadcast. For several weeks the station had been presenting news and features on the half-hour program, but decided the personal interviews with persons on the street would be more interesting. The program will be presented on Tuesday and Friday mornings.

Add to NBC Salesmen

SAN FRANCISCO, Sept. 21.—Harry F. Anderson, sales manager of the Western Division of NBC, has added two new members to his sales force. They are William Bernard Ryan and Ramond A. Smart. Ryan has been with Foster & Kleiser, outdoor advertising company, for the past nine years. Smart is recently graduated from the University of Washington.

Joins Radio Committee

PHILADELPHIA, Sept. 21.—Leslie Joy, station manager of KYW, has been appointed to the radio committee of the Poor Richard Club, circle of advertising men. Plans have already been made for KYW to broadcast the weekly luncheon sessions of the club, starting next month.

Gilman Heads Ad Club Unit

SAN FRANCISCO, Sept. 21.—Don E. Gilman, vice-president in charge of NBC's western division, has been named chairman of the Radio Department of the Pacific Advertising Club's conclave for June, 1938. The meeting will be held at Los Angeles.

Star Radio Gets Out "Neighbors" Booklet

Star Radio Programs, Inc., has released the new "Good Neighbors" sales brochure to all stations in the U. S. and Canada in a promotion drive for the series. The brochure was prepared by Star Radio's sales promotion division as a presentation to be used by station salesmen.

The folder contains many merchandising plans, including copies of "Penny Stretchers," press releases, an outline of the "Good Morning Neighbor Club" plan, and copies of special membership certificates. A complete audition script and a reprint of an article on woman's programs by Gay Lee, author of "Good Neighbors," are also part of the brochure.

Latest stations to sign for "Good Morning Neighbors" are WORL, WMPS, KOVC, WSPD, KTAT, and CFAC.

WNBX to Affiliate With CBS Sept. 26

WNBX, the largest station in Vermont or New Hampshire, and the only network station in Vermont, will become an affiliate of CBS, effective Sept. 26. WNBX is in Springfield, Vermont, and operates with a power of 1,000 watts, day and night. The station will sever its current Mutual affiliation when it joins CBS.

WNBX is operated under the direction of the Twin States Broadcasting Corp., Harry C. Wilder, president. Phil Hoffman, formerly with the Iowa network, is manager; Charles Denny, director of sales.

Renew "Voice of Hollywood"

LOS ANGELES, Sept. 21.—The program for Manhattan Soap Sales Corp. on KNX, "Voice of Hollywood" has been renewed for 13 weeks, effective Oct. 1. The series is heard Friday afternoons and features Thomas Conrad Sawyer and Ruth Jordan. Milton Weinberg Adv. Co. placed the account.

Blue Diamonds for WMCA

Herbert's Blue White Diamonds begins a new series on WMCA, effective October 17. While details for the new series are as yet incomplete it is understood that the program will be a variety show presenting a group of singers and a 13-piece orchestra in an hour's broadcast weekly on Sundays at 12:30 P. M.

Jessica Dragonette to Sing

Jessica Dragonette will sing at Madison Square Garden tonight for the American Legion after her CBS broadcast for Colgate-Palmolive-Peet of "Dearest Enemy." Her repertoire for the Legionnaires will include "Indian Love Call" and "Old Folks at Home."

"Romancers" Back to WOR

"The Romancers," in a quarter-hour program sponsored by the Weston Biscuit Co., will return to WOR in a new series beginning Sept. 26, from 9:15 to 9:30 P. M.

Radio Personals

HILDEGARDE will arrive here Thursday aboard the French liner *Champlain* . . . Another returning radio voyager aboard the same liner will be Wilfred Pelletier . . . Virginia Bruce will support Clark Gable in the Lux "Radio Theatre" production of "Cimarron," Sept. 27 . . . Bobby Feldman has left WNEW to return to WMCA to extend that station's late night dance series . . . Kirsten Flagstad will make her first radio appearance of the season on the Ford "Sunday Evening Hour," Oct. 3 . . . Martin Starr, WMCA reviewer, will be dispatched to Washington this Saturday for an airing of the opening of John Golden's out-of-town tryout of "Susan and God" . . . The review will be heard at midnight and will be fed to WMCA through WOL. With regular out-of-town reviews planned this means that WMCA is now leading all other studios in coverage of dramatic shows. It now features Broadway first night reviews of Broadway shows and reviews of London shows given the same night they open in the British capital . . .

Drops Suit Against Carter

TRENTON, N. J., Sept. 21.—The \$100,000 slander suit which Governor Hoffman instituted against Boake Carter over the commentator's criticism of his conduct of the Hauptmann case, has been dropped. The governor granted a general release to all parties involved, comprising Carter, Atlantic Broadcasting Corp., WCAU Broadcasting Co., Philco Radio and Television Corps. of New York and Pennsylvania, and the Philadelphia Storage Battery Co.

Holtman to Join NBC

INDIANAPOLIS, Sept. 21.—John Holtman, chief announcer of WFBM the last year and an announcer for the station for five years, will join the NBC mike staff in Chicago next week. Ben Wilbur of WHKC, Columbus succeeds Holtman.

"For Women Only" on WNEW

The American Institute of Food Products will sponsor "For Women Only" over WNEW for 52 weeks, beginning Sept. 27. The program is offered Monday through Saturday from 8:45 to 9:15 A. M. The Schillin Adv. Co. placed the account.

Dave Carter Joins H. A. Bruno

HOLLYWOOD, Sept. 21.—Dave Carter, until recently west coast director of publicity for CBS, has been appointed general representative on the Pacific Coast for H. A. Bruno & Associates, New York publicity firm.

Schoelwer to Start 4th Year

CINCINNATI, Sept. 21.—"Whispering" Eddie Schoelwer will begin his fourth consecutive year of broadcasting under the sponsorship of Solway Furniture Co., Sept. 22 over WKRC.

Knell WEEI Producer

BOSTON, Sept. 21.—John Knell has joined WEEI, Columbia-leased outlet, as a continuity man and producer. He had been with WHDH, for four years.

Symphony Series to Be Given 28 Weeks

The Philharmonic Symphony series, an exclusive CBS feature since 1930, will this year be given for 28 weeks, an extension of four weeks over last year. John Barbirolli will conduct for all but one month of the term, and Deems Taylor, CBS consultant of music, will serve again as commentator.

The soloists set thus far for the series include Kirsten Flagstad, Beal Hober, Richard Bonelli; the pianists, Walter Gieseking, Josef Hoffman, Vladimir Horowitz, Mischa Levitski, Eugene List, Guimar Novaes, Artur Rubinstein and Ernest Schelling; the British duo-pianists, Ethel Bartlett and Rae Robertson; the American composer, Abram Chasins as soloist in his own piano concerto; the violinists, Mischa Elman, Georges Enesco, Jascha Heifetz, Yehudi Menuhin, John Corigliano, Mischel Piastro, Joseph Szigeti and Efreim Zimbalist; the cellists, Gregor Piatigorsky and Joseph Schuster.

New Television Show Planned in England

LONDON, Sept. 21.—On Sept. 28, a new type of television item will be broadcast from the B.B.C.'s station at Alexandra Palace. Titled "Turn Round," it is a comedy against the background of the arrival at and departure from Southampton of the liner *Empress of Britain*.

Film shots have already been made on board the liner. When these are televised they will be linked by story episodes transmitted direct from the studio. It is the first instance of film "matching" in British television.

Renew "Hawthorne House"

SAN FRANCISCO, Sept. 21.—"Hawthorne House," half-hour dramatizations sponsored by Wesson Oil and Snowdrift Sales Co., has been renewed for an additional 52 weeks on NBC's Pacific coast Red network. The program originates in this city, and is heard Sundays. The new contract begins Sept. 26. The Fitzgerald Advertising Agency handles the account.

XEMO to Open Power Plant

SAN DIEGO, Sept. 21.—XEMO, Tijuana, will throw the switch on its own power plant during the next few days, making the border broadcaster entirely independent of outside juice. The station has installed two 40,000-watt International Harvester diesel generators. The only high-level modulator in southern California, XEMO, although using 5,000 watts power, gets the effect of 7,500 watts.

Renew "Friend" Program

The Beneficial Management Corp., sponsors of "Your Unseen Friend" on CBS, has renewed the program, effective Oct. 4. Beginning with the renewals the program will be presented at a new day and time, Saturdays from 8 to 8:30 P. M.

Bowey's Shifts Agency

CHICAGO, Sept. 21.—Bowey's, Inc., Chicago manufacturers and distributors of Dari-Rich have appointed Stack-Goble as their advertising agency effective Oct. 1. The agency will take over the production of "While the City Sleeps" which is currently on the NBC-Red network.

New Shows on the Air

"The Girl from Maine"

If there are any listeners who want to hear of the stirring virtues of the State of Maine potatoes, its blueberry crop, the excellence of its oysters, trout, in fact its complete piscatorial family, we recommend the new Mutual series featuring Marjorie Mills' talks. Miss Mills' program is, of course, sponsored by the State of Maine's Development Commission.

It seems to us that the State of Maine would have accomplished its advertising aims in much better fashion by spending its money in newspapers rather than by presenting a radio program such as it now boasts. Radio is essentially intended to entertain first, and to sell something secondly. Even the most blatant of the commercial programs try to entertain somewhat, although only a small minority succeed. This series—at least the opening stanza—made no effort whatsoever to amuse its listeners. Miss Mills and the Governor of the State took up the entire period praising the virtue of the Pine Tree State edibles.

"The Girl from Maine" is offered Tuesdays and Thursdays from 1:15 to 1:30 P. M. over Mutual.

"You Don't Say"

"You Don't Say" is an audience participation program, but this one varies the formula by asking the contestants to guess correctly the pronunciation of words. Most programs of this type are spelling bees, or are an out-and-out quiz.

All programs of this type have the common virtues of involving listeners as well as participants, and sugar-coating the dissemination of information. We, and we venture to say a great many of those who listened in, learned in pleasant fashion that we pronounce many words incorrectly. Joe Tobin and Sid Walton conduct the studies. There are awards for the winners of cash and merchandise. Beginning next week, Barney's, Inc., will sponsor the series.

"You Don't Say" is presented over WMCA nightly, except Sundays, from 9 to 9:30 P. M.

Consolidated Edison Show

The one stand-out quality of "New York Today and Tomorrow," new local series for the Consolidated Edison Co., is the Mark Warnow band. And just to keep the praise within a family circle, the most outstanding contribution to the evening's music was the rendition of Raymond Scott's work, "Power House." Scott is Warnow's brother. For the rest, the program was but fair to middlin'.

Warnow's numbers invariably are distinguished for their excellent arrangements and last night the organization excelled itself. The musical score included a medley of tunes from the musical comedy, "Babes in Arms," a renaissance of the old musical comedy tune, "Running Wild," "I Got Plenty of Nothin'" from "Porgy and Bess," and the already sufficiently praised "Power House."

Dr. Orestes Caldwell, former FCC commissioner and now editor of a radio trade magazine, dons the mantle of a Jules Verne in offering previews of the years to come. New York

City 50 years from now, he predicted would be distinguished by its lack of noise by virtue of rubber-paved streets; traffic would be robot-controlled; stratosphere airplanes would arrive regularly from Europe.

The program is presented over WEAJ Mondays from 7:30 to 8 P. M.

"Campana Vanity Fair"

It failed to be much of a show which Campana Sales aired over the NBC Blue Monday evening. For years, the sponsor of "The First Nighter," this time it is "Campana Vanity Fair" with Cal Tinney as the master of ceremonies broadcasting from Chicago and Sheila Graham piped in from Hollywood with a two-time shot of film chatter. There was some vocalizing which was pretty good and a jazz band accompaniment which was better.

Tinney, with an Oklahoma drawl, actual or otherwise, tried to do a Will Rogers and came off a very poor second, third or fourth. Miss Graham's line of comment was the usual sort of alleged inside emanating from Hollywood. Larry Duncan's impersonation of Eddie Cantor could have been a great deal more expert and, aside from all of that, his imaginary experiences with the ghost of Billy the Kid decidedly were not funny. Douglas Wilson, tenor, was acceptable.

The program, on behalf of Italian Balm, is down for a Monday night spot from 8:30 to 9 P. M.

"Continental Revue"

"Continental Revue" brings back to public life for the first time in many moons Olga Baclanova, at one time a prominent film personality. Miss Baclanova has a surprisingly nice voice, but the new half-hour WOR sustaining period is a distinct disappointment.

French, Russian, Gypsy and other foreign tunes predominated and it was somewhat taxing to listen to unfamiliar folk and love tunes, sung in the native tongues by Miss Baclanova and Raoul Nadeau, the companion vocalist. Bob Stanley's orchestra, too, was smitten by the continental atmosphere of the show. A straight variety show, headed by Miss Baclanova would be a welcome substitution for the program now offered.

"Continental Revue" is offered Mondays from 8:30 to 9 P. M.

BANNER

Promotions in RCA Victor

CAMDEN, N. J., Sept. 21.—Promotions in the RCA Victor sales executive organization were made by G. K. Throckmorton, executive vice-president. L. W. Teegarden has been placed in charge of radio tube sales to wholesale distributors with M. F. Blakeslee coming here from Chicago to take over his post as Eastern division manager. Richard A. Graver, formerly manager of the Cleveland district, takes over the Chicago district, with A. G. Kemp, formerly package goods sales representative in Cleveland, appointed manager of the Cleveland district. E. J. Rising, formerly manager of the San Francisco district, takes a similar post in Los Angeles, replacing E. W. Isenhower, resigned.

Warners Finish 19, Ready for Release

(Continued from page 1)

production at the Warner studio at Teddington and to be present at the closing of the deal for the Old Daly Theatre in London. S. Charles Einfeld, director of advertising and publicity, returned to New York with the Warners.

The 19 Warner features ready for release are "Larger Than Life," "Without Warning," "Submarine D-1," "Sergeant Murphy," "Sh! the Octopus," "Evidence," "The Great Garrick," "She Loved a Fireman," "Over the Goal," "Expensive Husbands," "Missing Witnesses," "The Perfect Specimen," "Adventurous Blonde," "First Lady," "Alcatraz Island," "It's Love I'm After," "Back in Circulation," "Blazing Sixes," "West of Shanghai."

"Woman" Grosses High

Warners report that "That Certain Woman" is ahead of many other Warner films in its first four days at four key city theatres.

Warners Issue Big Pressbook on "Zola"

S. Charles Einfeld's exploitation and publicity staff at Warners has done a real job in the press book on "The Life of Emile Zola." Characterized by a distinguished and dignified front cover appearance, the book measures 22 inches by 17 inches, is bound in heavy cardboard, colored an off-red and cream. The figure of the Academy award statuette is at the top of the heavily bordered copy section on the front cover.

The book contains 18 pages of promotion ideas, advertising campaign suggestions, reviews, publicity copy and samples of advertising paper. In addition, in the inside back cover, a slip sheet includes New York newspaper and trade paper reviews, excerpts from magazine reviews and other material. A.

"Double" Estimated At \$35,000 3rd Week

(Continued from page 1)

of "Artists and Models," according to Paramount, which cited these figures:

First week at the United States, Paterson, N. J.—\$5,472. First week at the Chicago, Chicago—\$49,740. First three days at the Buffalo, Buffalo—\$10,321. First three days at the Capitol, Wilkes-Barre—\$3,543. Three days at the Orpheum, Phoenix, Ariz.—\$3,256. Three days at the Saenger, Mobile, Ala.—\$3,170. Two days at the Garrick, Duluth—\$1,821. Five days at the Rex, Wheeling, W. Va.—\$3,131. Four days at the Allwyn, Hartford—\$4,973. Four days at the Paramount, New Haven—\$6,171. Three days at the Capitol, Worcester—\$4,343. Four days at the Paramount, Springfield, Mass.—\$7,204.

Wallace Ford Ill

HOLLYWOOD, Sept. 21.—Wallace Ford, stricken Saturday with what was diagnosed as a gall stone ailment, is confined to his home. He just completed "He Wanted to Marry" at Grand National.

Refuse to Lift Ban On Games in Omaha

(Continued from page 1)

Omaha theatres be dissolved immediately.

Wright said he based his motion on the ground that the state admits it is not certain where the Omaha game constitutes a lottery. He said Attorney General Richard Hunter himself admits the question of whether the drawings are lotteries is undecided.

Paul Chaney, former assistant Attorney General under Wright and now the state's special Bank Night counsel, recommended that the court continue the injunction and reserve decision on Wright's motion until either the Omaha or Beatrice, Nebraska, Bank Night case is settled.

Bank Night Sues Parlay

Boston, Sept. 21.—Bank Night, through a case entered in the United States District Court here by Attorney George S. Ryan, charges Harry Bloomberg and Meyer Gruber of the B-G Film Co. with having caused Bank Night in New England to suffer loss and damages amounting to at least \$10,000. Roy Heffner, Bank Night distributor, charges the two, distributors of Parlay Cash Night, with infringement, unfair competition, violation of copyright, and with combination and conspiracy to injure or destroy Bank Night in this district.

The case harks back to a former infringement suit against Parlay Cash Night, in which the copyright question was not given the importance it is in the new suit, wherein Bank Night lost. The resulting decision read in part that Bank Night and similar premium schemes enter into the public domain the first time they are publicly operated. Therefore, the decision continued, Bank Night and similar setups may be copied and used without fear of infringement of the formers' rights and without necessity of royalty payments.

It is this decision, more than the Bank Night defeat by Parlay Cash Night, that Affiliated Enterprises is attempting to supersede.

Pathe Closes Coast Deal on Laboratory

(Continued from page 1)

both companies will retain their own financial setups, but each will take care of the other's interests. The name of the local plant will be changed to International-Pathe Film Laboratories.

Pathe has one of the largest laboratories in the east at Bound Brook, N. J., and also is building a smaller plant in New York to handle newsreel and other rush processing.

International was launched here two years ago and has been doing printing for a large number of independent companies, including Grand National and Monogram. Pathe is financially interested in the new Monogram company.

In effect, the new tieup gives Pathe western representation, a plan which had been proposed several years ago, but which did not materialize. At one time Pathe was considering building its own plant here.

O. Henry Briggs, president of Pathe, returned from the coast Monday after a three-week trip, which included several stopovers en route.

The Newsreel Parade

Movietone News

Vol. 20, No. 3

(20th Century-Fox)

Four commentators report the news and discuss the styles in the latest release by Truman Talley's staff. It is highly diverting with political events, sports, women's fashions and a fish story by Lew Lehr rounding out the subject.

First there are highlights of the legionnaires' invasion of New York. Next is a speech by President Roosevelt on the Constitution. This is followed by scenes showing a cargo of airplanes and munitions being unloaded from the *Wichita*, following the President's embargo on the U. S. ships carrying war supplies to Japan and China. European statesmen are shown signing an agreement at Nyon, Switzerland, to wipe out submarine piracy in the Mediterranean. This is coupled with pictures at Geneva, where the peace plan is discussed. Indians of Celilo, Ore., are shown catching Chinook salmon on the Columbia River. Lowell Thomas handled the narration up to this point.

Helen Claire describes new fall styles in women's hats. The trend is to taller and wider brims and crowns. Lehr is his old self in telling about the submarine which is built like a fish. The device can stay under water four hours.

Four sports events are detailed by ed Thorgersen. They include the last big British turf event when Chumleigh, an 18 to 1 shot, comes in first at the St. Leger Stakes. Helen Wills Moody tries for a comeback in a doubles play on a Los Angeles tennis court. Coach Smith of Pittsburgh puts the Duquesne "Dukes" through their paces, and then 125 sailboats are shown participating for the President's Cup on the Potomac.

Running time, 9 mins.

O.

News of the Day

Vol. 9, No. 201

(M-G-M)

American Legion high-jinks in New York prime this fast-moving reel. But sport and spectacular action scenes seem to dominate. There is serious stuff, too, in President's Roosevelt's Constitution Day address, and the return of the *President Hoover* from the Orient where it was bombed while removing refugees.

Other sequences present yacht racing on the Potomac, the unveiling of the head of Lincoln at Mount Rushmore, S. D.; Indians netting salmon at Celilo Falls on the Columbia River, steeplechasing on Long Island, John Roosevelt and his fiancée and outboard racing on the James River at Richmond. The reel runs eight and one-half minutes. Yesterday's Legion parade will be included.

P.

Paramount News

No. 14

(Paramount)

A certain diversity is lent to the Paramount reel with the introduction in this issue of nine new commentators, led by Gabriel Heatter as chief of staff. Five of the new group bring their voices to this issue, which is hardly more than routine in content. The most engaging and entertaining shots, of course, are those depicting a

few of the high jinks indulged in by the Legionnaires in New York. Heatter handles that vocally.

For the rest, Bill Slater follows a fast outboard motor race, watches Helen Wills Moody on the court in Hollywood and hands a few laughs with a screwy wrestling match. Bob Carter is on the primary vote in New York; Gregory Abbott is on the Nyon conference, Nazis parading in Germany and the unloading of a shipment of planes bound for the Orient. Joseph Boley takes a look at the Roosevelts, the President on the Potomac and his son, John, at a softball game at Pawling, N. Y.

Slightly long running time is accounted for by an introduction of the new Paramount reel and backgrounded shots of the commentators.

Running time, 12 mins.

A.

Pathe News

Vol. 9, No. 18

(RKO)

Here is a good newsreel release. Where it includes events of national interest it finds an angle of its own, albeit somewhat in *The March of Time* manner, from which to present it. Where the events are more prosaic it turns to action to make or keep them interesting. The single exception to this procedure is the clip on President Roosevelt's Constitution Day address in Washington. That is presented "straight" and, in consequence, perhaps, is the least intriguing part of the release.

For its own "slant" on the K.K.K. charges against Associate Justice Black, the reel goes direct to Ray Sprigle, the *Pittsburgh Post-Gazette* reporter who uncovered the alleged evidence against Black and who tells his story for the reel in a direct and highly interesting manner. The romance of John Roosevelt, the President's son, and Anne Clark of Boston is pictured against the background of a good softball game between a Summer White House team and neighborhood celebrities at Pawling, N. Y. Helen Wills Moody's tennis comeback at Los Angeles and Gar Wood, Jr.'s, victory in the outboard motorboat championships at Richmond are told in well photographed action pictures.

The American Legion convention in New York is reported in a fashion which catches the spirit of the conventioners—prankish, alcoholic, parade and drill minded and a devastation to Times Square traffic.

Running time, 9 mins.

K.

Guests at Ampa Listed

Guests at the Ampa weekly luncheon at Sardi's tomorrow will include Gertrude Berg, radio and stage writer; Marion Clair, feminine star in "Make a Wish," Oscar Straus, who wrote the music for the film and Olga Baclanova, actress. Ralph Rolan, president, will preside.

Pueblo Schools Closed

PUEBLO, Col., Sept. 21.—Theatres and schools are closed and public gatherings are forbidden as a result of an infantile paralysis scare. Schools are closed in Colorado Springs and Sheridan, Wyo.

Distributors, Labor At Peace in Mexico

(Continued from page 1)

sal, United Artists, RKO, Columbia and Warners, these agreements having followed similar pacts drawn up by Paramount and M-G-M.

Wage increases of 35 per cent had been demanded. It could not be learned whether or not they have been granted. It is understood, however, that the increases are sufficiently substantial to keep labor well satisfied for some time to come.

Japan Stops Imports Until the Year Ends

(Continued from page 1)

American distributors as saying that they expected the ban on film imports to be made permanent after the first of the year and pointed to increasingly numerous restrictions on doing business in that country, presumably leading up to a complete shut-off. It has been impossible for some time past to send money out of Japan, the American distributors were quoted as saying.

Clark Gable Leads Poll

St. Louis, Sept. 21.—The first 7,000 questionnaires in the Fanchon & Marco poll being conducted in the *Star-Times* rate Clark Gable, Robert Taylor and William Powell first, second and third, respectively, among the male stars.

For the child players Shirley Temple leads Jane Withers and Freddie Bartholomew in second and third places respectively.

Myrna Loy has been voted the most popular actress; Claudette Colbert is second and Loretta Young third.

Musical comedies and cartoons are the favorite types of films while duals find greater favor than the single feature and short bill.

Winchell Taking Rest

HOLLYWOOD, Sept. 21.—Walter Winchell has suspended his column in the *New York Daily Mirror* and the newspaper syndicate he has been serving due to nervous exhaustion.

Wall Street

"U." Off 7½ Pts. on Board

	Open	High	Low	Close	Change	Net
Col.	22	22	22	22	—	+1
Cons.	2 1/2	2 1/2	2 1/2	2 1/2	—	—
Cons., pf'd..	10 3/4	10 3/4	9 3/4	9 3/4	—	—
E. K.	175	176 1/4	175	175	—	+ 1/2
G. T. E.	20 1/2	20 1/2	19 1/2	19 1/2	—	—
Loew	73	73 1/2	71	71	—	—
Para.	19	19 1/2	18 1/2	18 1/2	—	+ 1/2
Para. 1.	135 1/2	136	134	134 1/2	—	+8 1/2
Para. 2.	17 1/2	17 1/2	17	17	—	+ 1/2
Pathe	8 1/2	8 1/2	8 1/2	8 1/2	—	—
RKO	6 1/4	7	6 1/4	6 1/4	—	—
20-Fox	30 1/2	31	30 1/2	30 1/2	—	—
Univ.	49	49	42	42	—	-7 1/2
W.-B.	12	12 1/2	11 1/2	11 1/2	—	—

Fractional Curb Changes

	Open	High	Low	Close	Change	Net
Sonotone ..	1 1/2	1 1/2	1 1/2	1 1/2	—	—
Tech.	26 1/2	27	26	26 1/2	—	—
Trans-Lux ..	3 1/2	3 1/2	3 1/2	3 1/2	—	—
Univ. Corp.	3 1/4	3 1/4	3 1/4	3 1/4	—	+ 1/2

Keith Best Bond Gain

	High	Low	Close	Change	Net
Keith 6s '46.....	99 1/2	99 1/2	99 1/2	—	+2 1/2
Loew 3 1/2s '46.....	99 1/2	99 1/2	99 1/2	—	—
Para. 6s '55.....	100	100	100	—	+ 1/2
Para. '47.....	86 1/4	86 1/4	86 1/4	—	+ 1/2

(Quotations at close of Sept. 21)

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 71

NEW YORK, THURSDAY, SEPTEMBER 23, 1937

TEN CENTS

Pick NBC Web To Air M-G-M Ether Shows

**Comprehensive Hookup
Being Lined Up**

The M-G-M program plum goes to NBC.

The new series, which will present the roster of M-G-M stars and featured players, will be offered under General Foods sponsorship over the Red network, Thursday nights from 9 to 10 P. M. The current Maxwell House "Showboat" series will give way to the new offering beginning Nov. 4. The Benton & Bowles advertising agency handled the pact.

The contract is for two years, with, it is supposed, the usual cancellation

**Additional developments in
radio on page 14**

clauses found in most long-term radio contracts.

Complete production of the programs will be vested in M-G-M. The studio has insisted on this point throughout its negotiations with, first, the Ford Motor Co., secondly, the Colgate-Palmolive-Peet Co., and at

(Continued on page 14)

August Federal Tax Drops to \$1,599,242

WASHINGTON, Sept. 22.—Declining for the second successive month, Federal admission tax collections in August amounted to \$1,599,242, it was reported tonight by the Bureau of Internal Revenue.

The month's receipts were nearly \$34,000 under the July income of \$1,633,088, the bureau disclosed, but were \$215,000 above the August, 1936, total of \$1,384,107.

Despite the two-month decline

(Continued on page 4)

Theatres in Pueblo Reopen; Scare Wanes

PUEBLO, Col., Sept. 22.—Theatres here were permitted to reopen at noon today, following a brief shutdown due to an infantile paralysis scare. Admittance, however, was restricted to those over 18 years of age. Theatres and schools in Fort Collins are closed and public gatherings forbidden. One death from the disease has been the cause of alarm in each town, but the weekend is expected to see a letup in the number of cases.

Suit by Para. Trustee May Start Monday

**Trial Will Begin If No
Settlement Is Made**

Attorneys for Charles D. Hilles, Paramount trustee, are prepared to proceed with trial on Monday of the first of two actions against officers and directors of the company during the years 1927 to 1931 if the long-discussed settlement of the action has not been agreed upon by that time, official sources stated yesterday.

Indications are that a settlement may not be reached by Monday, but even the start of the trial will not preclude the possibility of an agreement being reached subsequently, it was said. Providing the negotiations reached a promising stage following the opening of the trial, the court proceedings would be suspended to facilitate efforts to conclude them.

Meanwhile, the settlement discussions are continuing and it was stated that there is still a possibility that they may be concluded by the end of the week. The inability of several of the defendants to agree upon settlement terms with the trustee's representatives is understood to be the barrier to a disposal of the suits. A pre-

(Continued on page 8)

Product Is Adequate In Strike—UMPTO

PHILADELPHIA, Sept. 22.—No shortage of product has developed in this territory as a result of the concerted U.M.P.T.O. drive to prevent booking of Paramount pictures, according to a bulletin just sent out. The organization leaders claim 32 releases are available between Sept. 3 and Oct. 3 from major companies.

The list gives seven from Warners,

(Continued on page 8)

Skouras Has Big Sendoff

Spyros Skouras, operating head of National Theatres, was given a big send-off yesterday as he sailed on the *Queen Mary* for a seven-week vacation to France, Italy, Greece, all the Balkan countries, Vienna, Prague, Brussels and Russia.

Among those who bid him bon voyage in his cabin were Al and Mrs. Lichtman, Ned E. Depinet and Harry Michaelson, Neil F. Agnew and Charles Reagan, Gradwell Sears and I. J. Hoffman, Rick Ricketson, George and Mrs. Skouras, William T. Powers, Edward Zabel, Aubrey Schenck, Lon Cox, Sumner Gambee, Irving Barry, I. Levinson, Louis Weber, William White, Matthew Fox, Edward L. Alperson, Edward Peskay, M. Robinson, Ralph Austrian,

(Continued on page 8)

In Big Hurry

Hal Roach and Vittorio Mussolini, who arrive from Italy today, plan to leave the Rex at Quarantine and head for the Newark airport where they will catch a plane for the coast. The son of Il Duce broadcast last night from the liner while at sea.

Distributors' Letters Go in Dallas Trial

DALLAS, Sept. 22.—Overruling the objections of defense attorneys, U. S. District Judge W. H. Atwell permitted letters between various distributor defendants in the anti-trust suit here to be introduced as evidence.

Witnesses admitted writing them, but contended the agreement between distributors and the Interstate Circuit for the maintenance of subsequent run admissions was fair to exhibitors, the distributors and the public.

Among the letters introduced was one passing between J. H. McIntyre, Memphis RKO manager, and Jules Levy, general sales manager. The letter requested Levy to decide whether

(Continued on page 4)

Federal Probers at Work on the Coast

HOLLYWOOD, Sept. 22.—Albert J. Law and Harold Collins, special assistant attorney generals, today launched a probe of the distribution and exhibition end of the industry at a conference with David O. Decker, M-G-M counsel.

Law said James Findlay, Federal Bureau of Investigation agent, had been assigned to him. The probe will

(Continued on page 4)

Quick Action Promised for U. A. Options

**Rose Promises Action;
Korda Coming Here**

Notice of intention to exercise the options held by Samuel Goldwyn and Alexander Korda for the purchase of United Artists stock will be given to Charles Chaplin, Douglas Fairbanks and Mary Pickford shortly after the arrival of Korda from England in about three weeks, David Rose, vice-president and financial adviser of Samuel Goldwyn, Inc., told *MOTION PICTURE DAILY* in his cabin yesterday just before the *Queen Mary* sailed for Southampton.

"The deal is set," he emphasized, "and I cannot talk about it at this time. The options will be included in a plan I am not in a position to discuss until I return with Korda."

Rose said he would probably sail from England on the next trip of the *Normandie*. He added he did not expect to be in England more than a week.

Asked if American interests would participate in the \$6,000,000 financing, Rose declined to comment, but flushed and smiled as if to say, "You want me to talk and I can't; not just now."

However, he did deny that Warners were to participate, but reports continue to persist that Mervyn LeRoy will join Goldwyn and Korda, both financially and as a producer.

Weeks Resigns As GB Sales Manager

George W. Weeks has resigned as general sales manager for G. B., effective Nov. 1, Arthur A. Lee, vice-president in charge of distribution, stated yesterday. The country will be split into two divisions, with Arthur Greenblatt, circuit contact at the home office, being named to the eastern divisional sales post. Lee expects to announce the appointment of a

(Continued on page 4)

Ask Help of Hays in K. C. Clearance Tilt

KANSAS CITY, Sept. 22. — Will Hays, president of the M.P.P.D.A., today was asked by the Kansas City, Kan., Chamber of Commerce, backed by city officials and theatre owners, to intercede "for the purpose of removing the discrimination" against the city

(Continued on page 4)

MOTION PICTURE
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SANTIAGO DE CHILE: Casilla 13300; A. Weissmann, Representative.

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STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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Ruth Roland, Long
Silent Star, Dead

HOLLYWOOD, Sept. 22.—Ruth Roland, star of silent films, who amassed a fortune in real estate and has been prominent in business here for several years, died today at her home. She had been ill for some time.

Her husband, Ben Bard, and her aunt, Mrs. Edith Thompson, were at her bedside. The body was taken to Forest Lawn Cemetery pending the making of funeral arrangements.

Miss Roland was born in San Francisco. She first went on the stage as a child actress. Her first film was made in 1912. She achieved fame for the first time in "Ruth Roland Serials" and appeared in a long list of features up to 1930. Later she toured for RKO and for Fanchon & Marco. She also appeared in a number of air programs for CBS.

Hap Hadley's Wife Passes

Funeral services for Nina M. Leahman, wife of Alvin C. (Hap) Hadley, will be held on Friday at 2 P. M. at the Church of the Ascension. Mrs. Hadley died Monday in Miami.

MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW

"Madame X"

(M-G-M)

HOLLYWOOD, Sept. 22.—In common with the contemporary and commercially comparable "Stella Dallas" and "The Prisoner of Zenda," Alexandre Bisson's "Madame X" possesses that rare quality of favorable familiarity which distinguishes the popular classic from the trite. Like them, it has been screened many times both as itself and under disguise without leave but never so well. It would seem to follow in simple showmanly deduction that the picture may be expected to give a proportionately gratifying account of itself at the box-office.

With her performance of the name role earlier portrayed on stage and screen by as fine a list of topflight emotional actresses as is to be found in anybody's autograph album, Gladys George lifts herself once and for all into the thinning blue of cinema immortality. Neglecting no facet of the deeply etched characterization, she succeeds by some esoteric artistry in endowing it with a freshness and understated realism that brought a seasoned preview audience fully versed in all the answers to the edges of its chairs in unashamed tears.

John Beal, Warren William, Reginald Owen, Henry Daniell, Emma Dunn and Luis Alberni contribute support of a high order. The screenplay by John Meehan conditions certain story details to the modern concept, but deprives the plot of no essential ingredient. John Kevin McGuinness produced the picture with equal recognition of the play's proper place among the all too few dramatic dependables. Sam Wood's direction is flawless.

Running time, 70 minutes. "A."

"Danger—Love at Work"

(20th Century-Fox)

HOLLYWOOD, Sept. 22.—For those patrons who like completely and wholly nonsensical material, served with a liberal helping of laughs, "Danger—Love at Work" should provide an entertaining hour or so. For other patrons it may be considered entirely too ridiculous, bordering on the inane, but in general it is good fun.

There is a host of good names and comedy talent in the cast, including Jack Haley, Ann Sothorn, in the leads, and Mary Boland, Edward Everett Horton, Walter Catlett and Margaret Sedden and Margaret McWade, the "pixilated sisters." Haley and Miss Sothorn burst into the theme song on one occasion, and it is a tuneful and catchy number.

Haley is the wealthy younger partner in a law firm, assigned to acquire a handful of signatures on a purchase of land for a client from an erratic family consisting of Miss Boland, Miss Sothorn, an infant prodigy, Walter Catlett, the old maid sisters and a few others, all competing in a demonstration of eccentricity. To complicate matters Horton, as the dominating fiance of Miss Sothorn, attempts to prevent the deal and is continually in Haley's hair.

Eventually Haley gets his signatures, but not until he falls in love with Miss Sothorn. Horton makes a bad deal when he thinks he finds oil on the property, and Haley and Miss Sothorn produce a flock of laughs as they go in pursuit of the various scattered and scatter-brained members of the family. Otto Ludwig Preminger directed.

Running time, 80 minutes. "G."

(Additional Review on Page 4)

Rites for Perkins

WASHINGTON, Sept. 22.—Following funeral rites today, the body of Os-good Perkins, who died suddenly following the opening of "Susan and God" at the National Theatre, were cremated. The ashes are to be sent to Jamaica Plains, Mass.

John L. Russell Dies

HOLLYWOOD, Sept. 22.—John L. Russell, 62, star and producer of the silent days, died in the National Military Home at Sawtelle.

To Honor Burkan Memory

A mausoleum for Nathan Burkan will be dedicated Sunday at 11:30 A. M. in Union Fields Cemetery, Cypress Ave., Brooklyn.

"Everything" Leader
Of Herald ChampionsThe 20th Century-Fox film, "You Can't Have Everything" led the Box-Office Champions for August, as published in *Motion Picture Herald*, out today. Six films won ranking among the champions for the month.

The five following pictures, listed in the order of ranking, were: "Artists and Models," Paramount; "Wee Willie Winkie," 20th Century-Fox; "Saratoga," M-G-M; "The Good Earth," M-G-M; "The Road Back," Universal.

Paramount Entertains

Paramount entertained the Yacht Club Boys at a cocktail party in the ninth floor rehearsal hall yesterday afternoon.

◀ Purely
Personal ▶

NEILA GOODELLE, who is being featured in an Educational short under the direction of AL CHRISTIE, entertained the studio staff with an impromptu musicale between scenes yesterday. However, it wasn't until she started to croon "Let Me Call You Sweetheart" that she struck a responsive note in CHRISTIE, who immediately chimed in with his inimitable baritone.

HERMAN RIFKIN, who arrived from Boston yesterday, left in the afternoon with EDWARD SCHNITZER, JACK BELLMAN and A. RICCI of Republic for Atlantic City to attend the Allied of New Jersey convention. RIFKIN said he has just installed Mirrophonic apparatus at the Majestic, Holyoke, Mass.

GEORGE ORTH has resigned as manager of the 16 mm. department of J. H. Hoffberg Co., Inc., to devote his entire time to the O. & W. Cine Enterprises. No successor has been named.

BILL PIERCE, who is not only CHARLES R. ROGERS' assistant, but a screen writer who actually sells his stories, is in town with the Universal generalissimo of production.

FRANK SHAUGHNESSY, manager of the Academy, Northampton, Mass., and commander of the legion post in that city, is in town attending the convention.

MARTIN MULLIN and SAM PINANSKI returned to Boston yesterday after two days of conferences at the Paramount home office.

MORRIS EPSTEIN, Grand National Exchange manager here, left yesterday for Atlantic City to attend the Allied convention.

FRANK G. STEIN has been named western advertising manager for Fawcett Publications by CAPT. W. H. FAWCETT.

J. CHEEVER COWDIN, Universal board chairman, took in the polo matches at Westbury yesterday afternoon.

ANNA MATCHEK, Czechoslovakian actress, is in town. Stopping at the Warwick.

EDWARD ALPERSON says it will be another week before he returns to the coast.

LOUIS WEBER, attorney for Skouras Theatres, is being bothered by a bad kidney.

PAULETTE GODDARD has gone back to Hollywood after a vacation here.

MARY PICKFORD was due to arrive from the coast last night by plane.

HARRY COHN is planning to return to Hollywood Saturday by plane.

ANDRE KOSTELANETZ has returned from a quick trip to the coast.

SOCKTOBER!

SOCK!

*His first modern dress
role in nearly a year!*

ERROL FLYNN

SOCK!

*Same author, same box-
office zip as 'It Hap-
pened One Night'!*

THE PERFECT SPECIMEN

SOCK!

*A 5-comic team comes
roaring thru as no
cast ever has before!*

with
JOAN BLONDELL
HUGH HERBERT • EDWARD EVERETT
HORTON • DICK FORAN • MAY ROBSON
BEVERLY ROBERTS • ALLEN JENKINS

Directed by Michael Curtiz • Screen
Play by Norman Reilly Raine,
Lawrence Riley, and Brewster
Morse and Fritz Falkenstein • From
the story by Samuel Hopkins
Adams • A First National Picture



SOCKTOBER!

THE LIFE OF EMILE ZOLA (PAUL MUNI, Gale Sondergaard, Joseph Schildkraut, Erin O'Brien-Moore)

THEY WON'T FORGET (Claude Rains, Gloria Dickson, Edward Norris, Otto Kruger, Lana Turner)

THE PERFECT SPECIMEN

THE GREAT GARRICK (BRIAN AHERNE, OLIVIA de HAVILLAND, Edward Everett Horton, Melville Cooper, Lionel Atwill, Henry O'Neill)

WEST OF SHANGHAI (BORIS KARLOFF as General Wu Yen Fang, Beverly Roberts, Ricardo Cortez)

WARNER BROS!

Distributors' Letters Go in Dallas Trial

(Continued from page 1)

the plan proposed by Interstate was justified and in accord with RKO's sales policy, and whether it would interfere with sales elsewhere in the United States.

On cross examination he said "United States" was a typographical error and what he had meant was Texas. He said the letter had been written before the plan went into effect, but since it had been inaugurated he believed it sound and fair to all.

R. J. O'Donnell, general manager of Interstate, took the stand after the noon recess.

During Tuesday's session several neighborhood exhibitors were put on the stand by the Government. With little variation they told the story of how they were compelled to charge 25 cents admission for Class A pictures and how they got no patronage.

"I tried to charge 25 cents for these pictures," Sam Kirscheimer, typical of several, said. "My people would not pay it."

Cite 15-Cent Limit

Some said they operated in the poorer sections of town and that their patrons preferred westerns and melodramas not under the Class A rule, but all agreed that their patrons would not pay over 15 cents.

George Wright, defense attorney, under cross examination made them admit there were no restrictions on westerns and melodramas and that there were companies offering such pictures with no restrictions. They admitted, too, that they were operating profitably on such pictures.

Wright pointed out at the opening of the trial that owners of copyrights were permitted to protect their property.

Hoblitzelle Heard

The NRA was among the causes of setting up a price control scheme, Karl Hoblitzelle, president of Interstate, said as the defense took up its side of the case late in the day. Hoblitzelle returned from Hollywood where he was on vacation when the trial was called.

He said, too, that a number of show houses in the chain had been taken during bankruptcy and put on their feet. He said he was placed with the alternative of cutting prices to a destructive degree or devising a scheme where all might survive and the public be served.

"At that time the Government was encouraging moves to stabilize industry of all kinds," he said, "and I tried to work out a plan fair to all."

Hoblitzelle said the advertising he gives first runs gives him an interest in subsequent showing in addition to his interest in protecting the copyright.

Holdovers on "100 Men"

Universal reports that "100 Men and a Girl" has been booked for a third week at the Fox in Philadelphia. The company expects more holdover engagements on the film than any they have had for years.

Looking 'Em Over

"The Arizona Gunfighter"

(Republic)

The dramatic structure of the early part of "The Arizona Gunfighter" is particularly good for this sort of production. The motive with which the story receives its impetus is logical and the events that follow are handled well. The latter half of the film, however, is a let-down. The acting and characterizations are good although the leading man delivers his lines with a stiff-lipped monotone. The heroine of the piece gives the usual outdoor girl performance.

Bob Steele knocks off two killers who have murdered his father. He rides away and joins up with a Robin Hood-ish gang that looks after the interests of the small rancher. After two years the leader of the group breaks up his band and, in company with Steele, rides to a part of the state where they are not known. Steele is established as a rancher and his benefactor goes to jail, voluntarily. But the dispersed gang soon start marauding again under the leadership of a bank robber. Steele becomes aware of this and, visualizing the outcome, appeals to the governor, who releases his friend. Together the pair track down the desperadoes and in a noisy and cleverly done gun-battle eliminate the trouble.

Sam Newfield directed. The cast of able supporting players includes Jean Carmen, Ted Adams, Ernie Adams, Lew Meehan, Steve Clark, Karl Hackett, John Merton and A. C. Henderson. Bob Kline photographed. The original story is by Harry F. Ohmstead.

Running time, 60 mins. "G."

Federal Probers at Work on the Coast

(Continued from page 1)

take in F. W. C. and independents, he said. One of the matters to be investigated is a complaint that F. W. C. is paying less for films than independents and is getting all the breaks, he stated.

August Federal Tax Drops to \$1,559,242

(Continued from page 1)

which followed the season's high of \$1,874,775 in June, collections for the first eight months of the year were nearly \$1,600,000 above the corresponding period in 1936, it was stated, the totals being \$12,752,344 against \$11,189,899.

Fawcett Staff Shifted

Fawcett Publications has centralized editorial work of 13 monthly magazines in New York with the result that several changes in the film publication lineup have been made.

Tom DeVane, former editor of *Movie Story*, has been named editor of *Screen Book*; Llewellyn Miller, formerly of the west coast staff, becomes editor of *Hollywood*; Dorothy Hosking, former associate editor of *Romantic Magazine*, is now editor of *Movie Story*. John Grandjean, art director of the Hollywood office, has been transferred to the New York art department.

Lichtman Awaits Mayer

Al Lichtman is awaiting the return of Louis B. Mayer from England before he decides whether or not he will go abroad. Mayer, who will be accompanied by Benny Thau and Howard Strickling, will sail from London on the *Normandie* Saturday and will arrive here Sept. 30. The French liner is being delayed while a new propeller is attached.

Ask Help of Hays in K. C. Clearance Tilt

(Continued from page 1)

in the matter of the clearance Kansas City, Mo., first runs have over the Electric and Granada in the neighboring city.

Although the Granada obtained a 14-day clearance, compared to the previous 28 days or more from Fox Midwest on 20th Century-Fox and Universal pictures, negotiations by George Baker of the Electric for a similar reduction in clearance failed. The New York management of the Midland and Mainstreet refused to waive their contract protection over the Kansas City, Kan., first runs.

Weeks Resigns as GB Sales Manager

(Continued from page 1)

western division sales head to succeed Kenneth Hodkinson, resigned, in about a week.

At the same time, Clinton M. White, who for the past three years has been assistant general sales manager, will assume additional duties and retain the same title.

Weeks plans to take a vacation abroad and upon his return will announce his future plans. A New York exchange manager is expected to be named shortly.

GN-ABFD Relations Closer, Says Baker

Relations between Grand National and A. B. F. D. of England are much closer now that they have been, Reginald Baker, managing director for the British company, stated yesterday prior to his sailing on the *Queen Mary* for London after a six-week trip here.

"Grand National will release a minimum of six of our pictures in America," Baker said. He added that Basil Dean would visit this country the latter part of October or early in November.

Guild Permits Work For March of Time

The March of Time was included in the Screen Actors' Guild list of approved producers yesterday pending further action by the company on a clarification of its position in refusing to sign a contract with the guild.

The indicated action which may be taken by the company is either an appeal to the board of directors of the guild or an effort to effect an understanding with Kenneth Thomson, executive secretary of the guild, on his arrival here within the next few days. Pending such action, March of Time officials informed the guild's office here that the reel would conform with all provisions of the guild contract, as a result of which guild members will be permitted to work for the reel, it was said. This has been impossible since the guild shop went into effect in the east last Monday.

Florence Marston, eastern representative of the guild, said that the reel's principal objection to signing a contract with her organization was that it considered itself a "newsreel."

"The answer to that is," Mrs. Marston said, "that the guild doesn't."

Luther Reed, Inc., local commercial film producer, was added to the guild's list of signatories yesterday, Mrs. Marston reported.

Fleischer's Union Talks Resume Today

Negotiations between representatives of the Fleischer Studio and of the Commercial Artists' & Designers' Union looking to a settlement of the four-months-old strike of Fleischer employees will be resumed today, union headquarters said yesterday.

What promised to materialize into a settlement was upset early in the week when, according to union sources, Max Fleischer refused to recognize the union as the exclusive bargaining agent for all of the employees, although agreeing to certain wage, hour and other beneficial concessions. Union spokesmen said yesterday that no agreement would be possible without recognition of the union by the studio.

Increase Operator Pay

ALLIANCE, O., Sept. 21.—Theatre operators and Ray Wallace, general manager of Tri-Theatres, Inc., which own and operate all of the local theatres, reached an agreement whereby the operators will receive approximately a 10 per cent wage increase during the coming season. The average operator scale is now \$45 a week.

Forms Mexican Company

MEXICO CITY, Sept. 22.—Felipe Mier, former Warner manager here and prominent in the Mexican film world, has organized a producing company here, *Cinematografica Internacional*, S. A., which has arranged a program of six features which it is to start shortly. Mexican themes are to be stressed. Prominent local businessmen are on the board of directors.

Incorporate Public Attention

HOLLYWOOD, Sept. 22.—Public Attention, Inc., has been formed here as an agency to handle advertising, business management and publicity for film and radio people. Charles Pelgram is president and Jack Melvin the publicity department head.



The
RITZ BROTHERS
IN THEIR FIRST STARRING PICTURE
**"LIFE BEGINS
IN COLLEGE"**

HA! HA!

HO! HO!

HA!



**YOU'LL WRECK
YOUR STOP-WATCH
CLOCKING THE LAUGHS!**

The mad merrymaniacs of "Sing, Baby, Sing,"
"On The Avenue" and "You Can't Have Every-
thing" really let themselves go ... with a riotous
round-up of fun-making top-notchers... in 20th's
tuniest, happiest S.R.O. show!



IT'S A 3-RITZ CIRCUS... DOZEN SPLIT-YOUR-SIDE WITH A

Singing, stepping! Laughing, loving! Beauties, cuties! Joan Davis, slappy-go-lucky songstress of "Thin Ice"! Football more screwball than in "Pigskin Parade"! Brimming with that flair and flash that make 20th's musicals show world's extra-time sensations!

The RITZ BROTHERS in LIFE BEGINS IN COLLEGE

with this grand and glo-roarious
entertainment cast

JOAN DAVIS
TONY MARTIN
GLORIA STUART
FRED STONE • NAT PENDLETON
DICK BALDWIN • JOAN MARSH
DIXIE DUNBAR • ED THORGERSEN
JED PROUTY • MAURICE CASS
MARJORIE WEAVER • J. C. NUGENT

Directed by **WILLIAM A. SEITER**

Associate Producer **Harold Wilson**. Screen play by **Karl Tunberg** and **Don Ettlinger**. Suggested by a series of stories by **Darrell Ware**. Ritz Brothers material and numbers by **Sidney Kuller**, **Ray Golden** and **Samuel Pokrass**. Dances staged by **Nick Castle** and **Geneva Sawyer**.
DARRYL F. ZANUCK in Charge of Production

5 zippy Pollack
& Mitchell Hits:

"Why Talk About Love?"
"Big Chief Swing It"
"The Rhumba Goes
Collegiate"
"Our Team Is On The Warpath"
"Fair Lombardy"
—and "Sweet Varsity Sue"
by **Charles Tobias**, **Al Lewis**
and **Murray Mencher**



THE KEystone OF YOUR FUTURE

PRINTED IN U. S. A.

Dutch Indies Reel Dropped in Holland

By PHILIP DE SCHAAAP

AMSTERDAM, Sept. 10.—The new Dutch East-Indian newsreel, produced by ANIF, suddenly disappeared from the theatres of Holland, after having been shown for several months. Dutch exhibitors refused to continue use of the reel, because of its poor quality. The manager of Profiliti, the company handling the reel here, has gone to India to reorganize the staff.

* * *

As a result of the success of "Pygmalion," starring Lilly Bouwmeester, N. V. Filmex, the producer of the film, plans two or three pictures for next season, with production scheduled to start next month. It is expected that the first of the new films will be another G. B. Shaw play. Negotiations have been made for the production of French versions of the films. Ludwig Berger is expected to direct.

Denies Token Danger

KANSAS CITY, Sept. 22.—Although Kansas theatremen report zinc sales tax tokens there must be handled with care to prevent zinc poisoning, especially to cashiers who handle them constantly, the State Health Commissioner of Missouri, Dr. Harry F. Parker, asserted upon the eve of Missouri's distribution of the zinc type token, that he had never heard of such a thing. "Missourians have nothing to worry about on that score," he said.

Grubel Left \$584,166

KANSAS CITY, Sept. 22.—An inventory of the estate of Edward J. Grubel, theatre man who died last November at the age of 66, has been filed in Kansas City, Kan., Probate Court. The valuation was placed at \$584,166, mostly in bonds and stocks, with some real estate. The entire estate was left to his brother, Frank C. Grubel.

Buy Galsworthy Stories

HOLLYWOOD, Sept. 22.—M-G-M has acquired all of John Galsworthy's novels and short stories having to do with the Forsythe family. These include the five novels called "Forsythe Saga" and a series of short stories published over a period of years.

The company also has just bought Marcel Pagnol's play, "Fanny."

Manages Warner House

NEW HAVEN, Sept. 22.—Eugene Brassil, assistant at the Roger Sherman, has been named manager of the Capitol, New Britain, to be reopened by Warners on Sept. 30. The Capitol, Strand and Embassy, Warner New Britain houses, will all have a first run policy. Irving Hillman will be the new assistant at the Roger Sherman.

Skolsky to King's

HOLLYWOOD, Sept. 22.—Sidney Skolsky, former Hollywood columnist of the *New York Daily News*, has been signed by King's Features, Inc., to write a syndicated column.

Sidney Skolsky's new column is slated to appear in *The Daily Mirror* here.

N. J. Allied Hits Gambling; To Cooperate with New York

ATLANTIC CITY, N. J., Sept. 22.—Co-operation with New York City independents and a fight against the proposed horse-racing, pari-mutuels betting amendment to the State Constitution were considered here today by Allied Theatre Owners of New Jersey. A proposal for a "Little NRA" and the airing of grievances against Paramount are scheduled for tomorrow. The organization represents 175 larger independent theatres in New Jersey. The 18th annual convention is being held at the Ritz-Carlton.

The New York proposal calls for a joint committee of three each from Jersey Allied and Independent Theatre Owners Ass'n of New York, to join in the working out of common problems, each organization retaining separate identity. New York has over 500 members and 300 theatres but is not connected with Allied States.

Newbury Names Committee

Lee W. Newbury of Belmar, president of New Jersey Allied, appointed Louis Gold, Newark; Irving Dollinger, Linden, and I. Marks, Dunellen, to the joint committee.

Sidney E. Samuelson of Newton, New Jersey director, former president, warned delegates to look into the pari-mutuel proposal. A decision is expected tomorrow after he makes a full report.

Jersey exhibitors are studying a proposal to be fully outlined tomorrow by Abram F. Myers for a "Guffey Act" for films, modeled after the Bituminous Coal Act of 1937, to enforce fair trade. Tomorrow also includes election of officers.

Regional Directors Meet

The eastern regional directors of Allied States met separately today, planning an expansion into new eastern territories. Included were Nathan Yamins of Fall River, Mass., national president; Myers, Samuelson, as member of the national executive committee; Newbury, Arthur Price, Baltimore eastern national regional vice-president; Herman Blum, Baltimore, national treasurer; Arthur Howard, business manager of Independent Exhibitors of New England, Inc., and J. B. and A. Fishman, leading Connecticut independents.

Ohio ITO Meet Sept. 30

COLUMBUS, Sept. 22.—P. J. Wood, secretary of the I. T. O. of Ohio, has called a directors' meeting for Sept. 30, for the consideration of some special matters in addition to the transaction of routine business.

Vote for Duals, Comedy

ST. LOUIS, Sept. 22.—With over 11,000 votes counted in the Fanchon & Marco poll being conducted by the *Star-Times*, preference continues to be shown for the lighter forms of entertainment and duals among the neighborhood house element.

Clark Gable still leads Robert Taylor and William Powell as the most popular male star and Myrna Loy is far out in front of Loretta Young and Claudette Colbert who follow in second and third places respectively.

The order in the child player division reads: Shirley Temple, Jane Withers, Freddie Bartholomew.

Restrictions

Salem, Ore., Sept. 22.—New and drastic regulations on pictures here provide that films may be shown only after approval by the Portland censor board, that all theatres must close at midnight, and prohibit the sale of tickets for admission after midnight.

Academy Will Issue Sound Tracks Book

HOLLYWOOD, Sept. 22.—Within a few weeks, exhibitors throughout United States and Canada will receive a bulletin from the Research Council of the Academy illustrating the 10 different kinds of sound tracks now being used by studios for release prints.

Recent developments in sound recording technique and equipment have made it possible for the studios to utilize various types of recording for various purposes, sometimes using one type track for dialogue and another type track for special musical effects and so forth.

Following many inquiries, it was decided to prepare a technical handbook to be sent to approximately 17,000 theatres to assist in obtaining the greatest possible advantage from new developments in sound.

Members of the committee in charge of the council's program include: John Hilliard, chairman; Lawrence Aicholtz, Carl Dreher, Barton Kreuzer, E. A. McClintock, K. F. Morgan, Elmer Raguse, Gordon Sawyer, William Thayer, Ralph Townsend, S. J. Twining and Gordon S. Mitchell, manager of the council.

Drive on Sunday Closing

COLUMBUS, Sept. 22.—A fight to force the closing of theatres along with other places of business on Sundays is threatened by the Retail Confectioners' Ass'n in retaliation to a move by the Columbus Retail Clerks' Union which seeks to enforce the Ohio blue law to prohibit the sale of staple groceries on the Sabbath. Both organizations say they are determined to gain their objective.

Col. Sets Three Deals

Long term franchises have been closed by Columbia Pictures with Griffith Theatres, Inc., operating in Oklahoma, Dallas and Denver, and the Joe Blumenfeld and Nasser Bros. circuits of San Francisco, the company reported yesterday. The new long term pacts supplant one-year deals and include short subjects and serials as well as features.

Stuart Erwin Quits G. N.

HOLLYWOOD, Sept. 22.—Stuart Erwin has quit Grand National because of dissatisfaction with stories. He has just finished "Mr. Boggs Buys a Barrel." He has two picture commitments with 20th Century-Fox.

Ricketson Reports Increases Accepted

Public reaction to the five and 10-cent admission increases in the 50 Fox Intermountain theatres has been very good, Rick Ricketson, operating head for the circuit, said yesterday.

"There hasn't been one complaint," he declared.

No other increases are planned, Ricketson said. He will remain here until Monday before returning to Denver.

N. Y. Incorporations

ALBANY, Sept. 22.—The reorganization of the Roxy headed the list of film companies chartered here recently. They include:

Roxy Theatre, Inc., New York, capital 25,480 no par shares, by R. J. Gorman, Harold R. Vaughan, W. Wilson Merrill.

Renny Theatres Corp., New York, capital 150 no par shares, by Milton E. Mermelstein, Robert Goldstein, Morris Schorr.

Four Square Comedies Corp., New York, capital 50 no par shares, by Pearl Portnoy, Henrietta Schwartz, Ira H. Gelber.

Many Mansions, Inc., New York, capital 100 no par shares, by John F. Wharton, Manuel M. Gorman, Howard A. Seitz.

Schine Ilion Corp., Gloversville, capital 10 no par shares, by F. D. Thompson, Mark Benjamin, R. E. Wallace.

Deutsche Lightspiele, Inc., New York, capital \$20,000, by William Hoefflin, Paul Kurz, Gerhard Coorsen.

B. M. O. Prod., New York, capital 200 no par shares, by Florence Epstein, Leona F. Walker, Robert Morris.

G. G. W. Prod., Inc., capital 100 no par shares, by Manuel M. Gorman, Kathryn T. Heinecke, Howard A. Seitz.

Lott Theatres Corp., New York, capital \$20,000, by Jesse Long, Michael Goldreyer, Maurice Turst.

May Tax Cooling Plants

CINCINNATI, Sept. 22.—City Manager C. O. Sherrill is studying the possibility of recommending to the City Council that air conditioning plants be taxed to finance enlargement of the city sewerage system, which is being overtaxed from the discharge of water from many of the air conditioning systems.

Heads Charity Drive

KANSAS CITY, Sept. 22.—Arthur Cole of Paramount has been named chairman of the film cooperative committee for the Allied Charities Campaign here this fall. This is the sixteenth consecutive year Cole has served.

Pick Lily Pons Title

HOLLYWOOD, Sept. 22.—"Hitting a New High" has been chosen as the title of Lily Pons' next for RKO. The tentative title has been "It Never Happened Before."

Col. Remodels Offices

KANSAS CITY, Sept. 22.—Remodeling of its offices here has been completed by Columbia, which has renewed its lease for five years.

Suit by Para. Trustee May Start Monday

(Continued from page 1)

liminary agreement on a settlement which aggregated \$2,150,000 was upset recently when individual defendants failed to ratify the proposals tentatively agreed upon by attorneys. Other defendants are reported to have sought leave to make the agreed upon payments to Paramount over a period of years, rather than in lump sums, but permission to do so was refused by the trustee's representatives, it was said.

The first of the suits involving recovery of sums alleged to have been lost by Paramount through the guaranteed redemption of stock issued for expansion purposes is scheduled to go to trial here in state Supreme Court on Monday. The second suit, involving the recovery of sums alleged to have been made through participations in a Paramount employees' stock purchase plan, is scheduled for trial in the same court during October. No definite trial date for the second suit has been set yet, however.

Product Is Adequate In Strike—UMPTO

(Continued from page 1)

two from M-G-M, three from United Artists, two from Columbia, 10 from 20th Century-Fox, four each from Universal, RKO and Monogram, five from Republic and one from G. B.

The U.M.P.T.O. bulletin says no independent is playing Paramount pictures, and that of 340 Paramount accounts checked 62 Warner houses and 10 Comerford houses were playing the company's product.

Grossed \$17,000

Paramount declared yesterday "Souls at Sea" grossed \$17,000 in its first week at the United Artists, Detroit, not \$11,000 as reported in MOTION PICTURE DAILY.

Wall Street

Light Board Changes

	Open	High	Low	Close	Net Change
Col.	21	21	20½	20½	-½
E. K.	175	177	175	177	+2
G. T. E.	20½	20½	19½	19½	-½
Loew	71½	72½	71½	72½	+½
Para.	19	19½	18½	18½	-½
Para. 2	17	17½	17	17½	+½
Pathe	8¾	8¾	8¼	8¼	-½
RKO	6¼	7	6¼	6¾	+½
20th-Fox ..	30¾	30¾	30¾	30¾	+½
Univ.	42½	42½	42½	42½	+½
W. B.	11¾	12¼	11¾	11¾	+½

Little Curb Activity

	Open	High	Low	Close	Net Change
Sonotone ..	1½	1½	1½	1½	
Tech.	26½	26½	26	26	-½
Trans-Lux ..	3½	3½	3½	3½	

Bonds Move in Fractions

	High	Low	Close	Net Change
Keith 6s '46	96½	96½	96½	+ ¼
Loew 3½s '46.....	99¾	99¾	99¾	+ ¼
Para. B'way	67	67	67	
Para. 6s '55.....	100½	100	100½	+ ½
Para. '47	86¾	86¾	86¾	

(Quotations at close of Sept. 22)

New Play Bright, Amusing; A Featherweight for Films

By PLAYBOY

The faces were the same, old faces and the haberdashery new at the Morosco last night as the tardy season made its second effort to get under way. But, get under way it actually did with a piece called "George and Margaret," by Gerald Savory.

Far more a zephyr than a wind, it whipped up. Yet there was what this reviewer is very certain was a willing-to-be-pleased audience acting up with more indulgence than the proceedings, by actual worth, rated. The array of first nighters was simply regaled with chuckles, laughs and bellows.

"George and Margaret," as a play, is not as good as all that. It has its moments. As a matter of fact, it has a lot of moments, largely compressed into the first of three acts. The second is amusing and diverting and the third is positively dull until in walked Gladys Henson as Beer. You should be told that Beer is the English maid who replaces Gladys in the Garth-Bander house in Hampstead, which is in London's suburbs. Gladys is leaving because Claude, the first born and a pretty solid, if stolid, sort of fellow, has fallen in love with her and Irene Browne, who is Mrs. Garth-Bander, had to get another domestic. Beer never speaks a line that the audience hears. But she has a funny walk and a funnier curtsy and she did all but panic the audience last night. So much so, in fact, that, for individual howls, nobody in the cast at any time quite approached her.

Dialogue Sparkles

This very lightweight job of play-writing depends upon its crisply written lines. For nothing much takes place. Frankie, the daughter, falls in love with Roger and, at the final curtain, love finds its level. The mother of the slightly whacky brood continues to flightily go on her course and the father, a forgetful and pleasant nonentity, on his.

Despite the slower spots, and they are there, the cast is uniformly and consistently good. Miss Browne is excellent in what Hollywood knows as the Alice Brady and Mary Boland manner. Morland Graham, the father, is competent enough. Arthur Macrae is an infectious younger son and Rosalyn Boulter, quite captivating as Frankie. Alan Webb essays Roger,

"Clock Cleaners"

If this, first in the new Walt Disney series, is any indication of the Mickey Mouse and Silly Symphony cartoons to be released by RKO this season, the distributor will have a formidable lineup to offer exhibitors.

It's a Mickey Mouse subject with Pluto and Donald Duck assisting the rodent in cleaning a gigantic clock in a tower. There are ramifications, complications and a varied assortment of antics which provide nine minutes of wholesome humor.

At a trade showing at the Astor, 1,000 exhibitors, their wives and children were in a riot of laughter. And when a short can do that, it's in the bag. The music and color are swell, too.

ORNSTEIN

the successful lover, and Moya Nugent, Gladys.

John C. Wilson, who had a great deal to do last season with the affairs of Noel Coward, produced "George and Margaret," two characters who flow through the play and are never seen. The Warners are in on the production and were on deck last night in complete entourage to see firsthand what they had bought.

As a picture, this property falls into the "Call It a Day" classification. Light, amusing, actionless and ready to go with the slightest of winds.

RKO Signs Dance Team

Agnes Melcoll and Walter Cosden, winners of the "Harvest Moon" dance contest conducted recently by the *Daily News*, have been signed by Pandro Berman to appear in "Having Wonderful Time."

Miss Melcoll and Cosden returned from the coast yesterday after a visit to the RKO studios to fill several engagements in the east. Berman will start production of the picture upon the arrival of Douglas Fairbanks, Jr., who is due Sept. 30 on the *Normandie* to appear in a leading role.

Skouras Has Big Sendoff

(Continued from page 1)

Adam and Mrs. Adams, George Balsdon, and other associates of National Theatres and the Skouras circuit.

One thing Spyros forgot—his golf clubs. He tried to get his chauffeur to bring them down at the last minute, but it was no use. So, I. Lincer, traffic manager for 20th Century-Fox, will send them on to Greece where Skouras plans to do plenty of golfing.

There were several boxes of cigars sent Skouras as gifts, but Spyros wasn't so happy about that. He said he couldn't smoke them all by the time he got to France and the outcome would be that he would have to pay an import tax on all unsmoked cigars, or throw them overboard.

Charles Skouras, who was expected with Ricketson to see his brother off, was missing. He sprained an ankle while hunting last week and had to return to his home in Beverly Hills for medical attention.

"100 Men" 2d Week Leader, Los Angeles

LOS ANGELES, Sept. 22.—"100 Men and a Girl," on a dual with "I Cover the War," was a second week smash in two spots—the Hillstreet and Pantages. At the Hillstreet it grossed \$13,500, over normal by \$5,500, and at the Pantages the \$15,000 take was nearly double par.

The showing was exceptional because only "Big City" and "One Mile from Heaven" at Loew's State got into the profit column, with the exception of "Yiddle with His Fiddle" at the Grand International.

Total first run business was \$106,968. Average is \$112,700.

Estimated takings for the week ending Sept. 22:

"THE LIFE OF EMILE ZOLA" (W. B.) CARTHAY CIRCLE—(1,518), 50c-\$1.50, 7 days, 2nd week. Gross: \$13,864. (Average, \$17,000)

"BIG CITY" (M-G-M) "ONE MILE FROM HEAVEN" (20th-Fox) CHINESE—(2,500), 30c-55c, 7 days. Gross: \$11,000. (Average, \$12,500)

"THE FIREFLY" (M-G-M) 4 STAR—(900), 50c-\$1.50, 5 days, 7th week. Gross: \$3,900. (Average, \$8,000)

"YIDDLE WITH HIS FIDDLE" (Sphinx) GRAND INTERNATIONAL—(750), 35c-40c, 7 days. Gross: \$2,700. (Average, \$1,200)

"100 MEN AND A GIRL" (Univ.) "I COVER THE WAR" (Univ.) HILLSTREET—(2,700), 30c-65c, 7 days, 2nd week. Gross: \$13,500. (Average, \$8,000)

"BIG CITY" (M-G-M) "ONE MILE FROM HEAVEN" (20th-Fox) LOEW'S STATE—(2,500), 30c-55c, 7 days. Gross: \$14,962. (Average, \$14,000)

"100 MEN AND A GIRL" (Univ.) "I COVER THE WAR" (Univ.) PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. Gross: \$15,000. (Average, \$8,000)

"DOUBLE OR NOTHING" (Para.) PARAMOUNT—(3,595), 30c-65c, 7 days, 2nd week. Stage: Slate Bros., F. & M. Revue, Rube Wolf and his orchestra. Gross: \$10,200. (Average, \$18,000)

"DEAD END" (U. A.) "FOOTLOOSE HEIRESS" (W. B.) WARNER BROS. (Hollywood)—(3,000), 30c-65c, 7 days. Gross: \$10,460. (Average, \$14,000)

"DEAD END" (U. A.) "FOOTLOOSE HEIRESS" (W. B.) WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days. Gross: \$11,382. (Average, \$12,000)

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Kearney to Show Films

KEARNEY, Neb., Sept. 22.—Although city councilmen deny they intend to compete with commercial theatres, local exhibitors expect to lose some revenue as result of plans to install projection equipment at the open air theatre being built at Harmon Field Park here with assistance of PWA funds.

The council intends to put a screen on the 60-foot stage and show educational films from time to time in the summer seasons, in addition to presenting outdoor spectacles.

Warners Sign Fidler

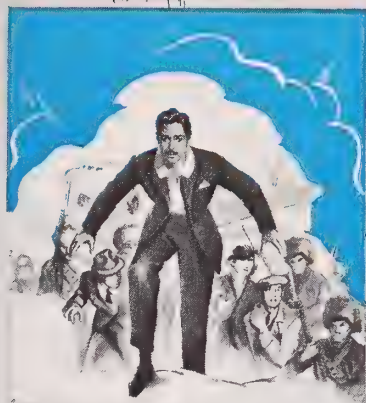
HOLLYWOOD, Sept. 22.—Jimmy Fidler, radio commentator and writer, has been signed by Warners to make one picture a year. His first will be "Broadway Goes Hollywood" which will be started shortly after the first of the year.

Selznick Signs Holtz

HOLLYWOOD, Sept. 22.—Lou Holtz has been signed to a long term contract by David O. Selznick. He will make his film debut in "The Earl of Chicago."

Sixty-one Holdovers!

Exceeding our most optimistic expectations, "LOST HORIZON" has been held over in sixty-one cities, since its general release at popular prices! . . . The story of this great picture is now box-office history.



**THE FOLLOWING PAGES GIVE INDICATION OF
THE CONTINUANCE OF COLUMBIA'S BATTERY
OF HIGH-POWERED HITS!**

New Columbia Pictures

IRENE DUNNE and CARY GRANT

set a new high standard in great comedy in "The Awful Truth"... A Leo McCarey production, delightfully directed by McCarey himself from a swell screen play by Vina Delmar, with Everett Riskin as associate producer... Here is a picture that will make good for us and for you and one that you can get behind whole-heartedly... A crack comedy cast includes such favorites as Ralph Bellamy, Cecil Cunningham and Alexander D'Arcy.



Ready for Screenings

GRACE MOORE and MELVYN DOUGLAS

will soon be swinging their care-free way through "I'll Take Romance"! Smartly produced by Everett Riskin and directed by Edward H. Griffith, creator of "Cafe Metropole", "Holiday" and other smashes, from a screen play by George Oppenheimer and Jane Murfin... it's another Night of Love, as Grace Moore tames the man who made "Theodora" go wild, surrounded by a bang-up cast including Helen Westley and Stuart Erwin.



EXPLOTTATION AT ITS BEST

A TOPICAL THRILLER THAT'S
TOPS IN STORY AND ACTION!

G-MEN, *revealing how they trap killers
with weapons more fatal than guns!*

G-GIRLS, *something new in excite-
ment . . . novel . . . fresh . . . gripping!*

PUBLIC ENEMIES *...their dra-
matic march into the government net!*

CASH IN *on today's demand for
new thrills!*

JACK HOLT *in*

TRAPPED BY G-MEN

with **WYNNE GIBSON • C. HENRY GORDON • JACK LARUE**

Directed by LEWIS D. COLLINS

Screen Play by TOM KILPATRICK

A C O L U M B I A P I C T U R E

"100 Men" Big In 2nd Week, Philadelphia

PHILADELPHIA, Sept. 22.—"100 Men and a Girl" was still an outstanding draw in its second week at the Fox, the \$17,000 take going \$3,000 over normal in spite of Constitution Week festivities and Yom Kippur.

"Stella Dallas" held up to \$9,000 in its third week at the Aldine, and "On Such a Night" with Horace Heidt and his band at the Earle reached \$19,000, but elsewhere business was dull.

Total first run business was \$77,100. Average is \$78,320.

Estimated takings for the week ending Sept. 16:

"STELLA DALLAS" (U.A.)
ALDINE—(1,300), 40c-55c-65c, 8 days, 3rd week. Gross: \$9,000. (Average, \$8,160)
"THE GIRL SAID NO" (G.N.) (2nd run)
ARCADIA—(600), 25c-40c-55c, 5 days. Gross: \$1,100. (Average, \$2,800)
"THIN ICE" (20th-Fox)
BOYD—(2,400), 40c-55c-65c, 5 days, 2nd week. Gross: \$7,000. (Average, 7 days, \$14,000)
"ON SUCH A NIGHT" (Para.)
EARLE—(2,000), 25c-40c-55c, 7 days. Stage: Horace Heidt band and revue. Gross: \$19,000.
"100 MEN AND A GIRL" (Univ.)
FOX—(3,000), 40c-55c-65c, 7 days, 2nd week. Gross: \$17,000. (Average, \$14,000)
"LOVE UNDER FIRE" (20th-Fox) (2nd run)
KARLTON—(1,000), 25c-35c-50c, 7 days. Gross: \$2,100. (Average, \$4,000)
"VARSITY SHOW" (W.B.) (2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. Gross: \$3,200. (Average, \$4,000)
"DOUBLE OR NOTHING" (Para.)
STANLEY—(3,700), 40c-55c-65c, 7 days. Gross: \$12,500. (Average, \$14,000)
"CHARLIE CHAN ON BROADWAY" (20th-Fox)
STANTON—(1,700), 30c-40c-50c, 7 days. Gross: \$6,200. (Average, \$7,000)

"Dead End" Double Milwaukee's Leader

MILWAUKEE, Sept. 22. — "Dead End" and "Public Wedding" were the week's winners, grossing \$7,300 at the Warner, \$2,300 to the good.

"Broadway Melody of 1938" and "One Mile from Heaven" were a close second with a \$10,000 take at Fox's Wisconsin, just \$2,000 above average.

Total first run business was \$30,300. Average is \$26,500.

Estimated takings for the week ending Sept. 16:

"SOULS AT SEA" (Para.)
"SHE'S NO LADY" (Para.)
PALACE—(2,400), 35c-40c-60c, 5 days, 2nd week. Gross: \$3,000. (Average, \$5,000)
"LOST HORIZON" (Col.)
PALACE—(2,400), 35c-40c-60c, 2 days. Gross: \$3,000. (Average, \$5,000)
"GIRLS CAN PLAY" (Col.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: "Big Fun Fair." Gross: \$4,200. (Average, \$5,000)
"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
"THINK FAST, MR. MOTO" (20th-Fox)
STRAND—(1,400), 35c-40c-60c, 5 days. Gross: \$1,800. (Average, \$3,500)
"SOULS AT SEA" (Para.)
"SHE'S NO LADY" (Para.)
STRAND—(1,400), 35c-40c-60c, 2 days. Gross: \$1,000. (Average, \$3,500)
"DEAD END" (U. A.)
"PUBLIC WEDDING" (W. B.)
WARNER—(2,400), 35c-50c, 7 days. Gross: \$7,300. (Average, \$5,000)
"BROADWAY MELODY OF 1938" (M-G-M)
"ONE MILE FROM HEAVEN" (20th-Fox)
WISCONSIN—(3,200), 35c-40c-60c, 7 days. Gross: \$10,000. (Average, \$8,000)

Variety Club

Indianapolis

INDIANAPOLIS, Sept. 22.—Members of Tent No. 10 turned out in formal attire for the opening ceremonies of the club's home in the striking "Irish Castle," one of the stately old residences of this city.

The club has been in the home one year, but the party makes everything official now. Hank Henry's orchestra played and the dance studios of Barker Louis Stockman provided a revue and floor show. CARL NIESSE, chief barker, was in charge of arrangements and SOL GREENBERG and MARC J. WOLF were on his committee.

Next event on the tent's calendar is a business meeting and stag party Sept. 27.

Kansas City

KANSAS CITY, Sept. 22.—The annual Variety Club golf tournament at Meadow Lake attracted 85 players, including a number of managers of Fox Midwest theatres in town for their annual convention, and other theatre and exchange men. Approximately 230 attended the dinner to see the floor show from the Fox Tower, eat, and watch the presentation of 65 golf prizes.

Toastmaster ELMER C. RHODEN handled the evening event, with SENN LAWLER presenting the golf prizes with chatter. LAWRENCE BREUNINGER and ROY DUNNICK tied for first prize on the links.

Members of Fox Midwest's 100 per cent club sat at a special table for 13.

T. R. THOMPSON, W. J. BENJAMIN, and ROBERT F. WITHERS handled the arrangements for golf; HARRY McCURE, STANLEY CHAMBERS and LAWLER took care of the entertainment; L. E. POPE, HOMER BLACKWELL, EARL JAMESON, GEORGE BAKER and LOU HONIG provided prizes; FINTON JONES, FRANK HENSLER and SAM ABEND sold the tickets, and W. P. BERNFIELD, LEO FINKELSTEIN, WILLIAM G. FORMBY and MIKE ROTH publicized the affair.

St. Louis

ST. LOUIS, Sept. 22.—The St. Louis Variety Club will hold an all-day picnic at the North Hills Country Club Sept. 30. The formal program will open at 1 P. M. and continue until midnight or thereabouts. The formal program will include golfing, swimming, baseball and races during the day and a dinner-dance at night.

Washington

WASHINGTON, Sept. 22.—The first luncheon of the new season for Tent No. 11 will be held Sept. 27 at the Willard Hotel, with SAMUEL A. GALANTY, ALVIN NEWMYER and TOM O'DONNELL as the kings-for-a-day.

Special guest of honor will be CLARK GRIFFITH, president of the Washington American League Baseball Club, who will be presented an honorary membership for his aid in making the recent boxing contest a success.

Remodeling in K. C. Area Tops Last Year

KANSAS CITY, Sept. 22.—The volume of remodeling and new building of theatres in this territory is reported here to be in excess of the same period a year ago.

T. H. Slothower has under way a new \$25,000 550-seat house at Oxford, Kan., where he now operates one. He also operates the State in Wichita, on which he has completed renovation at a cost of \$8,000.

The new \$30,000 Mystic, G. C. Hooper's 600-seat theatre in Carthage, Mo., is scheduled to open Sept. 20.

Fox Midwest is remodeling the Strand in Salina, Kan., and the Gem in Topeka, Kan.

Sam L. Sosna's remodeling of the Sosna, Manhattan, Kan., includes new Mirrophonic sound, new screen and a new marquee, on which he is spending about \$4,000.

Gets U. A. London Post

LONDON, Sept. 13.—H. R. Schleman, formerly press officer of United Artists here, has become director of publicity in a reorganization following the resignation of Edmund Quarry, formerly in that post. The new press officer is John Downing, recently with New World and Herbert Wilcox Prod. Emil Lucas, recently with RKO and Columbia, has been appointed director of Continental publicity.

Will Manage New Odeon

LONDON, Sept. 13.—W. H. Thornton, at present in charge of the London Pavilion, has been appointed general manager of the Odeon.

Fight Ad Licensing Measure in Scotland

LONDON, Sept. 13.—An attempt will be made by film interests to obtain amendment of the Licensing of Advertisements (Scotland) bill, which will be introduced in the next Parliamentary session. The bill provides for the licensing of all sites used for advertising display and also that, in the case of places of entertainment, only one advertisement shall be displayed upon each street frontage.

The aim of the bill is the control of unsightly signs and the preservation of public amenities, but the trade view is that in its present form it may severely handicap Scottish exhibitors. The C.E.A. will probably try to obtain amendments.

Indo China Business Off

WASHINGTON, Sept. 22.—Although there has been some improvement in the economic situation in French Indo China during 1937, film companies report no increase in their receipts and business throughout the colony's theatres was poor, according to a report to the U. S. Dep't. of Commerce from American Consul Quincy F. Roberts at Saigon.

Harris Joins Hirst

Sidney Harris, associate editor of *The Billboard*, has resigned, effective Saturday. He has accepted an offer from the Hirst Circuit to become general assistant to Isie Hirst, president, and national director of publicity and exploitation. He was with *The Billboard* for 12 and a half years. The circuit operates nine theatres.

WANTED
FILM SALESMEN
Men of
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ABILITY
EXPERIENCE

Apply by letter only to

Arthur A. Lee
GB Pictures
1600 Broadway
New York

Only written applications will be considered

Agreement on Musicians Is Reached Here

FCC Approves Licenses for Five Stations

A definite trade agreement, acceptable to the A. F. of M. and the special IRNA committee assigned to negotiate a contract which will bind the 258 independent radio network affiliates to spend an additional \$1,500,000 yearly for musician salaries has resulted from the meeting Tuesday evening, it was learned yesterday. Copies of the contract are now in the mails to the IRNA station owners.

The agreement was written by Samuel F. Rosenbaum of WFIL, Philadelphia, chairman of the special committee appointed by the IRNA advisory committee to negotiate for that group. He was assisted by Emile Gough of Hearst Radio, Inc., and John Shephard of the Colonial network.

Rosenbaum's original draft submitted to the A. F. of M. International Council early Monday was not satisfactory to the music czars, but a document acceptable to both elements was finally achieved at the close of the session.

Weber Reticent

Joseph Weber, president of the A. F. of M., said yesterday that he could not reveal the details of the contract without the permission of the IRNA committee, but he admitted that a mutually satisfactory contract had been achieved.

The International Council of the A. F. of M. adjourned yesterday and will reconvene again Oct. 15 when it will meet again with the IRNA advisory committee for the final settlement.

Before adjourning, however, a special A. F. of M. committee was selected to meet with the network heads tomorrow to draft an agreement for the key city stations in Los Angeles, Chicago and New York. The special A. F. of M. committee comprises Weber, James Petrillo of Chicago, and Fred Burnbach, secretary to the International Council.

"Look for Woman" New Series

"Look for the Woman" is the title of a new feature to be presented weekly over WOR beginning Sept. 26, from 11:15 to 11:30 A. M. The Deltah Cosmetic Co. will sponsor. At the microphone will be Peggy Grady, who will present news stories in which women play the leading part.

Legion Favors "Cavalcade"

The "Cavalcade of America" series, sponsored by the DuPont Co. over CBS, has been named the program "most acceptable and worth while to the general family audience" by the National Radio Committee of the American Legion Auxiliary.

By CLARENCE LINZ

WASHINGTON, Sept. 22.—The broadcast division of the F.C.C. has ordered operating licenses granted to a number of stations, as follows:

WBHP, Wilton H. Pollard, Huntsville, Ala., 1,200 kilocycles, 100 watts; WAYX, Waycross Broadcasting Co., Waycross, Ga., 1,200 kilocycles, 100 watts night, 250 watts day; WCBF, WCBF, Inc., Chicago, 1,080 kilocycles, 5,000 watts; KRLD, KRLD Radio Corp., Dallas, 1,040 kilocycles, 10,000 watts; WJAR, Outlet Co., Providence, 890 kilocycles, 1,000 watts night, 5,000 watts day.

Rendering decisions on examiners' reports, the division authorized increases of power for WPEN, Philadelphia, from 250 watts night, 500 watts day to 1,000 watts; WRAX, Philadelphia, from 250 watts night, 500 watts day to 1,000 watts; and WGL, Fort Wayne, from 100 watts day to 250 watts day.

Newspaper Group in Plea

Applications of the Decatur Newspapers, Inc., Decatur, Ill.; Athens Times, Inc., Athens, Ga.; Port Angeles Broadcasters, Port Angeles, Wash., and Walker & Chapin, Oshkosh, Wis., for new stations were ordered dismissed.

The division ordered hearings held on applications of Church of Jesus Christ of Latter-Day Saints, Salt Lake City, for a new international short-wave station at Saltair, Utah; WACO, Waco, Tex., for increase of day power from 100 to 250 watts; WFIL, Philadelphia, for increase of day power to 5,000 watts, and WFBR, Baltimore, for increase of power to 1,000 watts night, 5,000 watts day.

New Stations Sought

WASHINGTON, Sept. 22.—Applications for authority to construct new broadcasting stations have been filed with the F.C.C. by the *Evening News Press*, Port Angeles, Wash., seeking 1,500 kilocycles, 100 watts power night, 250 watts day, and Kenneth H. Thompson, Whittier, Cal., seeking 1,170 kilocycles, 100 watts power.

The commission also announced receipt of an application from WTAR, Norfolk, for increase of power from 1,000 to 5,000 watts.

Foods Sign Mary McBride

General Foods Corp., which recently reserved the 12 noon to 12:15 P. M. Monday, Wednesday and Friday time on CBS, has signed Mary Margaret McBride, newspaperwoman and author, to fill the niche with a commentary program based on topics of the day. The series will begin Oct. 4. Young & Rubicam, Inc., is the agency.

"Lights Out" Resumes Sept. 29

"Lights Out," mystery series written by Arch Oboler, which has been absent from its familiar NBC spot for the past few months, will be returned Sept. 29, and Wednesdays thereafter at 12:30 A. M. on the Red network.

Sponsor for Bouts

RCA-Victor will sponsor tonight's Carnival of Champions boxing bouts over the NBC-Blue network. The decision to sponsor was a last minute one.

Northwest Stations To Discuss Hookup

PORTLAND, Ore., Sept. 22.—Representatives of the northwest radio stations which will affiliate with Don Lee-Mutual shortly will meet here tomorrow to complete arrangements for the network hookup. It is now definitely established that KALE will be among the stations joining.

The call letters of the stations which will be represented at the meeting follow: KRNR, KSLM, KORE, KOL, KMO, KGY, KXRO, KVOS, KPQ, KIT, and KALE.

NBC Network to Air M-G-M's Ether Shows

(Continued from page 1)

present with the General Foods Corp. The series will cost the sponsor an estimated \$20,000 weekly for stations and talent.

Billy Bacher, who was signed recently by M-G-M as a producer and placed in charge of the studio's then forthcoming radio activities, will supervise production of the program. The series, of course, will emanate from Hollywood.

Oklahoma Football Sale Stands

NORMAN, Okla., Sept. 22.—The final obstacle in the way of the University of Oklahoma athletic council's sale of exclusive broadcasting rights on nine football games to the Kellogg Cereal Co. through WKY has been removed by the board of regents which has refused to nullify the contract.

Rival stations and networks had protested the contract, but they did not appear at the meeting.

To Use Television Trailers

LONDON, Sept. 22.—Early in October the B. B. C., in its Alexandra Palace television transmissions, will regularly use a "trailer" feature in each Friday's program, showing the highlights of the next week's transmissions. In some cases players will appear in person; in others a film will be the trailer.

No Successor to Winchell

HOLLYWOOD, Sept. 22.—Walter Winchell will continue to remain off the air for several successive Sundays but to date no successor has been chosen to carry on his Jurgens program. George Fisher, who subbed for Winchell last week, will not be able to continue because of previous contractual commitments.

Fields Broadcasting Limited

HOLLYWOOD, Sept. 22.—W. C. Fields will appear on the Chase & Sanborn hour only when shooting schedules on "The Big Broadcast of 1938" will permit, it was admitted today by the J. Walter Thompson agency to which Fields is under contract.

Radio Personals

BEVERLY DEAN, publicity director and production manager of WHK, which joins the NBC-Blue network Sept. 26, is in town to discuss affiliation arrangements with NBC...

Jean Sablon has signed another 13-week contract with NBC, and will not return to France. He is heard on the RCA "Magic Key" and on his own sustaining program. . . . Conrad Nagel will make an appearance on Vallee's show tonight. . . . Edna Ferber will talk between acts of the Lux "Radio Theatre" show Monday night. . . . "Stop, Look and Listen," program title of the *Look Magazine* series, heard here over WMCA, has been changed to "Streamlined Revue." . . . Shep Fields, who concludes his "Streamlined Rhythm" show Sept. 26, will leave for Hollywood immediately after the final broadcast to begin work in Paramount's "Big Broadcast of 1938." . . . Helen Morgan will serve as Charlotte Buchwald's guest on WMCA's "Playgoer" series tomorrow. . . . CKLW's program director, John Gordan, became a father again this week, a boy.

WGAR to Salute CBS

WGAR, Columbia's new affiliate in Cleveland, will salute the network Sept. 26, from 6 to 6:30 P. M. in a special dedicatory program. Rachel Van Cleve, coloratura soprano and Walberg Brown's orchestra will fill the musical portion of the program. Bob Feller and John Brown, Cleveland Indian pitchers, will appear as guests. John F. Patte, general manager of WGAR, will make the welcoming address.

WCAU Women's Club Returns

PHILADELPHIA, Sept. 22.—The WCAU Women's Club of the Air has returned to its daily schedule after a summer layoff. The participating shows are heard at 9:15 A. M. and 2:15 P. M., with visual meetings on Tuesdays and Wednesdays. Barbara Boyd and Elsie Carol will alternate on the broadcasts with Ethyl Felt handling promotion and publicity.

H. F. Anderson Quits NBC

SAN FRANCISCO, Sept. 22.—Harry F. Anderson, for the past eight years sales manager of the NBC Western Division, has resigned, effective Oct. 1. Sydney Dixon, who will fill the post, will operate from his present office in Hollywood, where he has been in charge of sales. William Bernard Ryan of the San Francisco sales office will become San Francisco sales manager.

Mutual to Receive Medal

Radio Stars Magazine will award its Medal for Distinguished Service to the Mutual network Oct. 2. The presentation will be made on the "Hi There Audience" series. Lester Grady, editor of *Radio Stars*, will make the presentation.

Mutual, incidentally, will celebrate the third anniversary of its formation Oct. 2.

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AN INDEPENDENT PRODUCING GROUP
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that extra something that's good radio*

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Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief.
Accurate
and
Impartial

VOL. 42. NO. 72

NEW YORK, FRIDAY, SEPTEMBER 24, 1937

TEN CENTS

I. Dollinger President of N. J. Allied

Meet Hears Myers' Plea For "Little NRA"

ATLANTIC CITY, Sept. 23.—Irving Dollinger of Linden today was elected president of Allied of New Jersey in the last business session of the three-day annual convention held here at the Ritz-Carlton. Simon Meyers of Moorestown was named vice-president; David Snaper of New Brunswick, treasurer; Jacob Unger of Hillside, secretary.

Dollinger succeeds Lee Newbury, who has been in the post for two years. He recently told *MOTION PICTURE DAILY* that business pressure would not permit him to continue that post for a third time.

Maurice Miller of Passaic was elected assistant treasurer; William C. Hunt of Wildwood, Frank P. Gravatt of Atlantic City and Louis Gold

(Continued on page 10)

Kansas Letter Fails To Reach Will Hays

Will H. Hays has not received the letter which was supposed to have been sent him by the Kansas City, Kan., Chamber of Commerce requesting his aid in repairing the damage done to civic pride by the refusal of Kansas City, Mo., exchange and theatremen to make a "first run town" of Kansas City, Kan., a spokesman for the M. P. P. D. A. head said yesterday.

The loyal Kansans believe their Granada and Electric merit first runs, but the economic royalists on the Missouri side refuse to waive their 14 to 28-day protection over the two houses. Hence the reported plea for Hays' intervention.

"U" Claims Biggest Week in Its History

Universal yesterday reported the largest week's business last week of any similar period in the history of the company, which goes back 26 years. The company attributes the

(Continued on page 10)

Radio

Pages 27, 30, 31, 32

Roach Bullish on Il Duce; Will Produce with Junior

By BILL ORNSTEIN

Hal E. Roach, accompanied by Vittorio Mussolini, son of Il Duce; Mario Del Papa, writer; and C. C. Pettijohn, general counsel of the Hays organization, returned on the *Rex* from Italy yesterday 100 per cent sold on Premier Mussolini and what he has done for the poor and rich of that country.

There has been a lot printed on what Roach was supposed to have accomplished in Italy. Some of it is true, according to the producer, but most of it can be discounted for less than one per cent.

In an interview at his office late yesterday afternoon, Roach spoke on the score as it stood as far as he was concerned. He had just left Nicholas M. Schenck, president of Loew's and M-G-M, and was late. But he gave reporters about a half-hour and spoke his piece.

"Vittorio Mussolini is here on a holiday as far as the kid is concerned," Roach began. "He's going into the

(Continued on page 17)

Ampa to Hold Series Of Company Meets

Plans are being considered by the Ampa board of directors to turn one meeting over to each company. Executives and film personalities of each firm will be invited to speak to the members of the Ampa and the industry at large.

Yesterday's session at Sardi's was virtually turned over to RKO with the exception of one former film star. She was Olga Baclanova. Oscar Straus, who wrote the music for "Make a Wish," and Marion Claire, who sings several numbers in the same Bobby Breen picture, flanked Ralph Rolan on the dais.

None, apparently, was in a talkative mood. All preferred to take a bow and let it go at that.

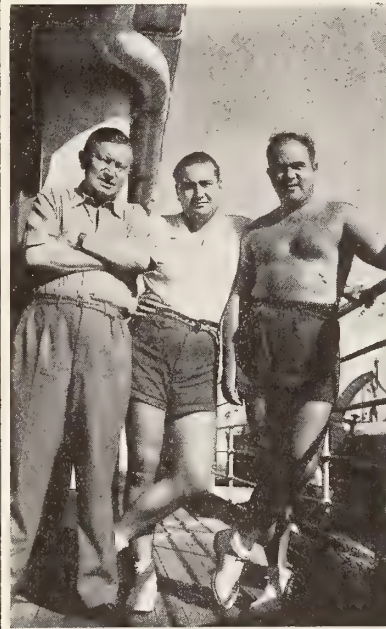
Roxy Allowances of \$12,869 Are Sought

Petitions for allowances totaling \$12,869 in the Roxy reorganization were the first filed in the U. S. District Court yesterday. Addison S. Pratt, Russell V. Cruikshank and Argyll R. Parsons were the petitioners.

Pratt, who acted as special master to determine the fairness of the Roxy plan, asked \$10,000 in fees and \$119 in disbursements. His petition stated that he spent two months holding hearings; that 2,659 pages of testimony were taken and that he submitted a 78-page report together with 53 pages of opinion. Cruikshank, a New York

(Continued on page 24)

Shipmates



What the *Rex* cameraman caught one day at sea: Charles C. Pettijohn, Vittorio Mussolini and Hal Roach.

Directors to Abandon Talks With Studios

HOLLYWOOD, Sept. 23.—In a public statement issued last night, John Ford, A. Edward Sutherland and Howard Hawks, the committee of the Screen Directors' Guild, indicated the guild's decision to break off negotiations with the Producers Ass'n and leave the next step in the controversy up to a vote of the membership.

The carefully phrased utterance reviews the previous exchange of documents between the directors and the producers and continues, "Some months have passed since the guild has attempted to secure the alleviation of conditions affecting the rendition of services by its members. For the con-

(Continued on page 10)

Agreement in Para. Trustee Suits Signed

Total of \$2,150,000 to Await Court Approval

An agreement to settle for \$2,150,000 in cash the two actions brought by the Paramount reorganization trustees against officers and directors of the company during the period 1927 to 1931, and certain other defendants, was reached and signed yesterday by the parties to the actions, *MOTION PICTURE DAILY* learned from official sources.

As a result of the settlement agreement, trial of the first of the two suits, which was scheduled to begin on Monday, will be adjourned until late in October, and trial of the second suit until an even later date. The first case is set for trial before Justice Isidor Wasservogel in N. Y. Supreme Court, which reconvenes on Monday after the summer recess. The adjourned dates will be decided when the case is called at that time, although the trustee's attorneys endeavored yesterday to agree upon the dates in advance.

The adjournments are necessary inasmuch as the suits cannot be withdrawn without the permission of Federal Judge Alfred C. Coxe, whose approval of the settlements

(Continued on page 22)

August N. Y. Ticket Tax Off to \$393,838

WASHINGTON, Sept. 23.—Admission tax revenues from the Third New York (Broadway) District in August reached the year's low at \$393,838, a drop of more than \$78,000 from the July collections of \$472,497, but approximately \$30,500 above the August, 1936, total of \$363,362, it was reported today by the Bureau of Internal Revenue.

Primary contributor to the loss in

(Continued on page 22)

Four A Board Meets Today on IA Claims

The board of directors of the Associated Actors & Artistes of America, parent A. F. of L. body for organized theatrical talent, will discuss the I.A.T.S.E.'s jurisdictional claims over all Hollywood workers at a special meeting today called at the request of the eastern office of the Screen Actors' Guild.

The guild is chartered by the Four

(Continued on page 6)

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ROME: Via Loranlo 1; Vittorio Malpassuti, Representative.

SANTIAGO DE CHILE: Casilla 13300; A. Weissmann, Representative.

SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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Mayer Sails Tomorrow

LONDON, Sept. 23.—Louis B. Mayer, executive in charge of M-G-M production, visited Paris yesterday and will leave England on the *Normandie* on Saturday. The boat is scheduled to arrive in New York next Thursday. Mayer originally was scheduled to leave here yesterday and arrive in New York Monday.

New Odeon Opens Nov. 3

LONDON, Sept. 23.—The new Odeon in Leicester Square, seating 2,300, will be opened on Nov. 3. "The Prisoner of Zenda" will be the opening attraction.

School Picks "Victoria"

"Victoria the Great" was selected for special screening by the Dep't of Education of New York University at the request of students in the film course.

Selznick East Soon

HOLLYWOOD, Sept. 23.—David O. Selznick plans to leave for New York in a couple of weeks. George Cukor, who will direct "Gone with the Wind," probably will accompany him.

'Blow Ye Winds' Becalmed;
A Dull, Badly Written Job

By PLAYBOY

The cyclorama was properly and romantically blue. The boat, filling most of the stage in front of it at the Forty-Sixth Theatre was a salty and nautical-looking affair with plenty of sail and a boom seemingly accurate as to detail. The sea-going department, by the time we tacked into the wind in Times Square and ultimately reached the haven of the midnight typewriter, had warped in for the night. That left us pretty much on the sand bar Henry Fonda made for in "Blow Ye Winds." The idea was to somehow verify our slight seafaring knowledge that the boat used in this play by Valentine Davies was a yawl. For yawl suggested yawn which was what this endeavor turned out to be. In our unfunny manner, we abjectly hoped the line might be humorous.

But skipping over this as painlessly as you will permit, we go adamant on you and positively insist upon the yawn. Eight scenes in three acts meant carrying this pretty far. It had to do with a great deal of bother about practically nothing. Doris Dalton goes a-summering, meets Fonda. They have an affair, but this, mind you, is love. She is an A.B., an A.M. and a Ph.D. and not a very interesting person, to boot. Anyhow, the conflict is between her love for Fonda and her career and Fonda, his love for her and his boat.

Mostly Verbiage

If a cohesive drama, or comedy for that matter, can be made of that Valentine Davies didn't do it. The talk goes on and on. And on, Fonda and Miss Dalton wear down the hinges on the door leading into her living room by their convenient appearances and re-appearances. When it's all over, Miss Dalton plays an emphatically dirty trick on faithful Joe, who has been hanging around and hoping, and goes back to Fonda and the *Borealis*, third angle in this dull and uninspired triangle.

Walter Wanger gave up Fonda for this part. Wanger could not have read the script and Fonda apparently was not much impressed himself. Miss Dalton struck us as a pretty bad actress or, at least, pretty bad on this occasion. But Edgar Stehli, as crusty Dr. McKnight, had little to do, yet did it so well he made the others recede far into the background which was what they deserved anyway.

Arthur Hopkins, the producer, originally planned "Blow Ye Winds" for a Tuesday night opening. Legionnaire traffic was blamed for the postponement until last night. It would have been just as well if the traffic snarl had continued.

Durkee Men Shifted

BALTIMORE, Sept. 23.—With the opening of the newest Durkee house, the Northway, here, some changes in personnel have taken place. Joseph Schlee has been made manager with James Airy as assistant; William Liebig has gone from the Fulton to the Gwynn; George Elders from doorman at the Ambassador to assistant manager at the Fulton and Dean Thurman from assistant at the Patterson to manager at the Gwynn.

Turn Clocks Back

Daylight saving time comes to an end next Sunday morning at 2 o'clock.

It will be all right to turn the clocks back upon retiring or getting up in the morning.

G. B. Regional Meet
To Be Held Sunday

G. B. will hold a meeting of eastern sales forces at the home office on Sunday, Arthur A. Lee stated yesterday. Meetings of this kind are to be held before the release of each production, he said, in accord with the plan of selling pictures individually. "Non-Stop New York" will be discussed.

Among those who will attend will be: Marcel Mekelburg, Boston; Charles Leach, New Haven; Herbert Given, John Schaeffer, Philadelphia; W. A. V. Mack, Joseph Kaliski, Washington; George Rosenbaum, Buffalo, and Joseph Loeffler, Cleveland. Home office men who will be present will include: George W. Weeks, Arthur Greenblatt, Albert Margolies, Al Selig, Claude Macgowan, C. F. Schwengeler, B. J. Kearney and Basil Shea. Clinton M. White, newly appointed assistant general manager, will preside.

Friedman Manages Ritz

PITTSBURGH, Sept. 23. — Harold Friedman has been named manager of Warners' Ritz, a subsequent run in the downtown district. He succeeds Cresson Smith, Jr., resigned.

RKO Gets Fight Films

RKO has acquired the foreign distribution rights to the films of the "Carnival of Champions" boxing matches at the Polo Grounds last night, from Super Sport Attractions. The rights cover all countries with the exception of the United Kingdom and Australasia.

"Zola" \$22,500 3rd Week

"The Life of Emile Zola" garnered \$22,500 in the third week at two-a-day prices at the Hollywood. "Back in Circulation" will follow "That Certain Woman" into the Strand next Wednesday.

"Zola" at Carlton

LONDON, Sept. 23.—"The Life of Emile Zola" will open at the Carlton for a run beginning Oct. 20.

Loew's London to Pay

Loew's London Theatres, Ltd., has voted a payment of 35 cents a share on the seven per cent preferred on account of accumulations, payable Oct. 15. After this payment arrears will amount to \$2.45 a share.

Paramount Board Meets

The Paramount board of directors held its monthly meeting yesterday. Only routine business was transacted.

Purely
Personal

SAUL J. KRUGMAN, special sales representative for Grand National, has returned from a southern trip during which he signed with the Saenger and Kinney circuits for the company's product.

RAY VENTURA, band leader, arrives in New York Saturday aboard the *Paris*. He was recently the stage attraction at the Paramount in Paris and is scheduled for a return season there in the next few weeks.

TOM ROGERS, Loew exploitation man, has engineered an elaborate fashion show at Loew's Valencia, Jamaica, for tonight in connection with "Vogues of 1938," in a tieup with a local store.

PHIL DUNAS, Columbia midwest division manager, and PHIL FOX, Albany branch manager, arrived at the home office yesterday for several days of conferences with Abe Montague.

BOB FABER of National Screen has been transferred to the coast office. He leaves next Tuesday to assume his new duties in the production department.

DR. A. H. GIANNINI will leave for the coast either tomorrow or Sunday, with indications that it will be tomorrow.

OSCAR STRAUS, Viennese composer, may return to the coast shortly after the SHUBERTS open his operetta on Broadway.

CARTER BARRON, Loew district manager in Washington, will arrive in town today for conferences with JOE VOGEL.

GRACE ROSENFELD, eastern representative for the Hal E. Roach office, will leave for Hollywood today by train.

BILLY BACHER and M. HENDRICKSON left for the coast yesterday via American Airlines.

A. H. MCCAUSLAND, RKO trustee's representative, returns Monday from an annual vacation.

LIONEL KEENE, southern division head for Loew's, is in town for home office talks.

HARDIE MEAKIN of RKO Keith's, Washington, was in town for the day yesterday.

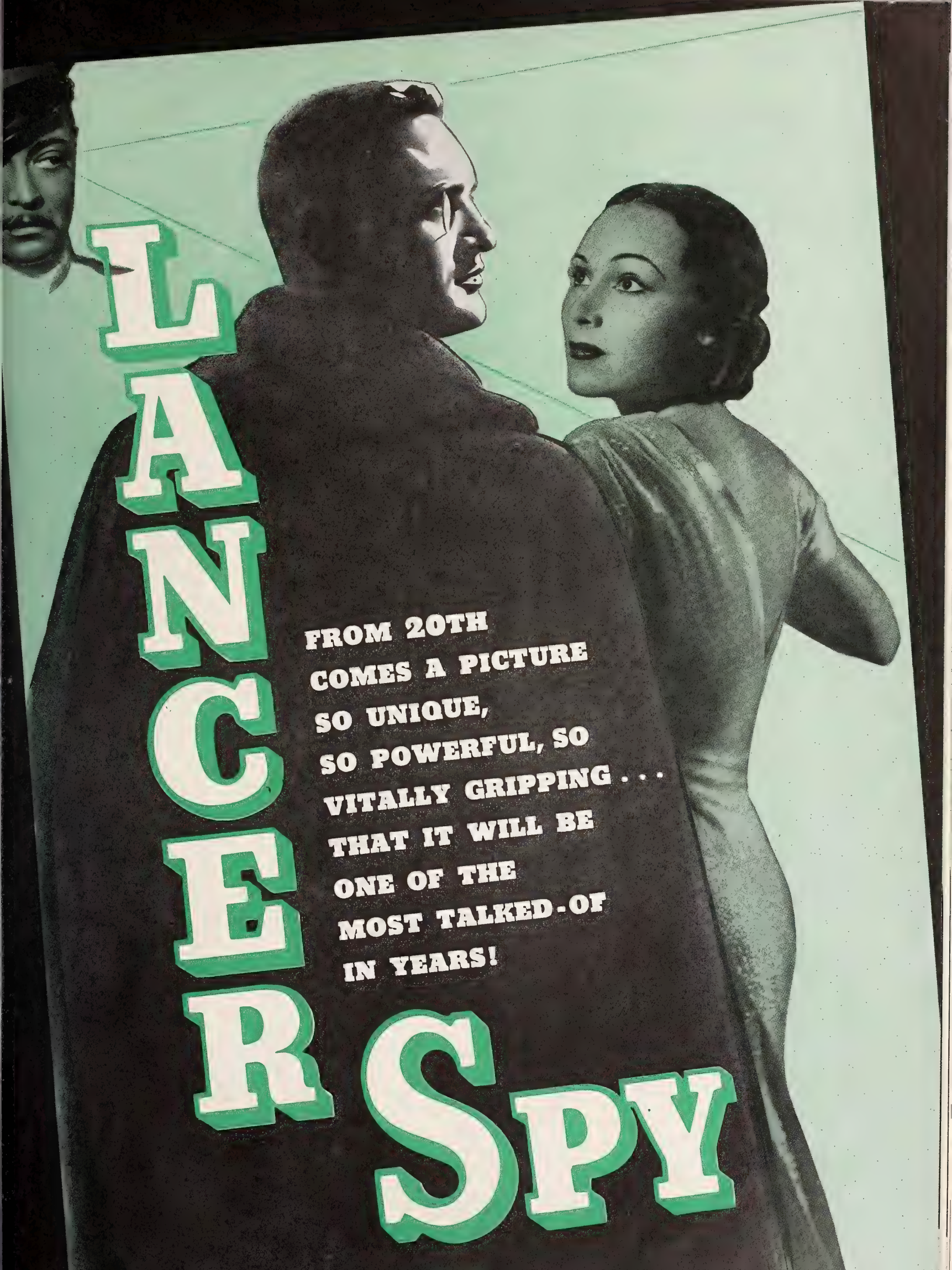
PAUL D. CRAVATH, film attorney, returned from Europe on the *Rex* yesterday.

LOUIS PHILLIPS and SIDNEY SCHREIBER return this weekend from Dallas.

ROY DISNEY plans to remain in town for another week or two.

GEORGE BATCHELLER, JR., will leave for the coast today by train.

JOHN BALABAN will return to Chicago today.



LANCER

FROM 20TH
COMES A PICTURE
SO UNIQUE,
SO POWERFUL, SO
VITALLY GRIPPING . . .
THAT IT WILL BE
ONE OF THE
MOST TALKED-OF
IN YEARS!

SPY

**THE INDUSTRY'S HIT-MAKERS
PROUDLY PRESENT ONE THAT**



RANKS WITH THEIR GREATEST!

Here is a production that transcends the usual yard-stick of boxoffice values. Its story . . . rooted in amazing actuality, life-real in its emotional assault . . . sweeps to an astonishing climax. Its brilliantly-playing cast . . . hand-picked with an eye to the story's dramatic impact . . . reveals in George Sanders one of your key stars of tomorrow. In every respect is evident the showmanship for which 20th is renowned. *Sell it for the important attraction it is!*

LANCER

with
DOLORES
DEL RIO • SANDERS

PETER
LORRE • JOSEPH
SCHILDKRAUT

and
VIRGINIA FIELD • SIG RUMANN • MAURICE
MOSCOVICH • LIONEL ATWILL • LUTHER ADLER

Directed by Gregory Ratoff

Associate Producer Samuel G. Engel

Screen play by Philip Dunne From a novel by Marthe McKenna

Darryl F. Zanuck In Charge of Production



THE KEYSTONE OF YOUR FUTURE

S
P
Y

Warner Golfers Set For Tourney Today

The Warner Club members will shoulder their golf clubs this morning for the annual golf tournament at the Old Oaks Country Club, Purchase, N. Y., with 140 divot-choppers scheduled to tee off. In all, 90 prizes will be awarded, including golf clubs, radios, electric razors, cameras, golf bags and on and on. Various companies have donated the awards, as well as home office executives. Other prizes were awarded by *MOTION PICTURE DAILY*, *Motion Picture Herald*, *Film Daily*, *Variety*, *Jay Emanuel Publications* and the *Showmen's Trade Review*.

The golf committee which handled arrangements consisted of Arthur Sachson, Gene Werner and Leonard Palumbo. Present at the tournament will be:

Major Albert Warner, Jack L. Warner, Gradwell L. Sears, S. Charles Einfeld, Sam Schneider, Mort Blumenstock, Sam Sax, Norman H. Moray, Buddy Morris, Herman Starr, Roy Haines, H. M. Doherty, Arthur Sachson, Louis S. Aldrich, E. K. Hessberg, Barney Klawans, Karl G. MacDonald, W. Stewart McDonald, F. N. Phelps, Abel A. Vigard, I. F. Dolid, Nat D. Feldman, Edward Hinchy, T. J. Martin, Harold Rodner, H. E. Rosenquest, C. C. Ryan, A. S. Abeles, Joby Adams, A. C. Brauning, William Cannon, Joe Castellano, H. E. Cooke, Louis E. Dennis, Jack Goldsmith, Larry Golob, J. P. Gourlay, J. S. Hummel, Louis J. Kaufman, Jerry Keyser, Paul Lazarus, Jr., N. J. MacGaffin, Pat Marcone, D. Mendoza, Robert R. Nash, Leonard Palumbo, Arthur Silver, L. Stewart, E. N. Ullberg, E. J. Werner, Bob William, Cy Wood, Miles H. Alben, Kenneth Aneser, Cas. A. Bailey, A. R. Blum, W. V. Brooks, L. B. Griffin, G. K. Halliday, W. S. Halliday, M. E. Henry, John Holmes, Herbert W. Kempke, F. J. Kiernan, James Lannon, I. Levinson, Jerry Lubin, R. A. McGuire, Frank Marshall, Dr. David Merksamer, Philip J. Raff, Henry Sanicola, Harry Schecter, Paul Schecter, Ned Seckler, Sol Shernow, T. O'Sullivan, Dan Triester, Al Trojack, W. G. Wallace, Roy Winkler, Joe Zyblewski.

Four A Board Meets Today on IA Claims

(Continued from page 1)

A's which, therefore, is directly interested in the Hollywood jurisdictional claims of the I. A. This is the first recognition to be given those claims by the eastern theatrical union.

Kenneth Thomson, executive secretary of the Screen Actors' Guild, is due here by motor from the coast early next week, and undoubtedly will confer further with the local union officials on the Hollywood situation. He is also scheduled to hear the objections of Educational Pictures and March of Time to signing the guild's "closed shop" contract.

C.A.D.U. Strike Unsettled

Representatives of the Fleischer Studio and the Commercial Artists & Designers Union, meeting yesterday in an effort to settle the four months' old strike of studio employees, failed to reach an agreement. The settlement negotiations will be continued today, it was said.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Ebb Tide"

(Paramount)

HOLLYWOOD, Sept. 23.—Technicolor gets its sea legs in this fascinating picturization of Robert Louis Stevenson's "Ebb Tide" and film audiences the world around get something different, substantial and satisfying to thrill to and talk about. It is doubtful if color film ever has had so severe a test or has given so fine an account of itself. The purely pictorial quality of the production would distinguish it, if it were half so sound as it is dramatically. So would the powerful performance of Oscar Homolka in his first appearance before an American lens.

These are, however, but highlights of a rounded whole produced on a grand scale by Lucien Hubbard and directed with superbly distributed emphasis by James Hogan from Bertram Millhauser's well developed screenplay.

Frances Farmer and Ray Milland play the romantic leads adequately and Lloyd Nolan makes a somewhat fantastic villain seem credible, but the major histrionic honors go to the dour Homolka and the droll Barry Fitzgerald, both of whom portray vile characters deservedly discontinued by gunfire before the final fadeout.

Stevenson's story, it will be recalled, picks up three South Sea Island beachcombers, places one of them in command of a pestilence-stricken sailing vessel with his associates as mate and steward and brings them through typhoon and thwarted piracy to an uncharted island under the illicit rule of a sophisticated white fanatic. Two of the beachcombers are destroyed by sustained subservience to alcoholic thirst and criminal ambition while the third is regenerated. Incidents involved in the working out of this result are far from commonplace and the tempo of their presentation is in consonance with the tidal movement suggested by Stevenson's title and traced out in his story.

Scenes ashore and afloat are spectacularly beautiful and many of them are dolly shots achieving third dimensional effect in a remarkable degree. The typhoon sequence in mid-picture drew a salvo of applause from a preview audience.

Running time, 94 minutes. "G."

"Life Begins in College"

(20th Century-Fox)

HOLLYWOOD, Sept. 23.—The merry, madcap Ritz Brothers, in their own starring vehicle, which is at the same time a fast-stepping, well-told college football yarn of amusing improbabilities, offer ace laugh entertainment for any audience. In a word, the boys go to town, which means that their own peculiar brand of insane comedy hits the high spots.

Sharing the laughs is Joan Davis with her characteristic song renditions and in expert support are Tony Martin and Gloria Stuart, for the romance; Fred Stone, the coach; Nat Pendleton, the Indian who shows them how football should be played. A smart touch was the introduction of Ed Thorgeren, Movietone News ace sports commentator, to handle the broadcast of the big game. He is natural and offers a touch of the real thing with his clear, incisive voice.

There are a flock of tunes, all good, done by Pollack and Mitchell, of which "Sweet Varsity Sue" should be heard for many a football day. It was the work of Charles Tobias, Al Lewis and Murray Mencher. William A. Seiter directed for speed and comedy and did a fine job. The screenplay was by Karl Tunberg, and Don Ettlinger, suggested by a series of stories by Darrell Ware. Sidney Kuller, Ray Golden and Samuel Pokrass were responsible for the Ritz Brothers material.

The Ritzes are a trio of insane tailors on the campus of Lombardy, and they bounce in and out of the picture, whose story concerns the effort of Stone to hold his job by turning out a winning team. The Ritz Brothers discover that Pendleton is an oil well millionaire, force the dean to let the coach have another chance and Pendleton cleans up for the team. Through the yarn, as well, runs the romance of Martin, star replaced by Pendleton, and Miss Stuart, the coach's daughter. Complications arise through misunderstandings and the efforts of a jealous girl to spoil the romance.

The football games are real, loaded with punch, and interspersed with hilarious comedy as the Ritz boys go in—and out—of the games. Even the last minute winning touchdown is accomplished by them—on a wild comic note, as one of them drives right through a goal post.

Running time, 93 minutes. "G."

(Additional Reviews on Page 22)

Short Subjects

"Air Express"

(Universal)

The three monkeys, Meany, Miny and Moe operate an air service. Moe flies the airplane. They have valuable diamonds to deliver, and a baby ostrich consigned to Eddie Bonns. The ostrich raises merry hell in the air, swallowing the diamonds and finally wrecking the ship. Moe, surviving the crash, revenges himself by switching on the ignition after the ostrich has swallowed the motor. There are fine touches of clever animation in the film and a number of laughs. It will satisfy. Running time, 6 mins. "G."

"Screen Snapshots 16-13"

(Columbia)

Outstanding clips in this reel are the scenes of Gene Autry putting his horse, Champion, through its paces; a premiere on a rainy afternoon and the opening of Bing Crosby's race-track. The rest of the reel is also interesting, but to a lesser degree. The avid filmgoers should enjoy it. Running time, 10 mins. "G."

"Mexican Mural"

(20th Century-Fox)

An expert and beautifully handled collection of shots that embraces the better aspects of the Mexican scene. The negative was shot in sepia tint and the well-cut sequences are backgrounded with appropriate tunes. Running time, 9 mins. "G."

"Framing Youth"

(Roach-M-G-M)

The "Gang" is in radio here in this latest chapter of its childish interests. Spanky, as manager of the station, is threatened by "Butch" to keep "Alfalfa" from an amateur contest. However, Spanky cannot do this and face "Alfalfa," so they go on. Spanky gets a shiner for his reneging, but you should see the other fellow. It's fine for the child audiences. Running time, 10 mins. "G."

"The Big Apple"

(Educational)

A meager plot concerning the lighter side of college life serves as an introduction for the acrobatic brand of terpsichore that is at present the thing. There is nothing much to it, but it has many youthful faces and much activity when the boys and girls start to give out. A little publicity in a trailer will draw the audience for this short. Running time, 9 mins. "G."

"The Boss Didn't Say Good Morning"

(M-G-M)

Indigestion in his boss's interior almost wrecks Jack Mulhall's home, family and mind in this short which will interest a great audience. The ailment causes the grouchy superior to let the morning salutation slip by. This worries Mulhall and his imagination starts to run amok. But in the later sequences things work out satisfactorily and there is peace in the Mulhall domicile again. It is different stuff that will hold attention. Running time, 10 mins. "G."

GREAT PERFORMANCE!



GLADYS GEORGE
as "MADAME X"



M-G-M has another smash hit!
You have another top money-name!
It takes a great show to truly establish a Star!

GLADYS GEORGE

gives the greatest performance
of the world's most heart-stabbing story

Madame

with **WARREN WILLIAM • JOHN BEAL**

Reginald Owen • William Henry • A SAM WOOD PRODUCTION

Screen play by John Meehan • Produced by James Kevin McGuinness

A METRO-GOLDWYN-MAYER SENSATION!

LITHO U.S.A.

Newsreel Parade

Movietone News
Vol. 20, No. 4
(20th Century-Fox)

The extraordinarily clear weather and the length of time it took the American Legion parade to pass up 5th Ave. enabled Movietone cameramen to get a variety of shots of the big parade. The photography is outstanding.

Army planes are shown at an angle with the Empire State Bldg. in the background, from the air looking down on the kaleidoscopic scene and from buildings. It is exceptionally well done.

Four other clips make up the reel. One shows Jacqueline Cochrane making a new woman's plane record of 293 miles an hour. It is described by Helen Claire. Another is the crowning of the Kansas City Jubilesta queen. A third is another of Lew Lehr's Newsettes showing something flying like a bird, with closeups following which give the details of the mechanical freak. Lehr's dialect description is funnier than anything he has done in a long time.

Both the Yankees and Giants, prospective World Series contenders, are shown in action. This clip is handled expertly. Four out of five of the numbers are very much worthwhile.

Running time, 9½ mins. J.

News of the Day
Vol. 9, No. 202.
(M-G-M)

The American Legion parade is the first and best clip in this number of the reel. Closeups, shots of the crowd, roof-views of the 18-hour march and shots of the squadron of planes overhead combine to make this first class coverage, indicative of the magnitude of the parade.

Short clips include views of the Dinosaur Park, composed of figures of prehistoric animals, being built in the west; a good clip for women has Perc Westmore telling and showing them how to use makeup and dress their hair to the best advantage for various types of faces, an ingenious farmer whose tractor-plow is rigged on a maypole and plows the farm in an unending circular manner as a wire draws it closer at each circle. Sport shots finish the reel with speed and entertainment as the Yale team is shown in practice and the international polo match supplies some fast action.

Running time, nine minutes. A.

Paramount News
No. 15.
(Paramount)

The Legion parade up 5th Ave. is the highlight of this newsreel. About eight minutes of clips have been added to the regular issue, some of the footage supplying a few laughs, while other scenes will rouse cheers in home towns where exhibited.

Again, the entire list of new commentators is introduced, each being an expert in his line. Sidney Walton describes the record run established by Ab Jenkins, American speed king, at Bonneville Salt Flats, Utah.

President Roosevelt congratulates A. J. Richard on the 10th anniversary

"An Asset to Our Country"

THE WHITE HOUSE
WASHINGTON

My dear Mr. Richard:

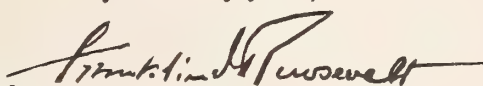
I learn with pleasure that your newsreel is celebrating its tenth anniversary.

Since the inception of newsreels, I have been a constant and interested observer of them. Their function has become more and more important.

Only through accurate and fairly presented news, regardless of its presentation on paper in print, or depicted upon the screen, can the public decide the questions of the day.

Efforts of the newsreel industry to meet these higher requirements are an asset to our country.

Very sincerely yours,



Mr. A. J. Richard,
Editor, Paramount News,
New York, N. Y.

In a letter to A. J. Richard, editor of Paramount News, President Roosevelt recognizes the ever-increasing functional power of the industry's newsreels. The text, reproduced above, is included in the current issue of Paramount News.

of the newsreel. The letter is shown and read by Gabriel Heatter, chief commentator. Mark Hawley handles the sequence which shows a Spanish warship putting into an English port for repairs at Falmouth, Loyalist refugees at Bayonne, France; Indians at work at Celilo Falls, where Chinook salmon is being caught; and Franklin D. Roosevelt, Jr., and his bride taking up residence at Charlottesville, Va., near the University of Virginia where the President's son is studying law.

Bill Slater comes through with a dramatic pigskin review of last year, showing several of the top notch players in action.

Running time, 16 minutes. O.

Pathe News
Vol. 9, No. 19
(Pathe)

The war in China occupies first position in the latest issue of this reel. The material is well cut, graphically showing the feverish activity behind the lines and many quick glimpses of first-hand action. One stark scene, in particular, shows the execution, unedited, of a group of suspected spies. The stuff is gory and will bring gasps from the audience.

The bulk of the reel offers shots of that farmer in Louisiana who lets his tractor run an 80 mile circuit, unattended, while he reads a newspaper; a tuna contest in the Bay of Fundy, Wall Street big-wigs flying to work in seaplanes and almost slipping into the drink, an explosion in Paris believed to be the work of terrorists. Finally, the lengthy American Legion parade. The reel is good.

Running time, 8½ minutes. P.

Universal Newsreel
Vol. 9, No. 600
(Universal)

Universal Newsreel devotes release No. 600 to the American Legion's New York convention exclusively, and in so doing provides many an exhibitor with another of those special attractions which, if properly exploited, will bring patrons to the theatre who could think of a dozen excuses for not wanting to go ordinarily.

This is a reel which should find a ready-made audience, small or large, in every city and hamlet in the country. An estimated 250,000 Legionnaires, representing every state in the Union, were in New York for the convention. Every one of them, their families and friends, will want to see this release. Millions of other Legionnaires and ex-service men who were unable to attend the convention will want to see this panoramic of the New York gathering, presented in liberal footage. In addition to these, the average individual, who loves a parade, excitement and color—there were an estimated 2,000,000 of them in New York who bore discomforts watch the parade—will pay to see at their ease the same sights.

The reel is well photographed, interestingly narrated, and edited with a sightseer's eye for spectacle and contrast. It should repay any exhibitor who features it in his advertising, emphasizing the fact that it is a complete reel, not merely a flash clip.

Running time, 10 mins. K.

Re-sign Virginia Field
HOLLYWOOD, Sept. 23.—Twentieth Century-Fox has extended the contract of Virginia Field.

Independents Hit Chicago Release Plan

CHICAGO, Sept. 23.—Claiming that the present release system is causing them an untold amount of grief, Chicago's independent exhibitors are seeking a way to have the release plan changed to what they feel is a more equitable arrangement. The thorn in the side of the independents is the playing time being given the class "A" films which open in the Loop theatres. The present system, it is reported, "milks" the pictures before they get to the smaller houses.

Currently films opening in the Chicago, Oriental, Roosevelt and United Artists Theatres play these houses for two to three weeks usually. Following this they are booked into the Apollo or Garrick in the Loop for another stay of a week or two, from there they go to the "A" houses for a week's engagement and by the time they reach the first-week-of-release theatres—10 weeks after the Loop opening—they have been "milked" dry, exhibitors claim.

Weakens Big Pictures

It is this system that has been the reason for many of the bigger pictures being pulled after one day's engagement in the independent theatres, even in "C" week. The past few months have seen pictures which do tremendous business in the Loop theatres and the "A" houses, fail miserably in the "C" week and subsequent run theatres.

With big pictures teamed together for dual combinations in the "A" and "B" week theatres and not available in that form for the smaller theatres, business for these small houses has been off to an alarming degree, independent theatre executives state.

The present double feature situation which was slated to be changed, according to reports, some weeks ago, is apparently here to stay. The theatres that started it can't get rid of it, having allowed themselves no way out. In the meantime the independents are seeking a change that will enable the releasing plan to be more flexible and give them a chance at all films sooner.

Ayres, Campbell Cast

HOLLYWOOD, Sept. 23.—Lew Ayres and Louise Campbell have the leads in "They Knew What Happened," which Paramount placed on its production schedule today. The story, by Vera Caspary, will go before cameras Oct. 4. It will be produced by Harold Hurley.

Take Kentucky Houses

HAMILTON, O., Sept. 23.—Southio Theatres, Inc., a Paramount subsidiary, has taken over the Kentucky and State, at Danville, Ky., formerly Warner operations.

Invite Dorothy Lamour

NEW ORLEANS, Sept. 23.—Dorothy Lamour has been invited to serve as honorary queen of the Rice Festival to be held at Crowley, La., Oct. 5, by Gov. Richard Leche.

I. Dollinger President of N. J. Allied

(Continued from page 1)

of Newark were named directors in addition to the executives elected.

In a lengthy talk before the members of the local organization, Abram F. Myers, general counsel of the national association, sought a "little NRA" for the film industry, similar to the Guffey Bill.

Declaring that Congress only awaits the statement of what independent exhibitors want, he said: "We have reached a point where opinion of independent theatre owners must be molded for some one definite program.

"If further progress is to be made, Congress says, 'bring us something concrete and let us put it in the hopper.'

"The majority of Congress understands the motion picture business requires legislative attention," Myers said.

Asks Impartiality

"A Government board, not of reformers, amateurs or politicians, a board selected for experience in the business but with no present connection or investment in any one branch of the film industry, and with no axes to grind. A code of fair conduct. A tax of 25 or 30 per cent of gross receipts (the Guffey Bill tax is for 19½ per cent) and a provision as in the Guffey Bill that the tax is to be imposed unless business is a member of the code and obeys it. There you will find the teeth so sadly lacking in the late NRA."

Following the traditional system, the New Jersey group did not adopt a formal resolution endorsing this plan. Leaders explained their way of working is to crystallize opinion, then go to work. The Allied of New Jersey members said that the Myers plan is favored unanimously.

Myers asserted that "one intelligent independent tells me that for protection against invasion he pays yearly tribute of \$35,000 to \$50,000. The taxed independent says he pays when he signs up for more pictures than he needs, to keep producers' and distributors' circuits out."

To Fight Paramount

Leaders stated today that they will carry on with their fight against Paramount. Myers, called in as spokesman on this issue, said: "A decent regard for opinions of mankind is the very least a commercial organization could show to retain goodwill towards its customers. When a reasonable protest is made by Allied against holding out six pictures he promised, because of which exhibitors had signed at higher prices, Adolph Zukor replied with a letter of the wonderful value of Paramount productions. He insulted the intelligence of everyone involved by speaking of everything else but the point at issue."

Myers went into a lengthy tirade against Paramount for withdrawing six pictures from the current schedule.

The annual banquet was held tonight in the main dining room of the hotel with several prominent guests on hand.

First Run Patrons Oppose Duals, Theatre Poll Shows

ST. LOUIS, Sept. 23.—The tabulation of the returns thus far on the questionnaires in the Fanchon & Marco-St. Louis Star-Times poll of local film preferences seems to indicate that the patrons of the first run theatres, such as the Ambassador, Fox and Missouri, prefer single feature pictures in conjunction with short subjects and stage shows while the men, women and children who patronize the neighborhood houses are strong for two full-length pictures on their programs.

But it is still too early to draw definite conclusions, since a grand total of 400,000 questionnaires are to be distributed through the cooperation of the 30 houses that are participating in the big poll, one of the largest and most comprehensive of its kind ever undertaken in the industry.

The 30 houses are included in the local holdings of the Fanchon & Marco interests and their affiliates, the St. Louis Amusement Co., and Ansell Bros. Circuit. The houses participating are: Fox, Ambassador, St. Louis, Missouri, Aubert, Capitol, Congress, Florissant, Granada, Gravois, Hi-Pointe, Kingsland, Lafayette, Lindell, Maffitt, Manchester, Maplewood, Mikado, Pageant, Shady Oak, Shaw, Richmond, Ritz, Shenandoah, Tivoli, Union, Uptown, Varsity and the West End and the Washington in Granite City, Ill.

Comedy Preferred

If the returned questionnaires may be accepted as a criterion of what the cash customers want, their present preference is for pictures in a lighter vein, heavy dramas and mystery pictures being taboo. Musical comedies and straight comedy rank first and second in the list of picture preference, while melodrama and mystery films are far below them. Historical pictures and the love-romance types are also popular, while war and gangster films have few followers.

Among short length pictures cartoons are the most popular by a wide margin with newsreels second and travel pictures third. Pictures typed as sports, musical, science, animal and industry follow in the order named.

Some Like Vaudeville

Among those seeking stage shows in conjunction with a single feature picture a strong majority is in favor of vaudeville. Others have expressed a preference for prominent bands and orchestra and still others want certain singers and dancers.

A further analysis of 7000 returns shows that most of the persons who go to see films range in age from 16 to 40 years.

The latest returns (as published by the Star-Times under date of Sept. 22) show the following standing for stars:

Actor: Clark Gable, 599; Robert Taylor, 500; William Powell, 447; Paul Muni, 380; Ronald Colman, 342; Spencer Tracy, 308; Gary Cooper, 280; Tyrone Power, 246; Fredric March, 212, and Errol Flynn, 185.

Actresses: Myrna Loy, 604; Claudette Colbert, 355; Loretta Young, 320; Kay Francis, 284; Ginger Rogers, 272; Norma Shearer, 240; Barbara Stanwyck, 234; Joan Crawford, 230;

Remember?

When Adolph Zukor and his wife, on their recent visit to Paris, went to the Casino de Paris, where Maurice Chevalier is the star, their seats were in the front row. When Chevalier came out to sing, he barely began when he suddenly stopped, leaned over and shook hands with the executive and Mrs. Zukor.

Then he explained to the audience who Zukor is and the part he played in the Frenchman's success here. At that point the Zukors took the spotlight themselves.

"U" Claims Biggest Week in Its History

(Continued from page 1)

record business to "100 Men and a Girl," now playing in 50 spots.

A cable from C. M. Woolf on the trade showing of the film at the Phoenix in London reported the showing a great success. The picture will have its first European showing in Vienna on Oct. 14.

To Reopen Omaha House

OMAHA, Sept. 23.—Plans for reopening the 3,000-seat Paramount and installation of a new marquee at the Orpheum were discussed by A. H. Blank, president of Tri-States and Central States, at a session here with District Manager Evert R. Cummings.

Jeanette McDonald, 213, and Bette Davis, 192.

Child stars: Shirley Temple, 2,143; Jane Withers, 1,342; Freddie Bartholomew, 766; Deanna Durbin, 347, and Mickey Rooney, 264.

With the addition of a large ratio of questionnaires tabulated today from the neighborhood theatres, the late movie fan poll totals are changing, showing the differences between the neighborhood and first run audiences. Clark Gable leads in both groups followed by Robert Taylor. Neighborhoods pick Dick Powell for third choice. First runs select William Powell. Paul Muni rates fourth in first runs and ninth in neighborhoods. Myrna Loy, Claudette Colbert and Loretta Young are one, two, three in first runs with Myrna Loy, Ginger Rogers and Loretta Young in that order in the neighborhood fans' choice. Shirley Temple first in both by wide margin in child star group followed by Jane Withers and Freddie Bartholomew. The influence of the younger element in neighborhood group is shown in the rating of gangster pictures which accounted for 9 per cent of the total features in neighborhoods and rated only 4 per cent of feature totals in first run voting. Short films show same selection in both groups with cartoons, news reels and sports in that order. Two features versus one feature and shorts: neighborhoods very strong for two features. First run fans about evenly divided.

Directors to Abandon Talks With Studios

(Continued from page 1)

tinuance of these conditions no semblance of an excuse has been offered. Whether the guild will desire to defer its efforts pending judicial determination of issues improperly raised is a matter which must be left for the determination by the entire guild.

"In any event, it is not our present purpose to discuss again the issues involved. In the face of the Wagner law the producers have declined to recognize this guild as the agency designated by its members for the purpose of collective bargaining. The choice has been willful and deliberate and upon them must rest the full responsibility therefor. So far as our committee is concerned, we feel free to discharge ourselves of further obligation to secure an amicable settlement of the controversy."

It is understood a vote of guild members will be taken either by mail or in a meeting, but no choice of means or date has been disclosed as yet.

Three Circuits Sign Pact in Springfield

Loew's, Paramount and Warners yesterday concluded negotiations with the I.A.T.S.E. for operators and stagehands at Springfield, Mass. Under terms of the new pact, union help will receive 10 per cent increases. Loew's has the Poli in that city and Harry Shaw, New England division manager, yesterday sat in on the negotiations.

William Finney, midwest division head for Loew's, will go to Indianapolis next Tuesday to conclude negotiations for new contracts in that city.

Fairbanks, Jr., Signed

HOLLYWOOD, Sept. 23.—Douglas Fairbanks, Jr., will play opposite Ginger Rogers in her solo starring vehicle, "Having Wonderful Time."

Wall Street

Severe Losses Mark Board

	Open	High	Low	Close	Net Change
Col.	20	20	20	20	—½
Cons.	2½	2½	2½	2½	—½
E. K.	177	177	176½	176½	—½
G. T. E.	19	19	19	19	—½
Loew's	72	72½	68	68¾	—3¼
Para.	18½	18½	17½	17½	—¾
Para. 1.	130	130	130	130	—4½
Para. 2.	16½	16½	16	16	—1¾
Pathe	8½	8½	8¼	8¼	—¼
RKO	6½	6½	6½	6½	—¾
20th-Fox	30¾	30¾	29	29½	—1¾
20th, pfd. ..	37½	37½	37½	37½	—3½
Univ., pfd. ..	45½	45½	44½	44½	+2
W. B.	11½	11½	11¼	11¼	—½
W. B., pfd. ..	50¾	50¾	50¾	50¾	—4¾

Little Curb Activity

	Open	High	Low	Close	Net Change
Sonotone ...	15½	15½	15½	15½	
Tech.	26½	26½	25½	25½	—¾
Trans-Lux ...	3¼	3¼	3¼	3¼	
Univ.	3	3	3	3	—¾

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's	99½	99½	99½	—½
Para. 6s '55	100½	100	100½	¾
RKO 6s '41 pp.	95	95	95	

(Quotations at close of Sept. 23)

HIGH

A new **HIGH** in
audience reaction
has been achieved
as ...

Paramount's
"HIGH, WIDE and
HANDSOME" stirs
its onlookers to
such praise as . . .



"I think 'High, Wide and Handsome' was grand. Give me Randolph Scott after seeing this picture. He gave me a big thrill," says *Harriet Dillon*, 2470 Tremont Ave., Bronx, N. Y.



"We are glad we saw the picture. Tom liked the action, the fights. I loved the music and the romance," say *Tom White*, 88 Freeport Ave., Point Lookout, L. I. and *Marion Semler*, 3429—80th Street, Jackson Heights, L. I.



"Really topnotch entertainment! I recommend it highly! Music is superb — picture has great sweep," says *Levon E. Horton*.
New York City.



"Everything in the picture is grand. The love scenes got me," says *Rita Ryan*, 5927 Lislig Ave., Riverdale, N. Y.



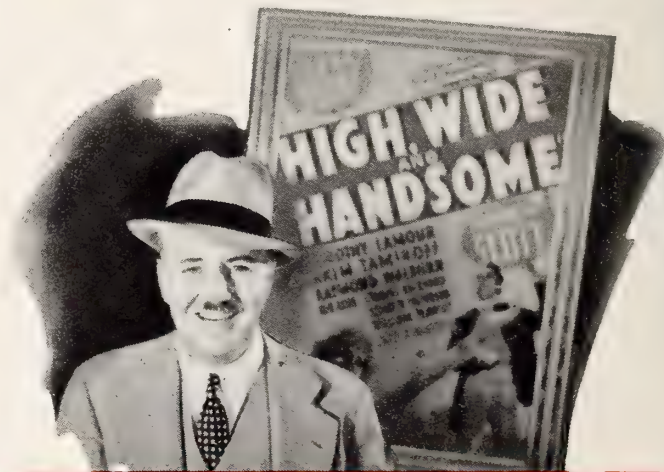
"Randolph Scott is just grand in this marvelous picture, and so is Miss Dunne," says *Mrs. Robert Kent*, Homer, Louisiana.



"Swell entertainment, Irene Dunne is gorgeous," says *Kenneth K. Cole*, 1922½ N. Hoover St., California.



"A fine picture. Deserves all the fine criticisms and comments I have heard about it. It has the sweep of 'Cimarron' and the glamour of 'Show Boat'," says *James Gallagher*, 729—8th Ave., New York City.



"Boy, it is really a whale of a picture. It has more sweep and scope than any picture I have seen since 'Cimarron'," says *Charles Roberts*, 510 W. 110th Street, New York City.

WIDE

The **WIDest** radio
coverage that music
from any motion picture
has yet achieved as . . .

Jerome Kern and Oscar Hammerstein's
"HIGH, WIDE AND HANDSOME"
 music hits a new HIGH in
 radio playing time with over
 700 plugs in two months.



GUY LOMBARDO This great orchestra from the Waldorf and on the famous Bond Bread Program has played the "HIGH, WIDE AND HANDSOME" music many times to millions of delighted fans.



RAY NOBLE has a tremendous listening audience on the Grapenuts Program who have heard Noble's marvelous arrangements of the "HIGH, WIDE AND HANDSOME" score.



CHESTERFIELD'S TWO GREAT ORCHESTRAS
 ... **ANDRE KOSTELANETZ** and **HAL KEMP** have one of the biggest radio audiences today, and the "HIGH, WIDE AND HANDSOME" music has been their favorite score.



AL DONAHUE and his Rainbow Room band have done the "HIGH, WIDE AND HANDSOME" music in high, wide and handsome style for their millions of delighted listeners.



OZZIE NELSON and his No. 1 band have been the most enthusiastic of all "HIGH, WIDE AND HANDSOME" pluggers. "Can I Forget You?" has made a tremendous hit with Ozzie and the vast multitude of people for whom he plays.



TOMMY DORSEY and his great swing band on the Raleigh Program and from the Pennsylvania Hotel, New York and the Steel Pier in Atlantic City has sold his countless fans on "HIGH, WIDE AND HANDSOME" —10 Dorsey plugs in 8 weeks to millions of people.

A few of the great programs and orchestras which have plugged "High, Wide and Handsome" music:

PACKARD HOUR

(Johnny Green) Coast

JACK DENNY

Drake Hotel, Chicago

AL DONAHUE

Rainbow Room, N. Y. C.

BOND BREAD

(Guy Lombardo) N. Y. C.

GILLETTE PROGRAM

(Andy Sanella) N. Y. C.

PHILLIPS MILK OF MAGNESIA PROGRAM, N. Y. C.

JAN GARBER

St. Catherine Hotel, Catalina Islands, Calif.

GUY LOMBARDO

Waldorf Hotel, N. Y. C.

MAXWELL COFFEE PROGRAM

(Meredith Willson) Coast

GEORGE OLSEN

Ambassador Hotel, L. A.

RALEIGH PROGRAM

(Tom Dorsey) N. Y. C.

KRAFT CHEESE

(Johnny Trotter) Coast

CHESTERFIELD PROGRAM

(Kostelanetz) N. Y. C.

CAMPBELL'S SOUP

(Lud Gluskin) Coast

WRIGLEY'S PROGRAM

(Jack Fulton) Chicago

SEALTEST PROGRAM

(Bobby Dolan) N. Y. C.

BRISTOL-MEYERS

(Peter Van Steedan) N. Y. C.

OZZIE NELSON

Astor Hotel, N. Y. C.

ALEMITE PROGRAM

(Horace Heidt) N. Y. C.

GRAPENUTS

(Ray Noble) Coast

CHESTERFIELD PROGRAM

(Hal Kemp) Coast



The **HANDSOME**st reception
of all has come from news-
paper and magazine critics
from Coast-to-Coast.
Read these . . .

"HIGH, WIDE and HANDSOME" reviews!

NEW YORK—"Richly produced, spectacular, melodious. Moves surely into ranks of season's best. The best show in town."
—Frank Nugent, *N. Y. Times*

NEW YORK—" 'High, Wide and Handsome' real thriller."
—N. Y. Daily News

NEW YORK—" 'High, Wide and Handsome' is show that is best described by its own title. Spectacular and exciting."
—Howard Barnes, *N. Y. Herald-Tribune*

NEW YORK—" 'High, Wide and Handsome' magnificent entertainment. A superb piece of picture telling."
—W. Boehnel, *World-Telegram*

PITTSBURGH—"A great story. Randolph Scott's best."
—Kasper Monahan, *Pittsburgh Press*

CHICAGO—"Marvelous entertainment. You'll love Irene Dunne."
—Maxine Smith, *Chicago American*

DALLAS—"Music, drama, suspense, excitement. What we all want in entertainment."
—John Rosenfield, *Dallas News*

SAN FRANCISCO—"A grand film from start to finish."
—Jack Hobart, *San Francisco Chronicle*

COAST-TO-COAST—" 'High, Wide and Handsome' is a gusher of entertainment."
—Warren Stokes, *Radio Commentator*

HOLLYWOOD—"Greater than 'The Plainsman'."
—Elizabeth Yeaman, *Hollywood Citizen News*

NATION-WIDE—"Music with a reason in a stirring, highly adventurous picture."
—Robin Coons, *Associated Press*

LOS ANGELES—"Zooming action, stirring drama, colorful music, in short, great entertainment."
—Los Angeles Illustrated News

NATION-WIDE—"Best picture of the month."
—Red Book Magazine

COAST-TO-COAST—"It's High, Wide and Handsome Entertainment."
—Dan DeLuce, *Associated Press*

NATION-WIDE—"Entertainment spelled with a capital 'E'."
—Ersine Johnson, *Universal Service*

TWENTY-SEVEN CITIES—" 'High, Wide and Handsome' is two great pictures rolled into one."
—Clark Wales, *Screen and Radio Weekly*

NATION-WIDE—"Picture has magnificent sweep."
—Whitney Bolton, *Literary Digest*

COAST-TO-COAST—"The picture gushes superlative entertainment."
—George Fisher, *Movie Commentator for Mutual Broadcasting*

NATION-WIDE—"A breathtaking epic."
—Sara Hamilton, *Photoplay*

Redbook Magazine names "High, Wide and Handsome" the picture of the month!



Roach Bullish On Italians' Filming Plans

(Continued from page 1)

picture business and I'm going in with him."

Then the M-G-M producer declared himself and told of his plans.

"We're not going to make pictures for the American market unless they're good enough. We want to make them first in Italian. Then we will determine where we will go from there. We have to see what angle they want."

Asked how he would figure in the deal, Roach said: "I'm in sort of an advisory capacity. Mussolini wants his son to go into business. Vittorio decided on the film business and I'm sort of a chaperon for him."

"How many pictures do you plan?" he was asked.

"There is no definite amount. I haven't any number in mind. We may make one or two to see how they turn out."

One of the reporters started to laugh, when Roach gritted his teeth.

Not "Fly-by-Night"

"It's not going to be a fly-by-night company, as you think," the producer shot back. "I went over cold as a cucumber, but I soon warmed up."

Then reporters asked him about releasing arrangements and financing.

"M-G-M has nothing to do with this. This is strictly a Hal Roach proposition. Neither M-G-M nor any other American company will release the pictures. Nor do we want them to!"

The reporters insisted in trying to get a concrete figure on the number of films Roach had in mind.

"We will probably make four the first year and eventually hope to increase this to 20 a year. All will be produced for Italian consumption. Italy at the present time makes 40 a year."

"Can't you tell how much you plan to spend on a picture?"

"We plan to spend in American money from \$40,000 to \$1,000,000 on each picture."

Undecided on Studio

"How about studio arrangements?"

"We may have our own studios, or rent space there." Seven stages have already been completed in the new Italian plant and eight more are planned, according to Roach.

Mussolini's son will remain in this country until Oct. 16 and then return to Italy.

Although no cast is set, the first picture, tentatively set, will be "Rigoletto," by Verdi, Roach said.

Queried on the producing company, Roach said that the name of it is RAM, a combination of Roach and Mussolini.

"I have a five-year contract with the company, which, by the way, is financed by Italian banks. The agreement stipulates I cannot produce in any other foreign country and the same goes for Vittorio Mussolini."

Roach added he held a half-interest in the company.

"My arrangement does not affect my American setup. I'm going to

spend as much time in Italy as I see fit. I'm going back in a month or so to start preparations for the first picture."

Prodded further by the gentlemen of the press, Roach said:

"There's really not a deuce of a lot to talk about. Up to three days before I left Naples, the talks were entirely financial. Until we get started, Mussolini will learn production methods on the coast."

"How will these pictures affect the quota?" he was asked.

"There's no quota regulation in Italy at present and this deal will have no effect on a possibility of such an act."

"No Propaganda"

Asked about propaganda, Roach said: "There will be no propaganda in the pictures and there will be no Government interference. Likewise, there will be no Government financing."

"Does Louis B. Mayer figure in on the deal?" was another question.

"Mr. Mayer doesn't even know the deal exists. I have just talked with Mr. Schenck about those stories in the papers (they said that M-G-M would put up \$2,000,000 to finance the deal) and explained to him how the misstatements got into the papers."

"Will M-G-M release the films in this market?" he was then asked.

"Not unless I make a grade 'A' picture will we offer it to M-G-M. We may offer them to other companies, however."

M-G-M Definitely Out

Nettled by reporters who insisted on mentioning the company, Roach stressed this in no uncertain terms: "Please don't mention M-G-M in this deal. M-G-M doesn't want to be mentioned and, if you do, not only will this company be sore but Italy as well."

"You see, M-G-M is a big company over there and before you know there will be claims that M-G-M is trying to freeze out the small independent companies. This is not so; it was never intended."

"Will your plans for 20 pictures a year give you a monopoly on the film industry?"

"No!"

"Are you the president of RAM?"

"No; I am vice-president. Vittorio Mussolini is president."

"Who else came over with you besides Mussolini's son?"

"Mario Del Papa, who will be an associate. He worked with M-G-M in Hollywood and in Europe. He will be business manager."

"And who else?"

Pavolini Also Included

"Corrado Pavolini," Roach didn't know how to spell the name, but the spelling is listed in the official passenger list supplied by the Italian Line. He is a writer.

"All four of us are leaving by TWA plane tomorrow." The producer asked that the time not be mentioned.

"What has Mussolini's son done?"

"He wrote the screen column for his father's paper. He was the only one to knock Italian-made productions and praise American films."

There was an interlude of kidding on that score.

"What is the capitalization of the new company?"

"Please don't ask and mention dollars and cents. Those stories you've

Handclasps

Interviewed on the new Italian pier at West 52nd St., in regard to the Vittorio Mussolini-Hal Roach tieup, S. E. Fulvio Suvich, Italian Ambassador to Washington, who accompanied the party on the *Rex*, told *Motion Picture Daily*:

"While I do not know much about the film industry, I think the tieup is an excellent medium for cementing Italian and American friendship. The motion picture industry is a power in presenting propaganda on the screen and I believe this approach should have been done a long time ago."

Suvich went on to add that Italy had first-grade film stars 20 years ago and for some reason or other let them slip.

"Now," he added, "I believe this plan will enable the Italian industry to get back in the limelight again."

seen published are a lot of hokey. Someone got an idea into his head and developed it into a yarn."

"Tell us more," reporters insisted.

"I went over on the wrong premise and got in by mistake."

A giggle pervaded the room.

"I told them that they couldn't expect to make pictures unless they expected to lose money. They thought I came over to make pictures."

"But after I got on the right track, met the right people, I got set."

"You know Walter Wanger had a deal on to produce for Mussolini?"

"I beat him to it, I guess. Josef Von Sternberg arrived in Italy a week after I signed the deal. He also wanted to produce there, I understand."

"Will you be allowed to take any money out of the country?"

Finances Arranged

"I'll be permitted to take monies accountable as my end of the deal."

"How about foreign versions?"

"We'll probably make our pictures in five different versions. We may dub in English, but I don't know yet."

"Will they all be operas?"

"I don't know. The first one will be. Operas go big in Italy and, if your going to can anything over there, why not can what the people want?"

You wouldn't can olives, would you, if the people didn't like them?"

"How about your second picture?"

"I still am not certain about the first. I may decide to do the Passion Play tomorrow as a picture. How can I tell?"

Roach said he had brought along a number of operatic records and "I think I can sing 'Rigoletto' by this time." No one asked for a rendition and Roach smiled.

"Do you think it's a good deal?"

"If it's a bad deal, okay. But I think I made a very good one."

Roach insisted that M-G-M was not associated with the idea. He said that Schenck was peeved at the stories which had been printed, but "we left good friends."

The producer then went on to discuss how much good Mussolini has

done for his people, adding: "I think he is the only square politician I've ever seen."

There are 2,200 theatres in Italy. When Roach leaves next month for Italy, he plans to take along several technicians and possibly a production director.

Mussolini told reporters that the first picture will be made at Cinema City, just outside of Rome. He confirmed Roach in that backing for the producing company is not coming from the Government, but will be by private capital.

There is no intention to import players from Hollywood, he said, and his trip here is merely to gain technical knowledge on how films are made before "Rigoletto" is started.

Met On a Cutter

In the wee hours of the morning, about 50 newsreel cameramen, newspaper photographers and reporters left the barge office in a Government cutter to meet the incoming party.

While they were aboard the white tugboat, plans were being discussed on how to interview Mussolini's son. C. C. Pettijohn's wife was aboard to greet her husband.

Just as the cutter neared the *Rex*, another Government tug with Mussolini's son, Pettijohn behind him, Fulvio Suvich and Roach steamed up the Hudson. Three special plainclothesmen, assigned to guard Il Duce's son, tried to stop the tug.

The three policemen tried to summon one of the two police launches so that they could get on and chase the other boat. But it was no use. The police launch thought it was too dangerous to slide up to the cutter and continued alongside of it, but not close enough to transfer the policemen. There was also an Italian delegation on the cutter. The men managed to salute in Fascist style and sorrowfully watched as their guest of honor disappeared.

Docked at 34th St.

At first it was reported that the visitors were being taken to the Newark airport to avoid demonstrations. From Newark, they were to take a plane to the coast. Later it was learned that the Government boat with Mussolini docked at 34th St.

Pettijohn had to go to the new Italian Line pier at 52nd St. to meet his wife, coming in on the *Rex*. Suvich boarded the liner again at the dock to return to his wife and entourage.

It was a beautiful day for sailing up the Hudson yesterday, but 50 reporters, newsreel men and photographers didn't seem to enjoy it.

Rites for Ruth Roland

HOLLYWOOD, Sept. 23.—Funeral services for Ruth Roland will be held tomorrow at the Wee Kirk o' the Heather in Forest Lawn Memorial Park.

Gargan's Father Dies

HOLLYWOOD, Sept. 23.—William Denis Gargan, father of William Gargan, died yesterday at his home at Beverly Hills. He was a former resident of Brooklyn.

Lanny Ross Is Tested

HOLLYWOOD, Sept. 23.—Warners have tested Lanny Ross for the role of the "Red Shadow" in "The Desert Song." He is about the 20th actor who has been talked about for the role.

"Dodd" Leads Minneapolis With \$11,000

MINNEAPOLIS, Sept. 23.—Although total grosses were slightly over average for the Twin Cities, business lagged this week with "Mr. Dodd Takes the Air" and Duke Ellington and revue on the stage taking the lead with an \$11,000 take at the Minneapolis Orpheum, over normal by \$5,000.

Other above average grosses were those of "Thin Ice," which did \$7,500 at the Paramount, where average is \$5,500, and "You Can't Have Everything," which did \$6,000 at the St. Paul Orpheum, where \$4,000 is usual. The start of school and a relapse after fair week weakened the takes.

Total first run business in Minneapolis was \$29,800. Average is \$27,000. Total first run business in St. Paul was \$18,400. Average is \$15,000.

Estimated takes:

Minneapolis:

Week Ending Sept. 17:

"BROADWAY MELODY OF 1937" (M-G-M)
MINNESOTA—(4,000), 25c-55c, 7 days
Gross: \$9,000. (Average, \$10,000)
"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

STATE—(2,400), 25c-40c, 7 days. 2nd week.
Gross: \$5,500. (Average, \$5,500)
"STELLA DALLAS" (U. A.)
CENTURY—(1,600), 25c-40c, 7 days. 2nd week.
Gross: \$2,900. (Average, \$3,500)
"DAMAGED LIVES"
WORLD—(400), 25c-35c, 7 days. 2nd week.
Gross: \$1,200. (Average, \$2,000)

Week Ending Sept. 14:

"MR. DODD TAKES THE AIR" (F. N.)
ORPHEUM—(2,900), 35c-55c, 7 days.
Stage: Duke Ellington and revue. Gross: \$11,000. (Average, \$6,000)

St. Paul:

Week Ending Sept. 17:

"THIN ICE" (20th-Fox)
PARAMOUNT—(2,300), 25c-40c, 7 days.
Gross: \$7,500. (Average, \$5,500)
"YOU CAN'T HAVE EVERYTHING" (20th-Fox)
ORPHEUM—(2,000), 25c-40c, 7 days.
Gross: \$6,000. (Average, \$4,000)
"BAD GUY" (M-G-M)
"WILD AND WOOLLY" (20th-Fox)
RIVIERA—(1,000), 25c-40c, 7 days. Gross: \$3,000. (Average, \$3,500)
"WESTERN GOLD" (20th-Fox)
"FOOTLOOSE HEIRESS" (W. B.)
TOWER—(1,000), 25c-35c, 7 days. Gross: \$1,900. (Average, \$2,000)

To Rebuild at Flint

DETROIT, Sept. 23.—E. C. Beatty, president of W. S. Butterfield Theatres, Inc., has completed plans for rebuilding the Garden at Flint. A long-term lease has been signed with A. M. Davison, owner. Work will start next March. Construction will be of brick, steel and concrete.

Canada Openings High

TORONTO, Sept. 23.—Statistics compiled in trade circles in Toronto bring out the fact that no less than 86 new theatres have been opened across Canada during the eight months ending Aug. 31. Approximately two thirds of these are in Ontario.

Murphy at Wilmington

WILMINGTON, Sept. 23.—Frank M. Murphy of Loew's Orpheum, Boston, is the new manager of Loew's Parkway here, succeeding Roger R. Drisel, who has been transferred to Loew's State, Norfolk.

"Sleuth" \$14,000 Lead in Montreal

MONTREAL, Sept. 23.—"Super Sleuth" introduced the new season's policy of screen-plus-stage attractions at Loew's and stood out with a take of \$14,000 against recent average of \$8,000. The stage attraction was "Hollywood Hotel" revue.

"Thin Ice" skated to a good high of \$10,500 at the Capitol where it was doubled-billing. The average there is \$9,500. "Topper," sharing the dual program at the Princess, accounted for \$7,000, equal to par.

Total first run business was \$38,500. Average is \$35,500.

Estimated takings for the week ending Sept. 18:

"THIN ICE" (20th-Fox)
"THE LADY ESCAPES" (20th-Fox)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. Gross: \$10,500. (Average, \$9,500)
"SUPER SLEUTH" (RKO)
LOEW'S—(3,115), 25c-34c-40c-50c, 7 days. Stage: Hollywood Stage Revue. Gross: \$14,000. (Average, \$8,000)
"ARTISTS AND MODELS" (Para.)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days, 2nd week. Gross: \$7,000. (Average, \$11,000) First week: \$11,000.
"TOPPER" (M-G-M)
"UNDER COVER OF NIGHT" (M-G-M)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$7,000. (Average, \$7,000)

"Varsity" on Dual Best in Kansas City

KANSAS CITY, Sept. 23.—The Mainstreet made the best comparative showing of a mild week for first runs, grossing \$9,700, \$1,700 over the line, with "Varsity Show" and "Hideaway." Box-offices generally felt the widespread fear of infantile paralysis.

"Thin Ice" pulled \$7,800, \$1,600 up, in the six days of its second week at the Fox, and was moved to the Uptown for a third go. Big money went to the Midland, where "Lost Horizon" took \$12,800.

Total first run business was \$37,100, excluding Empress. Average is \$36,200.

Estimated takings:

Week Ending Sept. 15:

"THIN ICE" (20th-Fox)
FOX—(2,200), 25c-35c-40c, 7 days, 2nd week. Stage: Sunnie O'Dea, Jack Leonard, Kendall Capps & Junior, the 3 Arnolds. Gross: \$7,800. (Average, \$6,200)
"TRADER HORN" (M-G-M)
"THE LADY ESCAPES" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 6 days. Gross: \$2,000. (Average, 6 days, \$3,500)

Week Ending Sept. 16:

"MARIHUANA" (Roadshow)
EMPRESS—(1,500), 25c, 7 days, 2nd week. Gross: \$6,300.
"VARSITY SHOW" (W.B.)
"HIDEAWAY" (RKO)
MAINSTREET—(3,100), 25c-40c, 7 days. Gross: \$9,700. (Average, \$8,000)
"LOST HORIZON" (Col.)
MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$12,800. (Average, \$11,500)
"SOULS AT SEA" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. Gross: \$4,800. (Average, \$7,000)

Cambridge Opens Sunday

CAMBRIDGE, O., Sept. 23.—Films now will be shown here Sundays. The City Council has passed an ordinance permitting them.

"Ice" Is 2nd Week Indianapolis Hit

INDIANAPOLIS, Sept. 23.—"Thin Ice" supported the Apollo like anything except thin ice and gave the house \$5,500 for its second week, \$1,500 to the good and the best on a percentage basis of any first run in town.

"The Life of the Party" and "She's No Lady" brought \$700 into the black for the Circle, where a total of \$5,200 was taken. "Lost Horizon" did good second-week business at Loew's, where it pulled \$6,000. "Think Fast, Mr. Moto" with a stage show headlining Roscoe Ates, had an \$8,600 take at the Lyric.

Total first run business was \$25,300. Average is \$23,500.

Estimated takings for the week ending Sept. 17:

"THIN ICE" (20th-Fox)
APOLLO—(1,100), 25c-40c, 7 days, 2d week. Gross: \$5,500. (Average, \$4,000)
"THE LIFE OF THE PARTY" (RKO)
"SHE'S NO LADY" (Para.)
CIRCLE—(2,800), 25c-40c, 7 days. Gross: \$5,200. (Average, \$4,500)
"LOST HORIZON" (Col.)
LOUIS-FARR FIGHT
LOEW'S (2,800), 25c-40c, 7 days, 2nd week. Gross: \$6,000. (Average, \$7,000)
"THINK FAST, MR. MOTO" (20th-Fox)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Roscoe Ates, Helen Denison, Loria Brothers, Miss "Chic" Kennedy plus other acts. Gross: \$8,600. (Average, \$8,000)

"Horizon" Is Seattle High With \$10,000

SEATTLE, Sept. 23.—"Lost Horizon" was something of a sensation at the Liberty. It rolled up \$10,000, double average and was held.

"Thin Ice," on a dual with "One Mile from Heaven," also was in the money, the \$9,250 gross at the Fifth Avenue being \$2,250 over par. This bill also was held. "Topper" and "Think Fast, Mr. Moto" at the Orpheum took \$6,100 and were moved to the Music Box.

Total first run business was \$41,150. Average is \$36,500. Estimated takings for the week ending Sept. 17:

"THE GREAT GAMBINI" (Para.)
"WESTBOUND LIMITED" (Univ.)
BLUE MOUSE—(950), 25c, 7 days. Gross: \$3,200. (Average, \$4,000)
"THIN ICE" (20th-Fox)
"ONE MILE FROM HEAVEN" (20th-Fox)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$9,250. (Average, \$7,000)
"LOST HORIZON" (Col.)
LIBERTY—(1,800), 25c-30c-40c-55c, 7 days. Gross: \$10,000. (Average, \$5,000)
"BROADWAY MELODY" (M-G-M)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. Gross: \$3,400. (Average, \$4,000)
"TOPPER" (M-G-M)
"THINK FAST, MR. MOTO" (20th-Fox)
ORPHEUM—(2,450), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,100. (Average, \$6,000)
"PARADISE ISLE" (Monogram)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Harry Holman (2nd week). Gross: \$3,950. (Average, \$4,500)
"SOULS AT SEA" (Para.)
"BLONDE TROUBLE" (M-G-M)
PARAMOUNT—(3,050), 30c-40c-55c, 7 days, 2nd week. Gross: \$5,250. (Average, \$6,000)

"Shanghai" Retitled

HOLLYWOOD, Sept. 23.—"Daughter of Shanghai" will be the release title of Paramount's "East of Shanghai."

"Thin Ice" in 2d Week Tops Boston Gross

BOSTON, Sept. 23.—"Thin Ice," on a dual with "Annapolis Salute," held over at the RKO Memorial, continued to register in a week of rain and cool weather. The second week drew \$18,000, \$6,000 above average.

"Broadway Melody" at the Loew's Orpheum and Loew's State proved a good attraction at both houses. The Orpheum did \$3,000 over average with a \$15,000 gross, while the State drew \$1,000 above the line with \$12,000.

"On Such a Night" dualled with "Wild and Woolly" did not draw at the Paramount and Fenway. The Paramount grossed \$6,500, \$500 under average, while the Fenway took \$4,000 on the week, also \$500 under the line.

Total first run business was \$105,000. Average is \$96,500.

Estimated takings for the week ending Sept. 16:

"ON SUCH A NIGHT" (Para.)
"WILD AND WOOLLY" (20th-Fox)
FENWAY—(1,382), 35c-40c-50c, 7 days. Gross: \$4,000. (Average, \$4,500)
"THIN ICE" (20th-Fox)
"ANNAPOLIS SALUTE" (RKO)
RKO MEMORIAL—(2,907), 25c-40c-50c, 7 days, 2nd week. Gross: \$18,000. (Average, \$12,000)
"BROADWAY MELODY" (M-G-M)
LOEW'S ORPHEUM—(2,970), 35c-55c-65c, 7 days. Gross: \$15,000. (Average, \$12,000)
"BROADWAY MELODY" (M-G-M)
LOEW'S STATE—(3,537), 35c-55c-65c, 7 days. Gross: \$12,000. (Average, \$11,000)
"VARSITY SHOW" (W. B.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Mall Hallett and his Orchestra. Gross: \$22,000. (Average, \$22,000)
"ON SUCH A NIGHT" (Para.)
"WILD AND WOOLLY" (20th-Fox)
PARAMOUNT—(1,793), 35c-40c-50c, 7 days. Gross: \$6,500. (Average, \$7,000)
"IT HAPPENED IN HOLLYWOOD" (Col.)
RKO BOSTON—(3,246), 35c-55c-75c, 7 days. Stage: Ina Ray Hutton and Mitzi Mayfair. Gross: \$21,000. (Average, \$22,000)
"SOMETHING TO SING ABOUT" (G. N.)
"KILLERS OF THE SEA" (G. N.)
HUB—(950), 20c-30c-40c, 7 days. Gross: \$6,000.

"Melody" \$8,000 Leader at Houston

HOUSTON, Sept. 23.—"Broadway Melody of 1938," showing at Loew's State, beat "Lost Horizon" at the Metropolitan by taking \$8,000 in seven days. "Lost Horizon" took the same figure, but was played nine days. "Melody" was held a second week.

"Souls at Sea" broke even with \$7,000 at the Majestic. The Kirby, with the Louis-Farr fight pictures and "Mr. Dodd Takes the Air" for seven days had a take of \$6,500, 25 per cent above par.

Total first run business was \$29,500. Average is \$26,000.

Estimated takings for the week ending Sept. 9:

"MR. DODD TAKES THE AIR" (F. N.)
LOUIS-FARR FIGHT
KIRBY—(1,450), 15c-35c, 7 days. Gross: \$6,500. (Average, 7 days, \$5,000)
"BROADWAY MELODY OF 1938" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$8,000. (Average, \$7,000)
"SOULS AT SEA" (Para.)
MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)
"LOST HORIZON" (Col.)
METROPOLITAN—(2,600), 25c-50c, 9 days. Gross: \$8,000. (Average, 7 days, \$7,000)



A new charm twosome to sweep you up to the clouds with sentiment...and down to earth with laughter, thrills, and grand screen excitement! . . plus —

THE GLORIOUS

THRILL OF ROMANTIC SONG

AT ITS BEST!



NINO MARTINI

IN

Music For Madame

WITH

JOAN FONTAINE

ALAN MOWBRAY

BILLY GILBERT

ALAN HALE

GRANT MITCHELL

ERIK RHODES

LEE PATRICK

ROMO VINCENT

A JESSE L. LASKY PRODUCTION

DIRECTED BY JOHN BLYSTONE

Screen Play by Gertrude Purcell and Robert Harari

Relax and have a wonderful time!... Hollywood gave this show everything from stolen pearls to the HOLLYWOOD BOWL on crowded concert night...to bring music and laughter and love to the screen in a wondrously swell entertainment!...And alone worth the price of admission is Martini's rendition of that new ballad hit of hits, "I Want The World To Know."



Brilliant new music by
RUDOLF FRIML

composer of "Vagabond King," "The Firefly," etc.
—and other great composers. Lyrics by Gus Kahn.



"Dead End" Is Buffalo Top With \$24,000

BUFFALO, Sept. 23.—Chilly weather and a red-hot film week came hand-in-hand to the local Rialto.

The Buffalo's "Dead End" took top money as every house in town marched into the fall season over par. It drew \$24,000, just double average figures, and was moved to the Hipp.

"Lost Horizon" did \$9,200, \$3,200 over normal, in the picture's holdover week at the Lafayette.

"Souls at Sea" had a good second week at the Great Lakes, with \$8,500, over par by \$1,200, and "Artists and Models" drew \$9,300 in a holdover week at the Hippodrome to go over average by \$2,000.

Total first run business was \$59,000. Average is \$38,400.

Estimated takings for the week ending Sept. 18:

"DEAD END" (U. A.)
BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$24,000. (Average, \$12,000)

"ARTISTS AND MODELS" (Para.)
HIPPODROME—(2,500), 25c-40c, 7 days (second week). Gross: \$9,300. (Average, \$7,300)

"SOULS AT SEA" (Para.)
GREAT LAKES—(3,000), 25c-40c, 7 days (second week). Gross: \$8,500. (Average, \$7,300)

"WILD AND WOOLY" (20th-Fox)
"THINK FAST, MR. MOTO" (20th-Fox)
CENTURY—(3,000), 25c, 7 days. Gross: \$7,500. (Average, \$5,800)

"LOST HORIZON" (Col.)
LAFAYETTE—(3,300), 25c, 7 days (second week). Gross: \$9,200. (Average, \$6,000)

Epidemic Damages Grosses at Omaha

OMAHA, Sept. 23. — With even adults in a panic because of the infantile paralysis epidemic, patrons continued to stay away from local houses last week. Only the Brandeis was able to slip over the line for some profit, getting \$4,300, or \$300 better than average, for "Mr. Dodd Takes the Air" and "It Happened in Hollywood."

"Souls at Sea" and "Sing and Be Happy" fell \$100 under par at the Omaha for a \$5,400 gross on a seven-day run. "The Road Back" and "Flyaway Baby," which followed in at the Omaha for five days, got only \$3,900, compared to \$5,500 for a seven-day average.

Total first run business was \$20,400. Average is \$16,700.

Estimated takings:

Week Ending Sept. 11:

"SOULS AT SEA" (Para.)
"SING AND BE HAPPY" (20th-Fox)
OMAHA—(2,200), 25c-40c, 7 days. Gross: \$5,400. (Average, \$5,500)

Week Ending Sept. 15:

"MR. DODD TAKES THE AIR" (W.B.)
"IT HAPPENED IN HOLLYWOOD" (Col.)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,300. (Average, \$4,000)

Week Ending Sept. 16:

"100 MEN AND A GIRL" (Univ.)
"PUBLIC WEDDING" (W.B.)
ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$6,800. (Average, \$7,200)

"THE ROAD BACK" (Univ.)
"FLYAWAY BABY" (W.B.)
OMAHA—(2,200), 25c-40c, 7 days. Gross: \$3,900. (Average, \$5,500)

Out Hollywood Way

HOLLYWOOD, Sept. 23.—Grand National has a monkey used in scenes of "He Wanted to Marry" for which the publicity department is claiming the simian sprint record. The monkey escaped from the studio and was found in Santa Monica, 10 miles away, a half hour later. . . . For the expansion of studio facilities during its new building program, M-G-M will install the largest studio telephone switchboard on the coast. It will have 900 stations, require seven operators and will take three months to install. . . . ALEX HYDE has been signed as associate musical director to assist NAT FINSTON at M-G-M.

Songwriters LOUIS ALTER and PAUL WEBSTER, with writer FRED SAIDY, have organized a 16 mm. film club in Hollywood. They plan to write, direct and shoot one production every two months. . . . JOY HODGES has left for New York to take the lead in the MOSS HART-GEORGE S. KAUFMAN play, "Hold Your Hat, Boys" . . . JACK SHERRILL, DEANNA DURBIN's manager, has married FRANCES COFFEY. . . . EDGAR BERGEN and CHARLIE MCCARTHY reported to the Goldwyn lot this week for "The Goldwyn Follies," after making personal appearances at the Michigan State Fair. . . . After six years away from the lot, CHARLES STALLINGS returns to M-G-M as unit manager for "Navy Blue and Gold." . . . RKO has changed the title of "Female of the Species" to "Women Have a Way."

Casting — LOUELLA PARSONS will enact a role in Warners' "Hollywood Hotel" . . . BILLY GILBERT to "Hitting a New High," RKO. . . . HARRY CAREY joins the cast of RKO's "Highway to Hell," featuring SALLY EILERS and JOHN BEAL. . . . DONALD MEEK to "Young Man's Fancy," Universal. . . . HELEN WESTLEY to "Rebecca of Sunnybrook Farm," 20th Century-Fox. . . . ELIZABETH RISDON and GUINN WILLIAMS to "Bad Man of Brimstone," and WALTER PIDGEON's first assignment at M-G-M under his new contract will be in "Four Marys" . . . EDWARD J. BROPHY to "The Last Gangster," M-G-M. . . . BILLIE BURKE and SAMUEL S. HINDS to "Navy Blue and Gold," M-G-M.

For the first time in about 14 years, NOAH BEERY will appear in the same picture with WALLACE, his brother. He's been cast in M-G-M's "Bad Man of Brimstone." . . . KAY LINAKER to "Charlie Chan at Monte Carlo," and the dance team of CHILTON and THOMAS to "Love and Hisses," both 20th Century-Fox. . . . LINA BASQUETTE and LOUISE CAMPBELL to Paramount's "The Buccaneer." . . . BEN BLUE has been set for three Paramount pictures—"The Big Broadcast of 1938," "College Swing" and "Paris Honeymoon," the last to be a BING CROSBY vehicle.

FRANK MCGLYNN, Sr., again will play Lincoln on the screen. He's cast for that role in Paramount's "Wells Fargo." . . . TOM KENNEDY, KERNAN CRIPPES and JAMES ROBBINS to "He Wanted to Marry," and HARRY TYLER and NORA CECIL to "Mr. Boggs Buys a Barrel," both Grand National. . . . CHESTER CONKLIN to "La Vida Bohemia," Cantabria Films. . . . CHARLES WINNINGER has been borrowed from Universal for Major's "Every Day's a Holiday," MAE

This Little Pig

London, Ont., Sept. 23.—A little pig brought plenty of woe to Manager Lloyd Mills of the Centre here when he announced that a baby would be given away at the theatre, the same being the pink-nosed porky.

Following the stunt announcement, the Provincial Dep't. of Public Welfare, the Children's Aid Society, Crown Attorney Norman Newton and the local police all jumped into action. The gag was spoiled when the manager was forced to reveal that a human child was not involved.

WEST vehicle. . . . LUIS ALBERNI to "Hitting a New High," and D'ARCY CORRIGAN to "Women Have a Way," both RKO.

Directors—SAMUEL GOLDWYN has loaned H. C. POTTER to Paramount to direct "The Yellow Nightingale," in which GLADYS SWARTHOUT and JOHN BOLES will be co-starred. . . . BURT SPURLIN, veteran property man at M-G-M, has been made an assistant director in the short subject department. . . . EDDIE DMYTRYK, film editor, has been made the director of the second unit of Paramount's "Hold 'Em Navy" . . . D. ROSS LEDERMAN has been signed by SOL LESSER to handle the first GLEN MORRIS Tarzan picture, "Tarzan's Revenge."

Writers—Paramount assignments: J. P. McEVoy on "Artists and Models of 1938"; MICHAEL FESSIER on untitled story of highway racketeers; WILLIAM HURLBUT on "East of Shanghai"; JOHN C. MOFFITT on "Ensenada"; JACK CUNNINGHAM on "Things Began to Happen" . . . RKO assignments: VIOLA BROTHERS SHORE on "Women Have a Way"; CARL HARBAUGH to gags for "Hitting a New High"; JOHN MONKS, JR., to "The Mad Miss Manton"; W. W. WATSON and MAXWELL SHANE to "She's Got That Swing"; PHILIP EPSTEIN to "They Didn't Want Love" . . . WANDA TOUCHOCK has been signed by SOL LESSER to script "Stowaway in Paradise," the next BOBBY BREEN picture.

Contracts—DAVID L. LOEW has signed PAUL VOGEL to a year's contract to handle photography on the JOE E. BROWN and other features. . . . Grand National has extended the contract of EVELYN DAW, singer who debuted in films with "Something to Sing About." Her next vehicle will be "The Strad," original story and music by VICTOR SCHERTZINGER, who will produce. . . . 20th Century-Fox has extended the pacts of DIXIE DUNBAR, IRMA WILSON and ELIZABETH PALMER.

"Stowaway" for Breen

HOLLYWOOD, Sept. 23.—"Stowaway in Paradise," Don Blanding novel, will be Bobby Breen's next vehicle, supplanting "Fisherman's Wharf."

"Zenda" Sets Denver Pace With \$16,000

DENVER, Sept. 23.—"The Prisoner of Zenda" took the Denver by storm and turned in a smashing \$16,000 on the week. This was more than double average. It was moved to the Aladdin.

"Thin Ice" was strong at the Broadway with a gross of \$3,500, up by \$1,500. It had already played a week each at the Aladdin and Denver and it was held for a fourth downtown week.

"Lost Horizon" took a big \$4,000 at the Paramount after having played a week each at the Denver, Aladdin and Broadway.

Total first run business was \$38,400. Average is \$27,000.

Estimated takings for the week ending Sept. 15:

"WALTER WANGER'S VOGUES OF 1938" (U. A.)
ALADDIN—(1,500), 25c-40c, 7 days, following a week at the Denver. Gross: \$3,000. (Average, \$3,000)

"THIN ICE" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 7 days, following a week each at the Aladdin and Denver. Gross: \$3,500. (Average, \$2,000)

"SOULS AT SEA" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days, 2nd week. Gross: \$4,000. (Average, \$5,000)

"PRISONER OF ZENDA" (U. A.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$16,000. (Average, \$7,000)

"MAKE A WISH" (RKO)
"SUPER SLEUTH" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$7,900. (Average, \$6,000)

"LOST HORIZON" (Col.)
PARAMOUNT—(2,000), 25c-40c, 7 days, following a week each at the Denver, Aladdin and Broadway. Gross: \$4,000. (Average, \$3,500)

Catholics Queried On British Pictures

LONDON, Sept. 13.—The *Catholic Herald* has issued a reader questionnaire, asking the views of the special religious community which it serves on the moral standards of British films.

Specifically asked is if objection is taken to British produced films on grounds of: low morality, worship of material wealth, the confusion of spirituality with sentimentality, the confusion of beauty with riches. Opinions are also asked about the "crudity" of stories and publicity methods.

The object of the questionnaire is declared to be to remove the mutual misunderstanding on the part of Catholics that all films are suspect, and on the part of the industry that it is impossible to make films acceptable to Catholics.

Farr May Get Film Role

LONDON, Sept. 13.—Signing of Tommy Farr to play with Gracie Fields and Victor McLaglen in the first 20th Century-Fox picture is expected to follow the arrival of Sam Engels, producer of the Fields picture, at Denham.

Form Flandria Film

DOVER, Del., Sept. 23.—Flandria Film, Ltd., has been chartered here with a capital of \$500,000 by J. M. Freer, J. A. Freer and C. R. Murphy.

Agreement in Para. Trustee Suits Signed

(Continued from page 1)

must be obtained also. Papers setting forth the settlement terms in detail are now being drawn by the trustee's attorneys and will be submitted to Judge Cox for hearing in the near future, with a recommendation that the settlement be authorized.

It is expected that Judge Cox's decision on the petition will have been handed down prior to the adjourned trial date of the first suit.

Judge Cox, in approving the Paramount reorganization plan in 1935, specifically directed Charles D. Hilles, the continuing Paramount trustee, to continue the litigation to a conclusion.

The \$2,150,000 cash settlement would be paid into the Paramount treasury by the trustee. The approximate settlement amounts which will be paid by individual defendants include \$700,000 by those who were either identified with Kuhn, Loeb & Co., former Paramount bankers, or their associates. Among these are Felix E. Kahn, the estate of Otto H. Kahn, Felix M. Warburg, John Mortimer Schiff, Gilbert W. Kahn, Sir William Wiseman, Jerome J. Hanauer, Gordon Leith, George W. Bovenizer and Lewis L. Strauss.

Defendants, Amounts Listed

Other defendants and the amounts to be paid by each include Sidney R. Kent, \$250,000; Sam Katz, \$200,000; Adolph Zukor, \$500,000; Jules E. Brulatour, \$100,000; the estate of Emil Shauer, \$50,000, and Frank A. Bailey, \$100,000. Others who will pay lesser amounts in the settlements include John D. Hertz, Daniel Frohman, Ralph A. Kohn, Jesse Lasky, the estate of Elek J. Ludvig, and the estate of Casimir I. Stralem.

The actions were brought by the trustees in 1933 and sought the recovery of approximately \$12,000,000. The recovery actions involved allegedly excessive salaries paid to officers of the company, participation in an employees' stock purchase plan and the repurchase of the company's stock which had been issued for expansion purposes at specified prices which, at the time of redemption, were in excess of the market price.

August N. Y. Ticket Tax Off to \$393,838

(Continued from page 1)

revenue, the bureau disclosed, was the drop from \$431,455 to \$350,938 in box-office collections from July to August.

Night club business started on the upgrade in August with an increase in tax collections from roof gardens and cabarets from \$28,324 in July to \$36,205.

Other collections reported by the bureau were: Free or reduced rate admissions, \$2,652 in August against \$1,418 in July; tickets sold by brokers, \$3,274 against \$8,398; tickets sold by proprietors in excess of box-office prices, \$498 against \$2,696; permanent use or lease of boxes and seats, \$270 against \$204.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Bride Wore Red"

(M-G-M)

HOLLYWOOD, Sept. 23.—With several concessions made to accommodate the demands of modern American audiences "The Bride Wore Red" is a literal picturization of Ferenc Molnar's play, "The Girl from Trieste." Generally, it attains standards expected of Joan Crawford by her clientele. Although it is fantastic in some phases of its amplification, the story is organically sound. The excessive and prolonged dialogue, however, and consistent lack of action sometimes blunts sustained interest.

The premise of the plot is that clothes and an aristocratic manner make the lady. To prove this truth to Robert Young, George Zucco sends a cabaret entertainer to a swanky Alpine resort. Not only does Miss Crawford fool herself, but she does a complete job on Reginald Owen and even has his suspicious wife, Billie Burke, half-convinced. She fools all but the village postman, a poetic son of the high altitudes. It builds to an engaging triangle situation which threatens the romantic bliss of Lynne Carver. Miss Crawford realizes that deception is not worth the price in heartache and, upon exposing herself, returns Miss Carver to Young and finds simple happiness with the bucolic Franchot Tone.

Naturally Miss Crawford dominates the picture, but Young, Owen, Miss Burke, Miss Carver and Zucco are adequate and Tone supplies the spark that gives "The Bride Wore Red" its zip. Tess Slessinger and Bradbury Foote adapted from the Molnar play. Dorothy Arzner directed. The film is aimed to engage the attention of sophisticates and may prove somewhat boring to ordinary folks.

Running time, 100 minutes. "G."

"A Bride for Henry"

(Monogram)

HOLLYWOOD, Sept. 23.—A little picture with a lot of entertainment fittingly describes "A Bride for Henry." Putting a fresh face on the triangle situation and developing the theme from a comedy standpoint, blending good story, production, acting and direction, the production is a revealing example of what sometimes can be done with pictures made on a moderate budget.

Shrewdly balancing dialogue, action and characters in intriguing situations, the yarn follows the three on a honeymoon plot. When groom Henry Mollison fails to show up, bride Anne Nagel marries her lawyer, Warren Hull. But Mollison appears for the honeymoon and Hull is shunted into the background. When Hull seems to be enjoying himself with other ladies, particularly Claudia Dell, in the honeymoon hotel, and Mollison proves that he's not much of a bargain, Miss Nagel's jealousies are aroused. Amusing sequences precede the climax, which has a contrite bride nestling in her husband's arms.

Creditable performances are contributed by Miss Nagel, husband Hull and interloper Mollison, and Claudia Dell is not far behind in giving "A Bride for Henry" zip and zest. Based on a story by Josephine Bentham, Marion Orth's screenplay is soundly and naturally constructed and William Nigh's direction cleverly gets the most out of the plot and talents of the players.

The picture should prove a desirable companion piece for more seriously toned attractions.

Running time, 55 minutes. "G."

(Additional Review on Page 24)

Kiesling Does Book On Film Production

RICHMOND, Sept. 23.—"Talking Pictures—How They Are Made—How to Appreciate Them," by Barrett C. Kiesling of the M-G-M studio publicity department has been published by the Johnson Publishing Co. Designed for classes in visual education, English and dramatics, the book, long in work by Kiesling, is described as the first textbook written from the production angle.

The volume traces the making of a film from the time the story is purchased and asserts in the text that 276 "arts, professions and vocations" figure in the task.

Empire Union Adds To Bombing Reward

The Empire State M. P. Operators' Union has added \$500 to the \$1,000 award put up for apprehension of the stench bombers who have been active recently in theatres.

In a letter to Mayor LaGuardia signed by Abraham I. Kindler, president, this charge is made: "Such activity on the part of 'hoodlums,' injuring innocent patrons of the theatre, has been done for no other reason than to undermine the financial status of the owners, so that they may be induced to lock out our operators and compel the employment of operators of another organization."

Short Subjects

"Motor Maniacs"

(20th Century-Fox)

The scenes contained in this Adventure of the Newsreel Cameraman are usually edited out. It is easy to see why. From the moment it gets under way until the last frame it is a fast-moving, bloody film, with hair-raising events offered in every cutting. Bones are broken, gore is spilled, flesh is burned, cars are smashed and what have you. The strong stomached audiences will enjoy it—warn the others. Running time, 10 mins. "G."

"Long Bright Land"

(Vitaphone)

In line with all the E. M. Newman travel subjects in color, this combines beauty of scene with interest and a measure of instruction. In New Zealand are seen the Auckland War Memorial, various native birds and beautiful flowers, the miniature Yellowstone Park which is the Thermal district, the native Maoris in ceremonial dances and at work, and the city of Christ Church. Excellent travel subject. Running time, 11 mins.

"It's a Good Stunt"

(Paramount)

A good assortment of clips dealing with the hair-raising and breath-taking antics of various daredevils. They perch on skyscraper ledges, hang from blimps, ride motorcycles over hazardous courses, fling knives, hatchets and pickaxes at living targets and what not. It is a thriller for the strong-stomached patron. Running time, 10 mins. "G."

"Screen Snapshots 17-1"

(Columbia)

The highlights of a brand of film activity that will appeal to the general run of audience for the past 17 years is run off in this issue. The names, events and what-have-you that made good publicity in days gone by is unreel. Everything of importance from Rudolph Valentino to the Gene Raymond-Jeannette MacDonald wedding is shown. Running time, 10 mins. "G."

"Pigskin Champions"

(M-G-M)

Distinctive camera work, excellent cooperation by the Green Bay Packers, a pro football team, and fresh, humorous comment by Pete Smith make fine ingredients that blend to make top-rating entertainment. The film covers football maneuvers and tricks in a manner that will surprise and bring on hearty laughs. There are many novel plays that are caught with remarkable effects in slow motion stop action and regular speed. Running time, 11 mins. "G."

"Will You Stop?"

(Educational)

Shakespeare's "Antony and Cleopatra" serves as the butt for some cleverly thought out slapstick by Tim and Irene here. Tim is a stage director. Irene is the daughter of the backer of the performance. It is studiously screwy. Running time, 18 mins. "G."

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NEWSREEL LEADS THE PARADE!**

Roxy Allowances of \$12,869 Are Sought

(Continued from page 1)

realtor, appraised the Roxy at the request of White & Case, attorneys for proponents of the plan. He valued the property in July, 1935, at \$3,300,000 and in July, 1937, at \$3,500,000. He asked for \$1,500 in fees. Parsons, vice-president of Douglas Elliman & Co., acted as arbitrator to fix a reasonable rental for the lobby lease when it was renewed in September, 1936. Half of his \$2,500 fee was paid by the 7th Avenue Hotel Corp., the landlords. He filed a request for the balance of \$1,250.

Judgment Not Satisfied

Execution on two judgments totaling \$1,050 against Amusement Parkway, Inc., and Edward Stiegel was returned unsatisfied to the U. S. District Court yesterday by U. S. Marshal John J. Kelly. A judgment for \$700 was obtained in August by the RKO Distributing Corp. and another for \$350 by the 20th Century-Fox Film Corp. against Amusement Parkway and Stiegel for alleged unlicensed exhibition of films.

Principal Amends Complaint

Principal Film Exchanges, Inc., filed an amended complaint in the U. S. District Court yesterday in its suit against J. D. Kendis, who allegedly does business as Jay dee Kay Prod. The original complaint named Jay dee Kay Prod. as a separate corporation. The suit is based upon the alleged breach of an exclusive license to distribute "Crusade Against Rackets" in metropolitan New York and northern New Jersey. Damages of \$5,000 were asked.

Consolidated Decree Filed

WILMINGTON, Sept. 23.—A decree in conformity with an opinion handed down by Chancellor Josiah O. Wolcott here last week declaring null and void the proposed amendment to the certificate of incorporation of Consolidated Film Industries, Inc., was filed in Chancery Court today by the Chancellor.

N. Y. Incorporations

ALBANY, Sept. 23.—The following theatrical companies have been incorporated here recently:

Mercury Theatre, Inc., New York, capital 1,000 no par shares, by Harold R. Vaughan, Edwin E. Lindgren, W. Wilson Merrill.

Carter Cinema Prod. Co., New York, capital 200 no par shares, by Marshall H. Rosett, Lee Brenner, Rose Eskin.

Roma Theatres, Inc., New York, capital 100 no par shares, by Harry Weinberger, Chester A. Pearlman, Beatrice Weinberger.

Transradio News Features, Inc., New York, to produce news films, capital \$5,000 in \$5 shares, by Wallace G. Quisenberry, Herbert Moore, Dixon Stewart.

Arstodd, Inc., Sythca, Inc., Olthea, Inc., Eastnor, Inc., all New York, capital 100 no par shares, to operate theatres, by L. Athana, A. Nadelman, B. Goldenberg.

Silverstein to M-G-M

HOLLYWOOD, Sept. 23.—Dave Silverstein, former Republic producer, has joined the Nat Levine unit at M-G-M.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Thunder Trail"

(Paramount)

HOLLYWOOD, Sept. 23.—Based on the Zane Grey novel, "Arizona Ames," which might have been a better title for the purposes of showmen on both sides of the Western equation, "Thunder Trail" is a far above average medium budget production. Such cast names as Gilbert Roland, Charles Bickford, Marsha Hunt, J. Carrol Naish, Monte Blue, William Duncan and James Craig argue for exploitation treatment beyond that commonly accorded subordinated attractions and the picture warrants extraordinary emphasis.

In common with most Zane Grey stories, this one has logic as well as action and plot substance as well as thrill. Boiled down to essentials, it is the one about brothers separated in their boyhood whose destinies bring them by devious paths together again in time for a finish in which they outwit the villain in the case and at the same time avenge their murdered parents. In detail and development, however, the subject matter achieves a freshness and power seldom possessed by product of this kind. There is no reason whatever for limiting exhibition of the picture to the so-called "western audience."

Performances of Monte Blue and Gilbert Roland are outstanding. The screenplay by Robert Yost and Stuart Anthony is constant in interest and Charles Barton's direction makes the most of situations and incidents adroitly integrated and proportionately effective. The photography by Karl Struss is a distinctly notable production asset.

Running time, 56 minutes. "G."

"Lost Horizon," yesterday morning's opener at the Radio City Music Hall, was previewed by wire from Hollywood on Feb. 23.

"The Good Earth," opening this morning at the Capitol, was reviewed on Jan. 30 by wire from Hollywood.

"High, Wide and Handsome," now current at the Paramount, was reviewed on July 22.

"That Certain Woman," at the Strand and "100 Men and a Girl," at the Roxy are holdovers.

Academy in Move to Improve Projection

HOLLYWOOD, Sept. 23.—The Research Council of the Academy has taken the first steps toward a revision of the dimensions of the Academy Standard Projector Aperture, adopted in 1932 and currently in use in all theatres. It is seen as likely that the size of the picture on the screen in virtually all theatres will be changed as a result of the action. It is designed to more closely coordinate studio and theatre practice, and to minimize the possibility of cutting off heads and feet from pictures on the screen.

After an extended series of tests, the committee named by the council to consider the matter, and headed by Grover Laube, has prepared a revised standard projector aperture which differs chiefly from that now used by a .015 inch increased height and .021 inch increased width, and is centered over the camera aperture.

Have Hollywood Satire

HOLLYWOOD, Sept. 23.—Jerry Mack, dance director, and Jimmy Fritz, publicity agent, are producing a play, "Alias, Hollywood," or "From Peanuts to Borscht," described as a satire on Hollywood.

Add to 'Robin Hood' Cast

HOLLYWOOD, Sept. 23.—Herbert Mundin, Melville Cooper and Patric Knowles have been added to the cast of "The Adventures of Robin Hood" by Warners.

Mexican Exhibitors Show Modern Trend

MEXICO CITY, Sept. 23.—Major American producers and American supply houses have benefited to a large extent from the modern trend for better pictures and better theatres which has come to dominate the attitude of the exhibitors of provincial Mexico. New and modern houses are the order of the day, and the showmen make a real effort to give their patrons better films.

A new house, the Rex, seating 1,200, which was formerly an old legitimate theatre, will be opened shortly in Monterrey, near the American border. It will be operated by a Mexican syndicate headed by Gonzalo Gaza. Another new theatre, as yet unnamed, is being erected in Hermosillo, capital of the northwestern state of Sonora.

Dreher Sells His First

HOLLYWOOD, Sept. 23.—Sime time ago Carl Dreher resigned as RKO director of sound recording and patent adviser to take up writing. His first effort, "The Crime of Dr. Hallet," done in collaboration with Lester Cole, has been acquired by Universal. Blue Book will publish it.

Buy Anaesthesia Story

HOLLYWOOD, Sept. 23.—M-G-M has made an unusual story buy, "The Life of William Norton," a non-fiction book on the life of the discoverer of anaesthesia by Rene Fulop-Miller, and Chapter 12 of "Triumph Over Pain and Death," by the same author.

Short Subjects

"Little Jack Horner"

(Columbia)

Here is an enactment of one of John Hix's "Strange As It Seems" items. The short plot built around the Mother Goose rhyme is done in costume and concerns Jack Horner, the Bishop of Glastenbury's messenger, who takes a deed from a batch he is delivering to King Henry the Eighth. They are concealed in a pie. Nobody ever suspected the steal. The estate of the Horner family in England as it is today is shown in conclusion. It is interesting. Running time, 10½ mins. "G."

"Stranger Than Fiction No. 42"

(Universal)

Scenes of remarkable underwater swimming highlight this issue. Other clips show a Georgia farmer giving himself a haircut, a Wichita youth drawing simultaneously with his hand and foot, the hydro-electric harnessing of tidal waters in South Carolina and two New York girls who make and sell fine pipes. A particularly good issue. Running time, 9 mins. "G."

"Swing Monkey Swing"

(Columbia)

Fast and hot animation of a swarm of monkeys doing standard routines to the tune of swing music. It is plotless and serves only to offer the monkeys dangling from trees, playing various instruments, dancing and singing "St. Louis Blues" in Technicolor. Running time, 7½ mins. "G."

"Kiko's Cleaning Day"

(Educational)

A vacuum cleaner runs amok in this adventure of the cartoon kangaroo and provides material for a few minutes of highly exciting and amusing animation. It is brilliantly handled novelty and the utmost is made from the comic possibilities. Will please everywhere. Running time, 7 mins. "G."

"Future Stars"

(Columbia)

An uninspired collection of clips showing the various sporting activities of children make up this issue of The News World of Sports. The youngsters are shown rowing, boxing, flying model airplanes and partaking in a number of other activities. Not very much to it. Running time, 9 mins. "G."

"Peeping Penguins"

(Fleischer-Paramount)

A color cartoon that concerns the activities of a quartette of the birds when they enter an empty house and stick their mouths into everything. The action is clever and fast moving. Running time, 8 mins. "G."

"Community Sing 2-3"

(Columbia)

Gene Morgan provides the comics and Donald Grayson does the vocals as the audience is invited to partake in the proceedings. The songs are of the college variety and should draw some response from the viewers. Running time, 10½ mins. "G."



BETTE DAVIS

and
HENRY FONDA
in
**"THAT CERTAIN
WOMAN"**

with
Ian Hunter • Anita Louise
Donald Crisp
Written and Directed by
Edmund Goulding
Music by Max Steiner
A First National Picture

**Didn't you notice in today's film ads that
there is not a remote sign of a dramatic
performance that can approach this one
coming this week from WARNER BROS.?**

**(The Sensational News is Now Being Nationally Ad-
vertised with a 250,000-Line Newspaper Campaign!)**

JUST GOES TO SHOW!
Fox, Frisco premiere
beats 'Green Light',
'Galahad' and every
Warner picture that
ever played there!

MODERN

TODAY'S splendid motion picture quality can be completely protected...perfectly reproduced...with Eastman Fine-Grain Duplicating Films. For the simple reason that these new materials are capable of making duplicates actually indistinguishable from originals. With them the duplicating process goes definitely modern. Eastman Kodak Company, Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*
DUPLICATING FILMS

WMCA Moving To New Spot On Broadway

The long current rumor that WMCA was considering a move to new studios was confirmed yesterday by Donald Flamm, president of the station, who revealed that he had signed an eight-year lease for 30,000 square feet of space on Broadway from 51st to 52nd streets, the building which houses the Hollywood Theatre.

The new WMCA studios will occupy the entire fourth floor of the building, and are to be ready for occupancy Jan. 1. The new quarters will be known as the "WMCA Building."

The plans are drawn for nine studios and 65 general administrative offices with double the space now occupied by the station. The studios will be air conditioned. A large show studio, seating 300, will be provided. Administrative offices will be situated in the penthouse of the quarters.

The move to the new studios, Flamm said, was necessitated by the expansion of WMCA in the last few years.

Narrow Bidding for Police Transmitter

OKLAHOMA CITY, Sept. 23.—Two of the four firms bidding for installation of a 1,000-watt radio transmitter for the state highway patrol have been eliminated, but J. M. Gentry, State Commissioner of Public Safety, said he had not decided which of the two apparent low bidders is successful.

Hales-Mulally, Inc., bid approximately \$17,000 for an RCA transmitter, and the Graybar Electric Co. bid approximately \$20,000 on Western Electric apparatus.

Dallas Reach Co. in Syracuse

The Charles Dallas Reach Co., advertising agency, will establish a new office in Syracuse. The Syracuse agency will be complete and will not be a branch of the central office, it was stated by the company. The new office will house copy, art, layout, research and marketing, publicity and production departments.

Howard E. Sands, vice-president of Charles Dallas Reach Co., will be in charge of the Syracuse office. He will be assisted by Francis R. Risley.

Maxwell Hage Joins KFEL

DENVER, Sept. 23.—Maxwell Hage, former radio production manager for United Press in New York City, has joined the sales staff of KFEL. Hage also is former assistant manager of WJAY, Cleveland.

Barbara Stanwyck with Lux

The Lux "Radio Theatre" will offer Barbara Stanwyck in a radio adaptation of her motion picture "Stella Dallas" over CBS Oct. 11.

Most M-G-M Talent to Be Available for Air Series

While program details of the new M-G-M-General Foods Corp. series are still vague, it was stated by Benton & Bowles yesterday that, barring previous commitments, all players, stars, songwriters, directors, orchestras and literary talent under M-G-M contract will be available for the series which will get under way Nov. 4 at 9 P. M. over the NBC-Red network.

The phrase "previous commitments," it is presumed, refers to Nelson Eddy and Jeannette MacDonald, both of whom are under contract for radio appearances to opposing sponsors.

However, it has been indicated to MOTION PICTURE DAILY by several M-G-M executives that despite other radio contractual commitments, both of these players will be available for use on the M-G-M-General Foods show as "guests."

Nothing has been said, however, about the radio status of Greta Garbo, who has remained aloof from the air.

Meanwhile, it is said that the series will probably come from a special theatre on the M-G-M lot in Culver City rather than from the NBC studios in Hollywood. The series will be offered over 63 stations.

Pick Football Announcers

The Atlantic Refining Co., as a result of the mass auditions it has held in various sections of the country, has selected 44 announcers and commentators from a list of over 300 applicants to handle its intercollegiate football radio broadcast program.

The Atlantic program will be offered over 66 stations and will include a broadcast total of 163 games of 21 teams. N. W. Ayer & Son, Inc., handles the Atlantic Refining account.

"Children's Corner" to CBS

Dorothy Gordon's "Children's Corner" will be heard on a new time schedule over CBS beginning Oct. 4. Thereafter the program will be offered Monday, Wednesday and Friday from 5:45 to 6 P. M. The program won the 1937 Women's National Radio Committee award for the best juvenile air show.

KDYL to Handle Own Talent

SALT LAKE CITY, Sept. 23.—In line with a great increase in locally produced programs, KDYL has inaugurated its own artists bureau. The bureau consists of a clearing house for all local talent, dramatic, instrumental, vocal, writing and orchestral.

Ad Club to Resume on WMCA

The series of luncheon meetings of the Advertising Club of New York will again be heard over WMCA, starting Sept. 30, from 1:15 to 1:45 P. M. The associated stations of the Inter-City network will also carry the broadcasts.

Clemens to Yodel

San Francisco, Sept. 23.—After three weeks of auditioning all available yodelers west of the Rockies for his first feature length cartoon, "Snow White and the Seven Dwarfs," Walt Disney selected Zeke Clemens, KFRC. Clemens will go south Oct. 1.

General Foods Takes An Hour on NBC-Red

General Foods Corp., through Benton & Bowles, has purchased a full hour's time, Saturdays from 8 to 9 P. M. on the NBC-Red network, to fit new broadcasting schedules for the current program featuring Bob Ripley and the forthcoming series for Jack Haley.

The Ripley show is now heard Fridays from 9 to 9:30 P. M. on the Blue. Beginning Oct. 9, the Ripley show will be offered from 8 to 8:30 P. M. on the Red. The series is in behalf of Huskies. The Oct. 8 broadcast will be omitted.

The Haley program for Log Cabin Syrup, originally scheduled to begin Oct. 8 on the Blue, instead will begin Oct. 9, from 8:30 to 9 P. M., and weekly thereafter at this time.

Air Ohio Newspaper Program

CINCINNATI, Sept. 23.—"WCKY's Neighbors," a program consisting of interesting and unusual items from the respective communities furnished by newspapers in 40 counties in Ohio, Kentucky and Indiana, is being aired over the L. B. Wilson station. Full credit is given the newspapers contributing to the program.

Schoelwer in Fourth Year

CINCINNATI, Sept. 23.—"Whispering" Eddie Schoelwer has begun his fourth consecutive year of broadcasting under the sponsorship of the Solway Furniture Co., over KWRC. His program of old and new songs is heard Mondays through Saturdays at 4:30 P. M. He plays his own accompaniments.

"New Horizons" on CBS

"New Horizons," a new series of programs, will be presented by the CBS Dep't of Talks in cooperation with the American Museum of Natural History over Columbia Mondays from 6:15 to 6:30 P. M., starting Oct. 4. The schedule is for 13 weeks.

The programs will feature outstanding explorers and scientists.

Eugene to Start New Series

Frank Eugene, film commentator and critic, will begin a new series of screen gossip programs over WNEW Sept. 28. Eugene will be heard twice weekly, Tuesdays and Thursdays at 3:15 P. M.

CBS Realigns Handling for Coast Talent

CBS and the Columbia Concerts Corp. has formed Columbia Management of California, Inc., to centralize and coordinate west coast talent activities. W. Arthur Rush has been placed in charge of the new organization, assisted by Larry White. Offices are located in the Equitable Bldg. in downtown Hollywood.

The new corporation offers agency and personal representative service for film, radio and stage appearances.

Eastern engagements of CBS artists will continue to be handled as heretofore either by Columbia Artists, Inc., New York, or Columbia Concerts Corp.

Sound Reproductions Adds to Facilities

Sound Reproductions Corp., which was recently reorganized by Eugene L. Bresson, its president, has added three more cutting machines to its equipment. This makes six machines now in use in its recording laboratory.

The reorganization brought John Mayo to Sound Reproductions as executive in charge of sales. Mayo has been associated with the industry for a number of years as production man and station operator. Jack Byers has been added to the company's recording department.

Complete New York station coverage is now available for reference recording and for the manufacture of electrical transcriptions.

Look Program Begins

CINCINNATI, Sept. 23.—"The Streamline Revue," a transcribed series of dance bands, choruses, vocalists, and news, weather and temperature reports, sponsored by the magazine, *Look*, has been inaugurated on WCKY, and will be heard six times a week from 10:30 to 11 P. M. The production is being handled by the Schwimmer & Scott agency, Chicago.

Cunningham in Anniversary

BOSTON, Sept. 23.—Bill Cunningham, *Boston Post* sports writer, celebrated his first anniversary this week on the Kellogg sports programs. He commemorated the occasion by interviewing the coach, sponsor and stars of the Lynn American Legion Junior Baseball Team, which recently won the national championship in New Orleans.

WHDH Promotes Garrigus

BOSTON, Sept. 23.—Fred Garrigus has been promoted to program director for WHDH, the so-called "Voice from Home" for fishermen at sea. Garrigus replaces John Knell, who resigned to join the local CBS staff, centering at WEEL.

Additional radio coverage on pages 30, 31 and 32

new - 15

*additional stations have joined
the Columbia Network since January 1.*

WNBX . . Springfield, Vt. WKBH . . . La Crosse, Wis.
WGBI Scranton, Pa. WRVA Richmond, Va.
WAIM . Anderson, S. C. WEOA . . . Evansville, Ind.
WMAZ . . . Macon, Ga. WCHS . Charleston, W. Va.
WCOC . Meridian, Miss. WPAR . Parkersburg, W. Va.
WKBB . Dubuque, Iowa KGLO . . Mason City, Iowa
WTAQ . Green Bay, Wis. KDAL Duluth, Minn.
KOY Phoenix, Ariz.

Complete data on each are available from CBS.

more - 10

*Columbia Network Stations
increased their power. From Buffalo to San
Francisco, CBS stations have increased their
power; and in such key markets as Cincinnati,
Des Moines, Knoxville, Little Rock, Orlando,
Pensacola, Peoria and Sioux City. Of particular
interest is the new KSFO, San Francisco which
has both increased its daytime power to 5,000*

better—

48

Columbia Stations made

other major advances in their facilities.

In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

C O L U M B I A
Broadcasting System

NBC to Try New Pickups By Television

Outdoor television pickups will be attempted for the first time in America next month by NBC. The network is now awaiting the completion of an RCA television mobile unit, now under construction. It will be ready for use Oct. 18.

Immediately after the delivery of the mobile television station, NBC engineers will begin a series of tests to pick up outdoor scenes. Football games and other sports, parades and news events are listed in the schedule. All of the work, however, will be strictly experimental.

In the beginning the mobile station will be used primarily to study the sensitivity of instruments to average daylight conditions and to train a corps of engineers in the operation of television apparatus.

Both pictures and sound impulses will be transmitted from the test locations in the field to the Empire State Building, where the main television transmitter will rebroadcast the signals to the 100 receivers installed within the 45-mile working radius of the tower station.

The mobile unit, consisting of two vans, will operate on microwaves with a frequency of 177 megacycles, and is expected to be effective up to 25 miles from the main transmitter.

Georgia Commission Outlines WGST Use

ATLANTA, Sept. 23.—The Georgia State Radio Commission, recently created by Governor Rivers, stated after the first meeting that Georgia's state-owned station, WGST, will be used "primarily to serve the public interest by advertising Georgia and its resources to the nation, and by disseminating departmental and institutional information to the people of the state." The station is owned by Georgia Tech, but operated under private lease. Governor Rivers said that present contracts between the station and its clients would remain undisturbed. Selection of a date to take control was deferred.

Kohlmann, Musician, Dead

CINCINNATI, Sept. 23.—Carl Kohlmann, 75, trombonist in the ARMCO Band radio unit, died at his home here today. He was a member of the Cincinnati Symphony Orchestra for 41 years. A son and daughter survive. Burial will be at Walnut Hills, German Protestant cemetery, on Saturday.

Sarli Made Music Director

ST. LOUIS, Sept. 23.—Al Sarli has been named musical director of KWK, replacing Rolla Coughlin.

New Shows On the Air

"The Dentist Says"

The old "advice" formula is ingeniously employed to get over the oral hygiene plugs on "The Dentist Says," a series of programs sponsored by the Dentists Supply Co. and broadcast twice weekly over WMCA and the Inter-City network.

The program features a Dr. George Wood Clapp and a woman introduced as "The Friendly Counsellor." Dr. Clapp offers the advice; the "Counsellor" reads the problems written by the listeners.

Yesterday's installment revolved about the problem of a woman who wrote that at 40, life held little activity for her. Among her physical ailments she listed a gum condition. Dr. Clapp, in a style reminiscent of "The Voice of Experience," painted an attractive vista of the physical, mental and psychological improvements that would be netted if the gum condition were cleared up.

Prophylactic, but hardly entertainment.

"Phil Cook's Morning Almanac"

Here is an hour-long broadcast starting at 8 A. M. and concluding at 9 A. M. that combines everything from homely philosophy, comedy organ music, excellent mimicry, to the ringing of a gong every few minutes to let the audience know how much time they have to get to their jobs. Phil Cook is not unknown to a wide audience and his manner of presentation is pleasantly serio-comic, but, nevertheless, holds attention.

Guest stars are usually to be heard doing their bits and the program on the whole is nicely handled and no doubt serves as a bracer with which to start the day's tasks.

The period is heard every weekday over CBS.

BANNER.

Thorgersen Signed For Sport Comment

Ed Thorgersen, sports commentator for Movietone News, has been signed by the Sun Oil Co. to share time with Lowell Thomas on the latter's five-time weekly news comment series on the NBC-Blue, 6:45 to 7 P.M. Roche, Williams & Cunningham is the agency.

Thorgersen will start his stint with the beginning of the World Series baseball games. He will offer resumes of the games for their duration. Thereafter, and for the whole of the football season, he will appear Mondays and Fridays, offering comments about the games.

Mast Raising Fails Again

BELLEVILLE, Ill., Sept. 23.—A second attempt to raise a steel mast, to which the antennae of the new Belleville police radio broadcasting station will be attached, failed when two ropes holding the mast broke crashing it to the ground and damaging it so greatly it will have to be rebuilt. With the exception of installing the antennae, the station is ready to begin broadcasting at once, other equipment having been installed and made ready for operation recently.

Radio Personals

JIM BEALLE of the publicity staff of the local J. Walter Thompson office has been transferred to the Hollywood office of the agency, where he will serve as assistant to publicity director Ed Fortman. . . . Noel Coward, who has made but two previous radio appearances, will make his third Sept. 29 as guest of the "Hit Parade" on NBC. . . . Ann Leaf has been assigned to provide the organ music for the Tony Wons series, which begins Sept. 27 over CBS. . . . Joe Di Natalie, of KFOR, Lincoln, Neb., is visiting Mutual headquarters here. . . . Laurette Peterson of WOR's publicity office has resigned to become Dave ("Hobby Lobby") Elman's secretary. She has been replaced by Rosalie Shutta. . . . Orson Welles, of all things, will play the role of the "Shadow" in the radio series of that name. . . . Martin Lewis of *Radio Guide* Magazine was one of the "unrehearsed" draymateurs on the Walter O'Keefe show Wednesday night. Said Marty in the microphone when asked his occupation: "I'm Martin Lewis, writer of a radio column for *Radio Guide* Magazine, America's national radio weekly." He forgot to add the price of the magazine. . . .

+

Negotiations have been in progress for some time on a Lum and Abner comic strip. . . . Bunny Berigan is signed for a week's engagement in Baltimore at the Hippodrome Oct. 15. . . . Patsy Kelly

Special Dedicatory Program for WGAR

The special dedicatory program to be broadcast from 8:30 to 9 P. M. Sunday will mark the affiliation of WGAR, Cleveland, with CBS Sept. 26. G. A. Richards is president of WGAR; John F. Patt, vice-president and general manager. Patt, a director of the N. A. B., is well known in Cleveland as president of the Ohio Broadcasters' Ass'n. and a director of the Cleveland Advertising Club.

Yolande Langworthy Joins Radio Events

Yolande Langworthy, radio author, whose "Arabesque" programs are still a well-remembered network feature, has signed a contract with Radio Events, Inc., and will devote her full writing time to this organization.

By joining Radio Events, Miss Langworthy once again associates herself with Georgia Bachus, who was dramatic director of CBS while Miss Langworthy was with the network.

has been signed for a permanent spot on the Phil Baker show. . . . Evelyn Laye will be the guest on "Hit Parade" over CBS Oct. 2. . . . Benny Friedman, now heard over Mutual Sundays, is forecasting the results of the Saturday games in the network's Friday releases, a good stunt. . . . Martha Perry has been signed as the vocalist for Lou Breese's orchestra. . . . Claudette Colbert will make one of her infrequent guest appearances on the Chase & Sanborn program Sunday.

JESSICA DRAGONETTE



Palmolive
BEAUTY BOX
THEATRE
of the air

Wednesday, Sept. 29th, 9:30 p.m., E. S. T.

Franz Lehar's "Count of Luxembourg"

WABC-COLUMBIA NETWORK

Management • Haensel & Jones • New York City



NEW YORK'S
FASTEST
GROWING
STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

WWSW Is Signed Up For "Speed Gibson"

PITTSBURGH, Sept. 23.—The Liberty Baking Co. of this city has signed with WWSW for "Speed Gibson," a transcribed detective series for youngsters. The show, produced with Hollywood talent by the Quality Bakers' Ass'n of New York, will go out for 15 minutes on Monday, Wednesday and Friday afternoons at 5:30 P.M.

Because of wire difficulties, the George Jessel-Norma Talmadge show, which will be piped in from Hollywood to WWSW under the sponsorship of the Palace Credit Clothing Co., won't start here until Sept. 26. The program is to be launched this Sunday, but it will take two weeks to iron out things at this end. The show is to be aired over the Mutual network, but WWSW has no network affiliations.

Takes "Speed Gibson" Program

SAN DIEGO, Sept. 23.—"Speed Gibson" is the title of a new transcribed program starting Oct. 3 over KFSD, local NBC-Blue outlet. The Southern California Baking Co., is the sponsor. The program, a 15-minute mystery-adventure serial, will be heard Tuesdays, Wednesdays and Fridays at 8:30 P.M., P.S.T. The Barns-Chase agency handled the deal.

Another new feature over the same station is "The Land of the Whatsit" a transcribed children's series sponsored by the Safeway Stores. This program is aired Mondays through Fridays at 7:00 P.M.

WMBD Stages Big Party

PEORIA, Ill., Sept. 23.—A crowd estimated at 10,000 jammed the Peoria armory, city's largest auditorium to see a three-hour show presenting all of WMBD's talent and to listen to Gov. Henry Horner in a dedicatory speech at the station's new 5,000-watt transmitter was placed into service. Edgar L. Bill is manager of WMBD.

Owen Balch with KCKN

KANSAS CITY, Sept. 23.—Owen Balch, formerly with KFH, Wichita, is new manager of new sales for KCKN, Kansas City, Kans.

Must we HOLLER it?

Must we disrupt the quiet of this nice paper and go make a spectacle of ourselves? Must we call in our printer who's a shy man and make him set up in big, black type: **WOR CAN BE HAD AT THE LOWEST 50,000-WATT STATION COST IN GREATER NEW YORK?** Of course, maybe you don't want to save money. Maybe, though, you'd like to drive your buggy around to our garage at 1440 Broadway, in New York, and say, "Give 'er the once-over. And don't forget the harness."

WOR

Hollywood Town Pump

HOLLYWOOD, Sept. 23.—Mickey Mouse and the rest of the Walt Disney characters will not take to the air Oct. 19 as originally planned by Ruthrauff & Ryan on behalf of Lever Bros. The sponsors will substitute a dramatic series, until January, when the Mickey Mouse program is tentatively scheduled to start.

Double Cola Bottling Co. through Lee Ringer has placed a contract calling for 13 weeks' sponsorship of 15-minute news broadcasts on KECA starting Sept. 27. . . . Clark Gable and Virginia Bruce will enact "Cimarron" Sept. 27 on the "Lux Theatre of the Air" . . . KFVB this week begins a new Wednesday program titled "Your Los Angeles," in which the founding and growth of the city, as well as the functions of the various municipal departments, will be told. Russell Hughes will produce and direct the program . . . Jimmie Lowell and his Sons of Hawaii have replaced Lani McIntyre and His Hawaiians on KMTR from a Seven Seas night club remote broadcast. McIntyre and his troupe have gone to New York to play at the Lexington Hotel.

Reid Kilpatrick replaces John Austin Driscoll on KEHE's sports broadcasts.

Cincinnati Town Pump

CINCINNATI, Sept. 23.—Wilda Hinkle, who returned to the WLW staff after two years in New York and Chicago, will head the "Mornings in the Mountains" program over that station at 9:30 A.M., daily . . . Paul Thiel, formerly announcer for WCPO, has joined WSMK, Dayton, O., to produce and announce the "Moonlight Shadows" series, which will feature poems by Norine Freeman, local writer on the *Cincinnati Post* . . . Sidney Slon, WLW actor, and his wife, have returned from a tour of Europe . . . Frederick Yeiser, music editor, *Cincinnati Enquirer*, will be commentator on the first "Concert Hour" broadcast over WLW, the date of which has not yet been settled.

Omaha Town Pump

OMAHA, Sept. 23.—"Tea Time with Mickey," a new series, has been started on KOIL at 3:15 Wednesdays by Eda V. McCready, who interviews local culinary experts. . . . Luella Canam of WOW's sales and program department has returned from a Hollywood vacation.

Elene and Sydney Northcott, local radio writers, have followed up their successful sale of 52 15-minute scripts, "The Memory Box of Runjit Singh," to 3UZ at Melbourne, Australia, by selling the series to the New Zealand Radio Commission for use on about 10 stations. . . . Gale Blocki, Jr., of John Blair & Co., visited WOW, local client, last week. . . . KOIL's old transmitter station on a Council Bluffs hilltop has been purchased by General Manager John Henry of Central States Broadcasting Co. for remodeling into a home.

Manager John Gillin, Jr., has signed the following new artists: Don Davis, who does a weekly 15-minute piano program; Betty Jane Perry, featured singer with the Syncopaters Sunday afternoons, and Johnny Redd,

Going Up

New Haven, Sept. 23.—Conducting the "Street Scene" program in front of the Chamber of Commerce Building, Mack Parker was considerably surprised to find that he was on a basement elevator and on the way up—right in the middle of a broadcast.

15-year-old Negro pianist, who does a 5 P. M. Friday program.

Philadelphia Town Pump

PHILADELPHIA, Sept. 23.—Joseph Gross, WPEN news commentator, rounds out his fourth year with the station. . . . Sears, Roebuck Co. returns to the air at WFIL with the "Junior Thrillers" series, heard last season on KYW. . . . Mrs. Lynn Adair will again script the show and Isadore Isenberg handle production. . . . Guy C. Pierce, executive vice-president of Roche, Williams and Cunningham agency, was tendered a testimonial on his election to the presidency of Theta Delta Chi. . . . Morton Lawrence, WCAU announcer, has announced his wedding date to Rosalie Shaffer as Oct. 10. . . . John Falkner Arndt, president of the advertising agency bearing his name, has returned from St. Louis where he attended the annual convention of the Continental Agency Network.

Pittsburgh Town Pump

PITTSBURGH, Sept. 23.—Robert Gill, former announcer at WCAE and now at WCAU, Philadelphia, is in town visiting friends. . . . The Congress of Women's Clubs presented Elmer Kenyon, Theatre Guild press agent and former head of the Carnegie Tech drama school, over KDKA in an address on "The Rebirth of the Theatre" . . . Kitty Conti of WCAE is carrying her arm in a sling, the result of a broken wrist. . . . Delle Gillis, formerly of Chicago, is the latest addition to the dramatic staff at WCAE. . . . John Davis has returned to his newscasting over WWSW for the *Post-Gazette* after a two-week vacation in Key West. . . . Cliff Daniels and Jack Parr at WCAE are now presenting a special 15-minute program every Friday afternoon in which they interview visiting stage celebrities. . . . With Ed Harvey's departure for New York and the Hearst New York state network, Dave Olsen and Cliff Daniels are now sharing the production duties at WCAE. . . . Al Nelson of KAO, Denver, has taken up his new duties as general manager of KDKA, succeeding H. A. Woodman, who has returned to the NBC office in New York.

Plans Air Talent Bureau

CINCINNATI, Sept. 23.—A radio talent bureau will be established here by Richard H. Keech, to maintain a staff of artists, ranging from an announcer to an orchestra to be available for the requirements of local stations and national networks.

WSGN Planning Fair Television Exhibit

BIRMINGHAM, Sept. 23.—WSGN is making plans to exhibit television transmitting and receiving equipment in conjunction with the regular radio broadcasting facilities at the station's booth at the Alabama State Fair this year.

Representatives from the American Television Institute, who visited WSGN studios, are planning to send complete transmitter and receiving equipment to be displayed and demonstrated at the fair.

Holland Is Experimenting

AMSTERDAM, Sept. 10.—Excellent results in television are being obtained by the Philips Radio Co. here, it was indicated in a recent demonstration for the press. Technical problems have been overcome to a great extent, and the screenings were clear and virtually perfect. It is expected that several years will be required before television apparatus will be available to the public on a commercial scale.

Marble WCAU Announcer

PHILADELPHIA, Sept. 23.—Harry Marble, formerly with WORL, Boston, has been added to the WCAU announcing corps to take over Robert Gill's assignment, who is handling production while Horace Feyhl is ill. Another newcomer to the WCAU staff is Frank Martin, coming here as production engineer from WEEU, Reading, Pa.

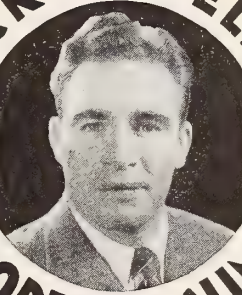
Williamson Joins KOL

SEATTLE, Sept. 23.—Dudley Williamson has been named production manager of KOL, Columbia outlet, by Elmer D. Pederson, manager. Williamson has been with NBC in San Francisco for several years.



leads in
PROGRAM
PLANNING

DICK FISHELL'S



SPORTS RESUME



sponsored by SOBOLO BROS.

University to Test 2 Short Wave Sets

COLUMBUS, Sept. 23.—Predicting that short wave broadcasts from other nations will be used in classroom work, Prof. William S. Hendrix, chairman of the romance language department of the Ohio State University, will set up two receivers in Derby Hall to determine the difference in reception. One receiver will be of the most expensive type. The other a moderately priced set which could be purchased by any high school. A logging chart of from 15 to 20 stations will be maintained from 10 A.M. to 10 P.M., daily. At the end of the year a log of clarity and regularity of the stations will be made, together with a classification of the various broadcasts.

French and Spanish lessons have been broadcast over WCOU, the university station, for the past eight years, and an effective technique for instruction has been set up. Progress of students has been followed by periodic examinations, which also would be made under the short wave system. These broadcasts, Hendrix believes, would tend to stimulate interest in learning foreign languages in addition to their other educational advantages.

Omaha University in Broadcasting Course

OMAHA, Sept. 23.—The Municipal University of Omaha will offer a nine-week course in radio broadcasting this fall, to be taught by Announcer Bob Cunningham of KOIL. A one-hour credit will be given for the course. Class conditions will be made to simulate actual conditions of a radio studio so students will get actual experience.

Premiere for Kate

The new Kate Smith series, which will begin on CBS Sept. 30 at 8 P. M., will have as its guests that evening a number of sports champions, including Joe Louis, Joe DiMaggio, Pete Bostwick, Erna Kompa and Frances Lorne. Joe Williams, sports editor of the *World-Telegram*, will interview the titleholders.

Tallulah Bankhead and Henry Fonda will be heard also in a dramatization of a stage success. A Hollywood premiere effect will be achieved for the opening broadcast by Klieg lighting the CBS playhouse from which the series will emanate. Attendance will be by invitation only.

Two Stations Seek Frequency Changes

WASHINGTON, Sept. 23.—WOO Grand Rapids, has petitioned the F. C. C. for authority to change its frequency from 1,270 to 1,010 kilocycles and reduce power from 500 to 250 watts.

WJNO, West Palm Beach, also has filed an application with the commission, seeking a change of frequency from 1,200 to 1,330 kilocycles and increase of power from 100 watts night, 250 watts day to 1,000 watts night and day.

WEW to Use Commercials

St. Louis, Sept. 23.—WEW has started broadcasting commercial programs, according to A. S. Foster, manager. The station is owned and operated by St. Louis University, a Jesuit institution. Heretofore it has been used only for educational and religious purposes.

Rev. Wallace Burke, S.J., formerly in charge of Station WWL operated by Loyola University at New Orleans, has been placed in charge of WEW. He brought Foster with him.

Air Traffic School Starts

OKLAHOMA CITY, Sept. 23.—"The Traffic School of the Air" presented over KOMA at 3 P.M. on Tuesdays and Thursdays, a new series of 15-minute programs from the street, has been started here. The program is sponsored by the Oklahoma City police department.

KPO-KGO Has 10 New Accounts

SAN FRANCISCO, Sept. 23.—New accounts using KPO-KGO include Chevrolet Motors, Standard Oil of California, Wesson Oil and Snowdrift, J. W. Marrow Mfg. Co., Sperry Flour, Howe, Inc., Lady Alycia Beauty Products and Thomas Leeming & Co.

Elsie Lichtenstul Returns

PITTSBURGH, Sept. 23.—Following a year's illness, Elsie Lichtenstul has returned to broadcasting in a commercial program for the Rhea Baking Co. Miss Lichtenstul's program will be a News Digest of the week and will go out over WCAE for 10 minutes Sunday afternoons at 2 P.M.

Summer Shows Hold Up in Kansas City

KANSAS CITY, Sept. 23.—More programs carried over from the spring through the summer than ever before in the case of one of the major stations here, a condition true of others. This holds true of both local and chain programs, and is taken to indicate that advertisers apparently are realizing that summer no longer is the off radio season it used to be.

A significant factor in connection with this is that during the past two summers local radio set distributors have reported as high as 40 per cent increases in the sales of receivers. Retailers report substantial increases, and are finding it not at all difficult to sell radios in the summer.

WCKY Signs New Accounts

CINCINNATI, Sept. 23.—New accounts signed by WCKY include: Dodge Bros. trucks, seven spot announcements; Ruthrauff & Ryan, Inc., agency; McKesson & Robbins, Inc., (Pursang) 26 spot announcements; H. W. Kastor & Sons, agency; Churngold Corp., Churngold (Margarine) 300 spot announcements, direct; W. S. Industrial Alcohol Sales Co., minimum of 52 spot announcements; Lambert & Feasley, Inc.; Ohio Apple Institute, "For Women Only," program for one year; Nesbitt Service Co.

Complete WOW Mobile Unit

OMAHA, Sept. 23.—Chief Control Operator Joe Herold and Engineer Bill Kotera have completed WOW's new mobile unit. It is mounted on a ton and a half truck.

Features of the unit are a 100-watt short wave transmitter which has a practical distance of between 100 and 150 miles, a gasoline motor generator capable of developing 1,500 watts, demountable recording equipment, a 20-foot aerial, short wave packs and a standard auto radio to test program quality from the main transmitter.

Oklahoma Net Starts Three

OKLAHOMA CITY, Sept. 23.—Three new programs have been started on the Oklahoma network schedule. The Arkansawyers, a family string band, are heard each weekday morning at 7:30 to 8. The Dixie Boys are on with a program at 12 noon. The Ross Rhythm Rascals, lately of Dallas, have started a weekday program at 4:30 P.M. Jack Caldwell, organist, is broadcasting over KVSO and the Oklahoma network each weekday morning at 11:30 A.M.

Weed Gets WLEU and WHBL

WLEU, Erie, Pa., and WHBL, Sheboygan, Wis., have named Weed & Co. as national representatives, effective immediately.

WLEU is operated by Leo J. Omelian, and is affiliated with the NBC-Blue. WHBL is owned by the Sheboygan Press, and is a 500-watt, full-time unit, with no network affiliation.

Lawrence Witte Joins KYW

PHILADELPHIA, Sept. 23.—Lawrence Witte of the N. W. Ayer agency handling publicity for the Atlantic Refining account, has joined the KYW talent staff for a weekly air gossip series on radio personalities, "Mike Notes." Witte also bylines a "Static" radio column syndicated in 112 newspapers along the eastern coast.

WIP Forms Classes To Train New Talent

PHILADELPHIA, Sept. 23.—Program Director James Allen at WIP has organized the WIP Dramatic Ass'n, the members of which will include local residents who are anxious to get into broadcasting but find their lack of experience a barrier. Regular classes in radio dramatics will be held at the WIP studios, with a course of instruction outlined to include microphone technique, dramatic direction, script writing, radio production and operation of sound effects. No fees are charged. As the classes progress, members will be given an opportunity to appear in regularly scheduled dramatic shows on WIP.

KXBY Starts Sunday Forum

KANSAS CITY, Sept. 23.—KXBY has instituted a quarter-hour radio mailbox forum each Sunday at 1:15 P.M. Two Kansas City lawyers will conduct the forum, listeners will participate in discussions of important questions of the day.

Leake Engaged by WNAD

NORMAN, Okla., Sept. 23.—Harold H. Leake, graduate of the University of Oklahoma, has been named full time assistant in charge of radio production for WNAD, university broadcasting station.

**FOLLOW
THE LEAD**
of the **LEADERS**

For the last word in complete studio and equipment facilities for reference and electrical transcription recording call, write or wire

**SOUND
REPRODUCTIONS CORP.**
17 West 46th St., New York City
BRyant 9-8265

**America's BEST
FOREIGN
LANGUAGE STATION**



WBNX NEW YORK
1000 WATTS DAY AND NIGHT

LEO SAYS:
Regardless of the program you choose, to sell your product—N. Y.'s No. 1 Showmanship Station has it!
WHN DIAL 1010
M-G-M-LOEW'S

..... **and can she write!**



... This is Miss Jane Fauntz ... and by now you've noticed the little gadget on her swim suit ... it's her Olympic Swim team shield (all right then you knew that!!). Then you know what her "by line" means for audience appeal.

Well ... she's writing our feature

"THE WEAKER SEX"

She says women are NOT the weaker sex by a long shot ... and sets out to prove it by writing a snappy, breezy 15 minute newscast once a week ... she tells of the almost unbelievable things women have accomplished during the week ... she gives some slants on women in the sports-light ... and she gives some mighty sound advice on how to enjoy strenuous athletics, and still keep a truly feminine figure.

Who would be more capable of writing about the women in the news than this versatile figure in the international world of sports?

Who has a better right to brag about the accomplishments of women in this day and age of competition in all walks of life?

And who (you can see for yourself) has a more perfect reason to prove that women can accomplish what they set out to do?

Write for sample script

VCA radio news features are expertly written for radio. They require only one announcer for production. Because so many stations are using these features successfully, the prices are amazingly low.

- | | |
|---------------------------------|--------------------------------------|
| ★ IT'S A FACT (ODDITIES) | ★ ANIMALS IN THE NEWS |
| ★ THE NEWS OF THE WEEK | ★ RAINBOW REVERIES |
| ★ HEROES OF THE WEEK | ★ SHORT TAKES from HOLLYWOOD |
| ★ TWENTY YEARS AGO | ★ THE WORLD OF SCIENCE |
| ★ YOUR BASEBALL REVIEW | ★ BAFFLING CRIMES of the WEEK |

Write, Wire, Phone, or Teletype

VAN CRONKHITE ASSOCIATES, INC.
360 North Michigan Ave.
Chicago

'RADIO'S ONLY NEWS COUNSELLORS'



Welcome, Old Timer!

HERE'S a pioneer salesman and entertainer holding immense audiences in the country's 6th city. Established in 1921, Station WHK has won and held a vast daily audience by the most adroit type of showmanship. It carries more local sustaining and local commercial hours than any other network station in Cleveland. For advertisers and listeners—WHK's addition is another real improvement in Blue Network service.

WHK CLEVELAND



**Pioneer
Radio Station
in Ohio
Joins the Great
Blue Network
September 26th**

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 72

NEW YORK, FRIDAY, SEPTEMBER 24, 1937

TEN CENTS

I. Dollinger President of N. J. Allied

Meet Hears Myers' Plea For "Little NRA"

ATLANTIC CITY, Sept. 23.—Irving Dollinger of Linden today was elected president of Allied of New Jersey in the last business session of the three-day annual convention held here at the Ritz-Carlton. Simon Meyers of Moorestown was named vice-president; David Snaper of New Brunswick, treasurer; Jacob Unger of Hillside, secretary.

Dollinger succeeds Lee Newbury, who has been in the post for two years. He recently told MOTION PICTURE DAILY that business pressure would not permit him to continue that post for a third time.

Maurice Miller of Passaic was elected assistant treasurer; William C. Hunt of Wildwood, Frank P. Gravatt of Atlantic City and Louis Gold

(Continued on page 10)

Kansas Letter Fails To Reach Will Hays

Will H. Hays has not received the letter which was supposed to have been sent him by the Kansas City, Kan., Chamber of Commerce requesting his aid in repairing the damage done to civic pride by the refusal of Kansas City, Mo., exchange and theatremen to make a "first run town" of Kansas City, Kan., a spokesman for the M. P. P. D. A. head said yesterday.

The loyal Kansans believe their Granada and Electric merit first runs, but the economic royalists on the Missouri side refuse to waive their 14 to 28-day protection over the two houses. Hence the reported plea for Hays' intervention.

"U" Claims Biggest Week in Its History

Universal yesterday reported the largest week's business last week of any similar period in the history of the company, which goes back 26 years. The company attributes the

(Continued on page 10)

Radio

Pages 27, 30, 31, 32

Roach Bullish on Il Duce; Will Produce with Junior

By BILL ORNSTEIN

Hal E. Roach, accompanied by Vittorio Mussolini, son of Il Duce; Mario Del Papa, writer; and C. C. Pettijohn, general counsel of the Hays organization, returned on the *Rex* from Italy yesterday 100 per cent sold on Premier Mussolini and what he has done for the poor and rich of that country.

There has been a lot printed on what Roach was supposed to have accomplished in Italy. Some of it is true, according to the producer, but most of it can be discounted for less than one per cent.

In an interview at his office late yesterday afternoon, Roach spoke on the score as it stood as far as he was concerned. He had just left Nicholas M. Schenck, president of Loew's and M-G-M, and was late. But he gave reporters about a half-hour and spoke his piece.

"Vittorio Mussolini is here on a holiday as far as the kid is concerned," Roach began. "He's going into the

(Continued on page 17)

Ampa to Hold Series Of Company Meets

Plans are being considered by the Ampa board of directors to turn one meeting over to each company. Executives and film personalities of each firm will be invited to speak to the members of the Ampa and the industry at large.

Yesterday's session at Sardi's was virtually turned over to RKO with the exception of one former film star. She was Olga Baclanova. Oscar Straus, who wrote the music for "Make a Wish," and Marion Claire, who sings several numbers in the same Bobby Breen picture, flanked Ralph Rolan on the dais.

None, apparently, was in a talkative mood. All preferred to take a bow and let it go at that.

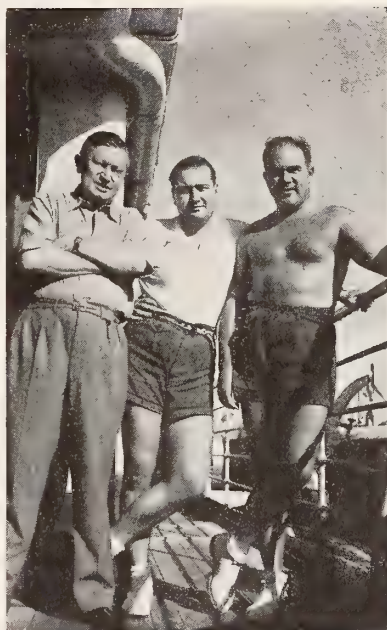
Roxy Allowances of \$12,869 Are Sought

Petitions for allowances totaling \$12,869 in the Roxy reorganization were the first filed in the U. S. District Court yesterday. Addison S. Pratt, Russell V. Cruikshank and Argyll R. Parsons were the petitioners.

Pratt, who acted as special master to determine the fairness of the Roxy plan, asked \$10,000 in fees and \$119 in disbursements. His petition stated that he spent two months holding hearings; that 2,659 pages of testimony were taken and that he submitted a 78-page report together with 53 pages of opinion. Cruikshank, a New York

(Continued on page 24)

Shipmates



What the *Rex* cameraman caught one day at sea: Charles C. Pettijohn, Vittorio Mussolini and Hal Roach.

Directors to Abandon Talks With Studios

HOLLYWOOD, Sept. 23.—In a public statement issued last night, John Ford, A. Edward Sutherland and Howard Hawks, the committee of the Screen Directors' Guild, indicated the guild's decision to break off negotiations with the Producers Ass'n and leave the next step in the controversy up to a vote of the membership.

The carefully phrased utterance reviews the previous exchange of documents between the directors and the producers and continues, "Some months have passed since the guild has attempted to secure the alleviation of conditions affecting the rendition of services by its members. For the con-

(Continued on page 10)

Agreement in Para. Trustee Suits Signed

Total of \$2,150,000 to Await Court Approval

An agreement to settle for \$2,150,000 in cash the two actions brought by the Paramount reorganization trustees against officers and directors of the company during the period 1927 to 1931, and certain other defendants, was reached and signed yesterday by the parties to the actions, MOTION PICTURE DAILY learned from official sources.

As a result of the settlement agreement, trial of the first of the two suits, which was scheduled to begin on Monday, will be adjourned until late in October, and trial of the second suit until an even later date. The first case is set for trial before Justice Isidor Wasservogel in N. Y. Supreme Court, which reconvenes on Monday after the summer recess. The adjourned dates will be decided when the case is called at that time, although the trustee's attorneys endeavored yesterday to agree upon the dates in advance.

The adjournments are necessary inasmuch as the suits cannot be withdrawn without the permission of Federal Judge Alfred C. Coxe, whose approval of the settlements

(Continued on page 22)

August N. Y. Ticket Tax Off to \$393,838

WASHINGTON, Sept. 23.—Admission tax revenues from the Third New York (Broadway) District in August reached the year's low at \$393,838, a drop of more than \$78,000 from the July collections of \$472,497, but approximately \$30,500 above the August, 1936, total of \$363,362, it was reported today by the Bureau of Internal Revenue.

Primary contributor to the loss in

(Continued on page 22)

Four A Board Meets Today on IA Claims

The board of directors of the Associated Actors & Artistes of America, parent A. F. of L. body for organized theatrical talent, will discuss the I.A.T.S.E.'s jurisdictional claims over all Hollywood workers at a special meeting today called at the request of the eastern office of the Screen Actors' Guild.

The guild is chartered by the Four

(Continued on page 6)

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'Blow Ye Winds' Becalmed; A Dull, Badly Written Job

By PLAYBOY

The cyclorama was properly and romantically blue. The boat, filling most of the stage in front of it at the Forty-Sixth Theatre was a salty and nautical-looking affair with plenty of sail and a boom seemingly accurate as to detail. The sea-going department, by the time we tacked into the wind in Times Square and ultimately reached the haven of the midnight typewriter, had warped in for the night. That left us pretty much on the sand bar Henry Fonda made for in "Blow Ye Winds." The idea was to somehow verify our slight seafaring knowledge that the boat used in this play by Valentine Davies was a yawl. For yawl suggested yawn which was what this endeavor turned out to be. In our unfunny manner, we abjectly hoped the line might be humorous.

But skipping over this as painlessly as you will permit, we go adamant on you and positively insist upon the yawn. Eight scenes in three acts meant carrying this pretty far. It had to do with a great deal of bother about practically nothing. Doris Dalton goes a-summering, meets Fonda. They have an affair, but this, mind you, is love. She is an A.B., an A.M. and a Ph.D. and not a very interesting person, to boot. Anyhow, the conflict is between her love for Fonda and her career and Fonda, his love for her and his boat.

Mostly Verbiage

If a cohesive drama, or comedy for that matter, can be made of that Valentine Davies didn't do it. The talk goes on and on. And on, Fonda and Miss Dalton wear down the hinges on the door leading into her living room by their convenient appearances and re-appearances. When it's all over, Miss Dalton plays an emphatically dirty trick on faithful Joe, who has been hanging around and hoping, and goes back to Fonda and the *Borealis*, third angle in this dull and uninspired triangle.

Walter Wanger gave up Fonda for this part. Wanger could not have read the script and Fonda apparently was not much impressed himself. Miss Dalton struck us as a pretty bad actress or, at least, pretty bad on this occasion. But Edgar Stehli, as crusty Dr. McKnight, had little to do, yet did it so well he made the others recede far into the background which was what they deserved anyway.

Arthur Hopkins, the producer, originally planned "Blow Ye Winds" for a Tuesday night opening. Legionnaire traffic was blamed for the postponement until last night. It would have been just as well if the traffic snarl had continued.

Durkee Men Shifted

BALTIMORE, Sept. 23.—With the opening of the newest Durkee house, the Northway, here, some changes in personnel have taken place. Joseph Schlee has been made manager with James Airy as assistant; William Liebig has gone from the Fulton to the Gwynn; George Elders from doorman at the Ambassador to assistant manager at the Fulton and Dean Thurman from assistant at the Patterson to manager at the Gwynn.

Turn Clocks Back

Daylight saving time comes to an end next Sunday morning at 2 o'clock.

It will be all right to turn the clocks back upon retiring or getting up in the morning.

G. B. Regional Meet To Be Held Sunday

G. B. will hold a meeting of eastern sales forces at the home office on Sunday, Arthur A. Lee stated yesterday. Meetings of this kind are to be held before the release of each production, he said, in accord with the plan of selling pictures individually. "Non-Stop New York" will be discussed.

Among those who will attend will be: Marcel Mekelburg, Boston; Charles Leach, New Haven; Herbert Given, John Schaeffer, Philadelphia; W. A. V. Mack, Joseph Kaliski, Washington; George Rosenbaum, Buffalo, and Joseph Loeffler, Cleveland. Home office men who will be present will include: George W. Weeks, Arthur Greenblatt, Albert Margolies, Al Selig, Claude Macgowan, C. F. Schwengeler, B. J. Kearney and Basil Shea. Clinton M. White, newly appointed assistant general manager, will preside.

Friedman Manages Ritz

PITTSBURGH, Sept. 23. — Harold Friedman has been named manager of Warners' Ritz, a subsequent run in the downtown district. He succeeds Cresson Smith, Jr., resigned.

RKO Gets Fight Films

RKO has acquired the foreign distribution rights to the films of the "Carnival of Champions" boxing matches at the Polo Grounds last night, from Super Sport Attractions. The rights cover all countries with the exception of the United Kingdom and Australasia.

"Zola" \$22,500 3rd Week

"The Life of Emile Zola" garnered \$22,500 in the third week at two-day prices at the Hollywood. "Back in Circulation" will follow "That Certain Woman" into the Strand next Wednesday.

"Zola" at Carlton

LONDON, Sept. 23.—"The Life of Emile Zola" will open at the Carlton for a run beginning Oct. 20.

Loew's London to Pay

Loew's London Theatres, Ltd., has voted a payment of 35 cents a share on the seven per cent preferred on account of accumulations, payable Oct. 15. After this payment arrears will amount to \$2.45 a share.

Paramount Board Meets

The Paramount board of directors held its monthly meeting yesterday. Only routine business was transacted,

Purely Personal

SAUL J. KRUGMAN, special sales representative for Grand National, has returned from a southern trip during which he signed with the Saenger and Kinney circuits for the company's product.

RAY VENTURA, band leader, arrives in New York Saturday aboard the *Paris*. He was recently the stage attraction at the Paramount in Paris and is scheduled for a return season there in the next few weeks.

TOM ROGERS, Loew exploitation man, has engineered an elaborate fashion show at Loew's Valencia, Jamaica, for tonight in connection with "Vogues of 1938," in a tieup with a local store.

PHIL DUNAS, Columbia midwest division manager, and PHIL FOX, Albany branch manager, arrived at the home office yesterday for several days of conferences with Abe Montague.

BOB FABER of National Screen has been transferred to the coast office. He leaves next Tuesday to assume his new duties in the production department.

DR. A. H. GIANNINI will leave for the coast either tomorrow or Sunday, with indications that it will be tomorrow.

OSCAR STRAUS, Viennese composer, may return to the coast shortly after the SHUBERTS open his operetta on Broadway.

CARTER BARRON, Loew district manager in Washington, will arrive in town today for conferences with Joe VOGEL.

GRACE ROSENFELD, eastern representative for the Hal E. Roach office, will leave for Hollywood today by train.

BILLY BACHER and M. HENDRICKSON left for the coast yesterday via American Airlines.

A. H. McCausland, RKO trustee's representative, returns Monday from an annual vacation.

LIONEL KEENE, southern division head for Loew's, is in town for home office talks.

HARDIE MEAKIN of RKO Keith's, Washington, was in town for the day yesterday.

PAUL D. CRAVATH, film attorney, returned from Europe on the *Rex* yesterday.

LOUIS PHILLIPS and SIDNEY SCHREIBER return this weekend from Dallas.

ROY DISNEY plans to remain in town for another week or two.

GEORGE BATCHELLER, Jr., will leave for the coast today by train.

JOHN BALABAN will return to Chicago today.

Mayer Sails Tomorrow

LONDON, Sept. 23.—Louis B. Mayer, executive in charge of M-G-M production, visited Paris yesterday and will leave England on the *Normandie* on Saturday. The boat is scheduled to arrive in New York next Thursday. Mayer originally was scheduled to leave here yesterday and arrive in New York Monday.

New Odeon Opens Nov. 3

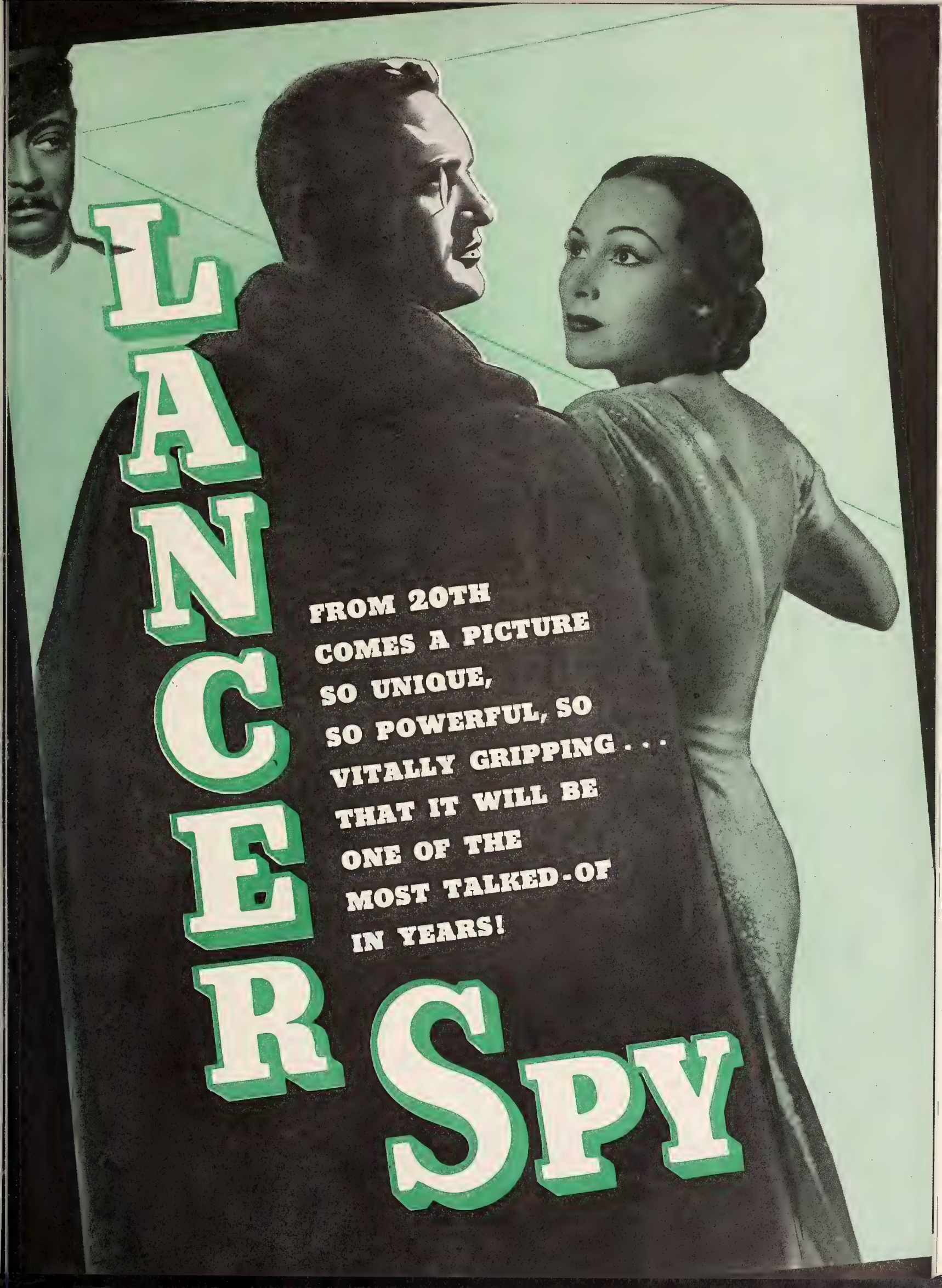
LONDON, Sept. 23.—The new Odeon in Leicester Square, seating 2,300, will be opened on Nov. 3. "The Prisoner of Zenda" will be the opening attraction.

School Picks "Victoria"

"Victoria the Great" was selected for special screening by the Dept. of Education of New York University at the request of students in the film course.

Selznick East Soon

HOLLYWOOD, Sept. 23.—David O. Selznick plans to leave for New York in a couple of weeks. George Cukor, who will direct "Gone with the Wind," probably will accompany him.



L A N C E R

FROM 20TH
COMES A PICTURE
SO UNIQUE,
SO POWERFUL, SO
VITALLY GRIPPING . . .
THAT IT WILL BE
ONE OF THE
MOST TALKED-OF
IN YEARS!

S P Y

**THE INDUSTRY'S HIT-MAKERS
PROUDLY PRESENT ONE THAT**



RANKS WITH THEIR GREATEST!

Here is a production that transcends the usual yard-stick of boxoffice values. Its story . . . rooted in amazing actuality, life-real in its emotional assault . . . sweeps to an astonishing climax. Its brilliantly-playing cast . . . hand-picked with an eye to the story's dramatic impact . . . reveals in George Sanders one of your key stars of tomorrow. In every respect is evident the showmanship for which 20th is renowned. *Sell it for the important attraction it is!*

LANCER

with
DOLORES
DEL RIO • SANDERS
PETER
LORRE • SCHILDKRAUT

and
**VIRGINIA FIELD • SIG RUMANN • MAURICE
MOSCOVICH • LIONEL ATWILL • LUTHER ADLER**

Directed by Gregory Ratoff

Associate Producer Samuel G. Engel

Screen play by Philip Dunne From a novel by Marthe McKenna

Darryl F. Zanuck In Charge of Production



THE KEYSTONE OF YOUR FUTURE

**S
P
Y**

Warner Golfers Set For Tourney Today

The Warner Club members will shoulder their golf clubs this morning for the annual golf tournament at the Old Oaks Country Club, Purchase, N. Y., with 140 divot-choppers scheduled to tee off. In all, 90 prizes will be awarded, including golf clubs, radios, electric razors, cameras, golf bags and on and on. Various companies have donated the awards, as well as home office executives. Other prizes were awarded by *Motion Picture Daily*, *Motion Picture Herald*, *Film Daily*, *Variety*, Jay Emanuel Publications and the *Showmen's Trade Review*.

The golf committee which handled arrangements consisted of Arthur Sachson, Gene Werner and Leonard Palumbo. Present at the tournament will be:

Major Albert Warner, Jack L. Warner, Gradwell L. Sears, S. Charles Einfeld, Sam Schneider, Mort Blumenstock, Sam Sax, Norman H. Moray, Buddy Morris, Herman Starr, Roy Haines, H. M. Doherty, Arthur Sachson, Louis S. Aldrich, E. K. Hessberg, Barney Klawans, Karl G. MacDonald, W. Stewart McDonald, F. N. Phelps, Abel A. Vigard, I. F. Dolid, Nat D. Feldman, Edward Hinchy, T. J. Martin, Harold Rodner, H. E. Rosenquest, C. C. Ryan, A. S. Abeles, Joby Adams, A. C. Brauning, William Cannon, Joe Castellano, H. E. Cooke, Louis E. Dennis, Jack Goldsmith, Larry Golob, J. P. Gourlay, J. S. Hummel, Louis J. Kaufman, Jerry Keyser, Paul Lazarus, Jr., N. J. MacGaffin, Pat Marcone, D. Mendoza, Robert R. Nash, Leonard Palumbo, Arthur Silver, L. Stewart, E. N. Uilberg, E. J. Werner, Bob William, Cy Wood, Miles H. Alben, Kenneth Aneser, Cas. A. Bailey, A. R. Blum, W. V. Brooks, L. B. Griffin, G. K. Halliday, W. S. Halliday, M. E. Henry, John Holmes, Herbert W. Kempke, F. J. Kiernan, James Lannon, I. Levinson, Jerry Lubin, R. A. McGuire, Frank Marshall, Dr. David Merksamer, Philip J. Raff, Henry Sanicola, Harry Schechter, Paul Schechter, Ned Seckler, Sol Shernow, T. O'Sullivan, Dan Triester, Al Trojack, W. G. Wallace, Roy Winkler, Joe Zybelewski.

Four A Board Meets Today on IA Claims

(Continued from page 1)

A's which, therefore, is directly interested in the Hollywood jurisdictional claims of the I. A. This is the first recognition to be given those claims by the eastern theatrical union.

Kenneth Thomson, executive secretary of the Screen Actors' Guild, is due here by motor from the coast early next week, and undoubtedly will confer further with the local union officials on the Hollywood situation. He is also scheduled to hear the objections of Educational Pictures and March of Time to signing the guild's "closed shop" contract.

C.A.D.U. Strike Unsettled

Representatives of the Fleischer Studio and the Commercial Artists & Designers Union, meeting yesterday in an effort to settle the four months' old strike of studio employes, failed to reach an agreement. The settlement negotiations will be continued today, it was said.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Ebb Tide"

(Paramount)

HOLLYWOOD, Sept. 23.—Technicolor gets its sea legs in this fascinating picturization of Robert Louis Stevenson's "Ebb Tide" and film audiences the world around get something different, substantial and satisfying to thrill to and talk about. It is doubtful if color film ever has had so severe a test or has given so fine an account of itself. The purely pictorial quality of the production would distinguish it, if it were half so sound as it is dramatically. So would the powerful performance of Oscar Homolka in his first appearance before an American lens.

These are, however, but highlights of a rounded whole produced on a grand scale by Lucien Hubbard and directed with superbly distributed emphasis by James Hogan from Bertram Millhauser's well developed screenplay.

Frances Farmer and Ray Milland play the romantic leads adequately and Lloyd Nolan makes a somewhat fantastic villain seem credible, but the major histrionic honors go to the dour Homolka and the droll Barry Fitzgerald, both of whom portray vile characters deservedly discontinued by gunfire before the final fadeout.

Stevenson's story, it will be recalled, picks up three South Sea Island beachcombers, places one of them in command of a pestilence-stricken sailing vessel with his associates as mate and steward and brings them through typhoon and thwarted piracy to an uncharted island under the illicit rule of a sophisticated white fanatic. Two of the beachcombers are destroyed by sustained subservience to alcoholic thirst and criminal ambition while the third is regenerated. Incidents involved in the working out of this result are far from commonplace and the tempo of their presentation is in consonance with the tidal movement suggested by Stevenson's title and traced out in his story.

Scenes ashore and afloat are spectacularly beautiful and many of them are dolly shots achieving third dimensional effect in a remarkable degree. The typhoon sequence in mid-picture drew a salvo of applause from a preview audience.

Running time, 94 minutes. "G."

"Life Begins in College"

(20th Century-Fox)

HOLLYWOOD, Sept. 23.—The merry, madcap Ritz Brothers, in their own starring vehicle, which is at the same time a fast-stepping, well-told college football yarn of amusing improbabilities, offer ace laugh entertainment for any audience. In a word, the boys go to town, which means that their own peculiar brand of insane comedy hits the high spots.

Sharing the laughs is Joan Davis with her characteristic song renditions and in expert support are Tony Martin and Gloria Stuart, for the romance; Fred Stone, the coach; Nat Pendleton, the Indian who shows them how football should be played. A smart touch was the introduction of Ed Thorgersen, Movietone News ace sports commentator, to handle the broadcast of the big game. He is natural and offers a touch of the real thing with his clear, incisive voice.

There are a flock of tunes, all good, done by Pollack and Mitchell, of which "Sweet Varsity Sue" should be heard for many a football day. It was the work of Charles Tobias, Al Lewis and Murray Mencher. William A. Seiter directed for speed and comedy and did a fine job. The screenplay was by Karl Tunberg, and Don Ettlinger, suggested by a series of stories by Darrell Ware. Sidney Kuller, Ray Golden and Samuel Pokrass were responsible for the Ritz Brothers material.

The Ritzes are a trio of insane tailors on the campus of Lombardy, and they bounce in and out of the picture, whose story concerns the effort of Stone to hold his job by turning out a winning team. The Ritz Brothers discover that Pendleton is an oil well millionaire, force the dean to let the coach have another chance and Pendleton cleans up for the team. Through the yarn, as well, runs the romance of Martin, star replaced by Pendleton, and Miss Stuart, the coach's daughter. Complications arise through misunderstandings and the efforts of a jealous girl to spoil the romance.

The football games are real, loaded with punch, and interspersed with hilarious comedy as the Ritz boys go in—and out—of the games. Even the last minute winning touchdown is accomplished by them—on a wild comic note, as one of them drives right through a goal post.

Running time, 93 minutes. "G."

(Additional Reviews on Page 22)

Short Subjects

"Air Express"

(Universal)

The three monkeys, Meany, Miny and Moe operate an air service. Moe flies the airplane. They have valuable diamonds to deliver, and a baby ostrich consigned to Eddie Bonns. The ostrich raises merry hell in the air, swallowing the diamonds and finally wrecking the ship. Moe, surviving the crash, revenges himself by switching on the ignition after the ostrich has swallowed the motor. There are fine touches of clever animation in the film and a number of laughs. It will satisfy. Running time, 6 mins. "G."

"Screen Snapshots 16-13"

(Columbia)

Outstanding clips in this reel are the scenes of Gene Autry putting his horse, Champion, through its paces; a premiere on a rainy afternoon and the opening of Bing Crosby's race-track. The rest of the reel is also interesting, but to a lesser degree. The avid filmgoers should enjoy it. Running time, 10 mins. "G."

"Mexican Mural"

(20th Century-Fox)

An expert and beautifully handled collection of shots that embraces the better aspects of the Mexican scene. The negative was shot in sepia tint and the well-cut sequences are backgrounded with appropriate tunes. Running time, 9 mins. "G."

"Framing Youth"

(Roach-M-G-M)

The "Gang" is in radio here in this latest chapter of its childish interests. Spanky, as manager of the station, is threatened by "Butch" to keep "Alfalfa" from an amateur contest. However, Spanky cannot do this and face "Alfalfa," so they go on. Spanky gets a shiner for his reneging, but you should see the other fellow. It's fine for the child audiences. Running time, 10 mins. "G."

"The Big Apple"

(Educational)

A meager plot concerning the lighter side of college life serves as an introduction for the acrobatic brand of terpsichore that is at present the thing. There is nothing much to it, but it has many youthful faces and much activity when the boys and girls start to give out. A little publicity in a trailer will draw the audience for this short. Running time, 9 mins. "G."

"The Boss Didn't Say Good Morning"

(M-G-M)

Indigestion in his boss's interior almost wrecks Jack Mulhall's home, family and mind in this short which will interest a great audience. The ailment causes the grouchy superior to let the morning salutation slip by. This worries Mulhall and his imagination starts to run amok. But in the later sequences things work out satisfactorily and there is peace in the Mulhall domicile again. It is different stuff that will hold attention. Running time, 10 mins. "G."

GREAT PERFORMANCE!



GLADYS GEORGE
as "MADAME X"



M-G-M has another smash hit!
You have another top money-name!
It takes a great show to truly establish a Star!

GLADYS GEORGE

gives the greatest performance
of the world's most heart-stabbing story

Madame

with **WARREN WILLIAM • JOHN BEAL**
Reginald Owen • William Henry • A SAM WOOD PRODUCTION
Screen play by John Meehan • Produced by James Kevin McGuinness
A METRO-GOLDWYN-MAYER SENSATION!

LITHO U.S.A.

Newsreel Parade

Movietone News

Vol. 20, No. 4
(20th Century-Fox)

The extraordinarily clear weather and the length of time it took the American Legion parade to pass up 5th Ave. enabled Movietone cameramen to get a variety of shots of the big parade. The photography is outstanding.

Army planes are shown at an angle with the Empire State Bldg. in the background, from the air looking down on the kaleidoscopic scene and from buildings. It is exceptionally well done.

Four other clips make up the reel. One shows Jacqueline Cochrane making a new woman's plane record of 293 miles an hour. It is described by Helen Claire. Another is the crowning of the Kansas City Jubilesta queen. A third is another of Lew Lehr's Newsettes showing something flying like a bird, with closeups following which give the details of the mechanical freak. Lehr's dialect description is funnier than anything he has done in a long time.

Both the Yankees and Giants, prospective World Series contenders, are shown in action. This clip is handled expertly. Four out of five of the numbers are very much worthwhile.

Running time, 9½ mins. J.

News of the Day

Vol. 9, No. 202.

(M-G-M)

The American Legion parade is the first and best clip in this number of the reel. Closeups, shots of the crowd, roof-views of the 18-hour march and shots of the squadron of planes overhead combine to make this first class coverage, indicative of the magnitude of the parade.

Short clips include views of the Dinosaur Park, composed of figures of prehistoric animals, being built in the west; a good clip for women has Perc Westmore telling and showing them how to use makeup and dress their hair to the best advantage for various types of faces, an ingenious farmer whose tractor-plow is rigged on a maypole and plows the farm in an unending circular manner as a wire draws it closer at each circle. Sport shots finish the reel with speed and entertainment as the Yale team is shown in practice and the international polo match supplies some fast action.

Running time, nine minutes. A.

Paramount News

No. 15.

(Paramount)

The Legion parade up 5th Ave. is the highlight of this newsreel. About eight minutes of clips have been added to the regular issue, some of the footage supplying a few laughs, while other scenes will rouse cheers in home towns where exhibited.

Again, the entire list of new commentators is introduced, each being an expert in his line. Sidney Walton describes the record run established by Ab Jenkins, American speed king, at Bonneville Salt Flats, Utah.

President Roosevelt congratulates A. J. Richard on the 10th anniversary

"An Asset to Our Country"

THE WHITE HOUSE
WASHINGTON

My dear Mr. Richard:

I learn with pleasure that your newsreel is celebrating its tenth anniversary.

Since the inception of newsreels, I have been a constant and interested observer of them. Their function has become more and more important.

Only through accurate and fairly presented news, regardless of its presentation on paper in print, or depicted upon the screen, can the public decide the questions of the day.

Efforts of the newsreel industry to meet these higher requirements are an asset to our country.

Very sincerely yours,



Mr. A. J. Richard,
Editor, Paramount News,
New York, N. Y.

In a letter to A. J. Richard, editor of Paramount News, President Roosevelt recognizes the ever-increasing functional power of the industry's newsreels. The text, reproduced above, is included in the current issue of Paramount News.

of the newsreel. The letter is shown and read by Gabriel Heatter, chief commentator. Mark Hawley handles the sequence which shows a Spanish warship putting into an English port for repairs at Falmouth, Loyalist refugees at Bayonne, France; Indians at work at Celilo Falls, where Chinook salmon is being caught; and Franklin D. Roosevelt, Jr., and his bride taking up residence at Charlottesville, Va., near the University of Virginia where the President's son is studying law.

Bill Slater comes through with a dramatic pigskin review of last year, showing several of the top notch players in action.

Running time, 16 minutes. O.

Pathe News

Vol. 9, No. 19

(Pathe)

The war in China occupies first position in the latest issue of this reel. The material is well cut, graphically showing the feverish activity behind the lines and many quick glimpses of first-hand action. One stark scene, in particular, shows the execution, unedited, of a group of suspected spies. The stuff is gory and will bring gasps from the audience.

The bulk of the reel offers shots of that farmer in Louisiana who lets his tractor run an 80 mile circuit, unattended, while he reads a newspaper; a tuna contest in the Bay of Fundy, Wall Street big-wigs flying to work in seaplanes and almost slipping into the drink, an explosion in Paris believed to be the work of terrorists. Finally, the lengthy American Legion parade. The reel is good.

Running time, 8½ minutes. P.

Universal Newsreel

Vol. 9, No. 600

(Universal)

Universal Newsreel devotes release No. 600 to the American Legion's New York convention exclusively, and in so doing provides many an exhibitor with another of those special attractions which, if properly exploited, will bring patrons to the theatre who could think of a dozen excuses for not wanting to go ordinarily.

This is a reel which should find a ready-made audience, small or large, in every city and hamlet in the country. An estimated 250,000 Legionnaires, representing every state in the Union, were in New York for the convention. Every one of them, their families and friends, will want to see this release. Millions of other Legionnaires and ex-service men who were unable to attend the convention will want to see this panoramic of the New York gathering, presented in liberal footage. In addition to these, the average individual, who loves a parade, excitement and color—there were an estimated 2,000,000 of them in New York who bore discomforts watch the parade—will pay to see at their ease the same sights.

The reel is well photographed, interestingly narrated, and edited with a sightseer's eye for spectacle and contrast. It should repay any exhibitor who features it in his advertising, emphasizing the fact that it is a complete reel, not merely a flash clip.

Running time, 10 mins. K.

Re-sign Virginia Field

HOLLYWOOD, Sept. 23.—Twentieth Century-Fox has extended the contract of Virginia Field.

Independents Hit Chicago Release Plan

CHICAGO, Sept. 23.—Claiming that the present release system is causing them an untold amount of grief, Chicago's independent exhibitors are seeking a way to have the release plan changed to what they feel is a more equitable arrangement. The thorn in the side of the independents is the playing time being given the class "A" films which open in the Loop theatres. The present system, it is reported, "milks" the pictures before they get to the smaller houses.

Currently films opening in the Chicago, Oriental, Roosevelt and United Artists Theatres play these houses for two to three weeks usually. Following this they are booked into the Apollo or Garrick in the Loop for another stay of a week or two, from there they go to the "A" houses for a week's engagement and by the time they reach the first-week-of-release theatres—10 weeks after the Loop opening—they have been "milked dry, exhibitors claim.

Weakens Big Pictures

It is this system that has been the reason for many of the bigger pictures being pulled after one day's engagement in the independent theatres, even in "C" week. The past few months have seen pictures which do tremendous business in the Loop theatres and the "A" houses, fail miserably in the "C" week and subsequent run theatres.

With big pictures teamed together for dual combinations in the "A" and "B" week theatres and not available in that form for the smaller theatres, business for these small houses has been off to an alarming degree, independent theatre executives state.

The present double feature situation which was slated to be changed, according to reports, some weeks ago, is apparently here to stay. The theatres that started it can't get rid of it, having allowed themselves no way out. In the meantime the independents are seeking a change that will enable the releasing plan to be more flexible and give them a chance at all films sooner.

Ayres, Campbell Cast

HOLLYWOOD, Sept. 23.—Lew Ayres and Louise Campbell have the leads in "They Knew What Happened," which Paramount placed on its production schedule today. The story, by Vera Caspary, will go before cameras Oct. 4. It will be produced by Harold Hurley.

Take Kentucky Houses

HAMILTON, O., Sept. 23.—Southio Theatres, Inc., a Paramount subsidiary, has taken over the Kentucky and State, at Danville, Ky., formerly Warner operations.

Invite Dorothy Lamour

NEW ORLEANS, Sept. 23.—Dorothy Lamour has been invited to serve as honorary queen of the Rice Festival to be held at Crowley, La., Oct. 5, by Gov. Richard Leche.

I. Dollinger President of N. J. Allied

(Continued from page 1)

of Newark were named directors in addition to the executives elected.

In a lengthy talk before the members of the local organization, Abram F. Myers, general counsel of the national association, sought a "little NRA" for the film industry, similar to the Guffey Bill.

Declaring that Congress only awaits the statement of what independent exhibitors want, he said: "We have reached a point where opinion of independent theatre owners must be molded for some one definite program."

"If further progress is to be made, Congress says, 'bring us something concrete and let us put it in the hopper.'"

"The majority of Congress understands the motion picture business requires legislative attention," Myers said.

Asks Impartiality

"A Government board, not of reformers, amateurs or politicians, a board selected for experience in the business but with no present connection or investment in any one branch of the film industry, and with no axes to grind. A code of fair conduct. A tax of 25 or 30 per cent of gross receipts (the Guffey Bill tax is for 19½ per cent) and a provision as in the Guffey Bill that the tax is to be imposed unless business is a member of the code and obeys it. There you will find the teeth so sadly lacking in the late NRA."

Following the traditional system, the New Jersey group did not adopt a formal resolution endorsing this plan. Leaders explained their way of working is to crystallize opinion, then go to work. The Allied of New Jersey members said that the Myers plan is favored unanimously.

Myers asserted that "one intelligent independent tells me that for protection against invasion he pays yearly tribute of \$35,000 to \$50,000. The taxed independent says he pays when he signs up for more pictures than he needs, to keep producers' and distributors' circuits out."

To Fight Paramount

Leaders stated today that they will carry on with their fight against Paramount. Myers, called in as spokesman on this issue, said: "A decent regard for opinions of mankind is the very least a commercial organization could show to retain goodwill towards its customers. When a reasonable protest is made by Allied against holding out six pictures he promised, because of which exhibitors had signed at higher prices, Adolph Zukor replied with a letter of the wonderful value of Paramount productions. He insulted the intelligence of everyone involved by speaking of everything else but the point at issue."

Myers went into a lengthy tirade against Paramount for withdrawing six pictures from the current schedule.

The annual banquet was held tonight in the main dining room of the hotel with several prominent guests on hand.

First Run Patrons Oppose Duals, Theatre Poll Shows

ST. LOUIS, Sept. 23.—The tabulation of the returns thus far on the questionnaires in the Fanchon & Marco-St. Louis *Star-Times* poll of local film preferences seems to indicate that the patrons of the first run theatres, such as the Ambassador, Fox and Missouri, prefer single feature pictures in conjunction with short subjects and stage shows while the men, women and children who patronize the neighborhood houses are strong for two full-length pictures on their programs.

But it is still too early to draw definite conclusions, since a grand total of 400,000 questionnaires are to be distributed through the cooperation of the 30 houses that are participating in the big poll, one of the largest and most comprehensive of its kind ever undertaken in the industry.

The 30 houses are included in the local holdings of the Fanchon & Marco interests and their affiliates, the St. Louis Amusement Co., and Ansell Bros. Circuit. The houses participating are: Fox, Ambassador, St. Louis, Missouri, Aubert, Capitol, Congress, Florissant, Granada, Gravois, Hi-Pointe, Kingsland, Lafayette, Lindell, Maffitt, Manchester, Maplewood, Mikado, Pageant, Shady Oak, Shaw, Richmond, Ritz, Shenandoah, Tivoli, Union, Uptown, Varsity and the West End and the Washington in Granite City, Ill.

Comedy Preferred

If the returned questionnaires may be accepted as a criterion of what the cash customers want, their present preference is for pictures in a lighter vein, heavy dramas and mystery pictures being taboo. Musical comedies and straight comedy rank first and second in the list of picture preference, while melodrama and mystery films are far below them. Historical pictures and the love-romance types are also popular, while war and gangster films have few followers.

Among short length pictures cartoons are the most popular by a wide margin with newsreels second and travel pictures third. Pictures typed as sports, musical, science, animal and industry follow in the order named.

Some Like Vaudeville

Among those seeking stage shows in conjunction with a single feature picture a strong majority is in favor of vaudeville. Others have expressed a preference for prominent bands and orchestra and still others want certain singers and dancers.

A further analysis of 7000 returns shows that most of the persons who go to see films range in age from 16 to 40 years.

The latest returns (as published by the *Star-Times* under date of Sept. 22) show the following standing for stars:

Actor: Clark Gable, 599; Robert Taylor, 500; William Powell, 447; Paul Muni, 380; Ronald Colman, 342; Spencer Tracy, 308; Gary Cooper, 280; Tyrone Power, 246; Fredric March, 212, and Errol Flynn, 185.

Actresses: Myrna Loy, 604; Claudette Colbert, 355; Loretta Young, 320; Kay Francis, 284; Ginger Rogers, 272; Norma Shearer, 240; Barbara Stanwyck, 234; Joan Crawford, 230;

Remember?

When Adolph Zukor and his wife, on their recent visit to Paris, went to the Casino de Paris, where Maurice Chevalier is the star, their seats were in the front row. When Chevalier came out to sing, he barely began when he suddenly stopped, leaned over and shook hands with the executive and Mrs. Zukor.

Then he explained to the audience who Zukor is and the part he played in the Frenchman's success here. At that point the Zukors took the spotlight themselves.

"U" Claims Biggest Week in Its History

(Continued from page 1)

record business to "100 Men and a Girl," now playing in 50 spots.

A cable from C. M. Woolf on the trade showing of the film at the Phoenix in London reported the showing a great success. The picture will have its first European showing in Vienna on Oct. 14.

To Reopen Omaha House

OMAHA, Sept. 23.—Plans for reopening the 3,000-seat Paramount and installation of a new marquee at the Orpheum were discussed by A. H. Blank, president of Tri-States and Central States, at a session here with District Manager Evert R. Cummings.

Jeanette McDonald, 213, and Bette Davis, 192.

Child stars: Shirley Temple, 2,143; Jane Withers, 1,342; Freddie Bartholomew, 766; Deanna Durbin, 347, and Mickey Rooney, 264.

With the addition of a large ratio of questionnaires tabulated today from the neighborhood theatres, the late movie fan poll totals are changing, showing the differences between the neighborhood and first run audiences. Clark Gable leads in both groups followed by Robert Taylor. Neighborhoods pick Dick Powell for third choice. First runs select William Powell. Paul Muni rates fourth in first runs and ninth in neighborhoods. Myrna Loy, Claudette Colbert and Loretta Young are one, two, three in first runs with Myrna Loy, Ginger Rogers and Loretta Young in that order in the neighborhood fans' choice. Shirley Temple first in both by wide margin in child star group followed by Jane Withers and Freddie Bartholomew. The influence of the younger element in neighborhood group is shown in the rating of gangster pictures which accounted for 9 per cent of the total features in neighborhoods and rated only 4 per cent of feature totals in first run voting. Short films show same selection in both groups with cartoons, news reels and sports in that order. Two features versus one feature and shorts: neighborhoods very strong for two features. First run fans about evenly divided.

Directors to Abandon Talks With Studios

(Continued from page 1)

tinuance of these conditions no semblance of an excuse has been offered. Whether the guild will desire to defer its efforts pending judicial determination of issues improperly raised is a matter which must be left for the determination by the entire guild.

"In any event, it is not our present purpose to discuss again the issues involved. In the face of the Wagner law the producers have declined to recognize this guild as the agency designated by its members for the purpose of collective bargaining. The choice has been willful and deliberate and upon them must rest the full responsibility therefor. So far as our committee is concerned, we feel free to discharge ourselves of further obligation to secure an amicable settlement of the controversy."

It is understood a vote of guild members will be taken either by mail or in a meeting, but no choice of means or date has been disclosed as yet.

Three Circuits Sign Pact in Springfield

Loew's, Paramount and Warners yesterday concluded negotiations with the I.A.T.S.E. for operators and stagehands at Springfield, Mass. Under terms of the new pact, union help will receive 10 per cent increases. Loew's has the Poli in that city and Harry Shaw, New England division manager, yesterday sat in on the negotiations.

William Finney, midwest division head for Loew's, will go to Indianapolis next Tuesday to conclude negotiations for new contracts in that city.

Fairbanks, Jr., Signed

HOLLYWOOD, Sept. 23.—Douglas Fairbanks, Jr., will play opposite Ginger Rogers in her solo starring vehicle, "Having Wonderful Time."

Wall Street

Severe Losses Mark Board

	Open	High	Low	Close	Net Change
Col.	20	20	20	20	-½
Cons.	2½	2½	2½	2½	-½
E. K.	177	177	176½	176½	-½
G. T. E. ...	19	19	19	19	-½
Loew's	72	72½	68	68¾	-3¼
Para.	185½	187½	177½	177½	-¾
Para. 1.....	130	130	130	130	-4½
Para. 2.....	167½	167½	16	16	-1¾
Pathe	8½	8½	8¼	8¼	-¾
RKO	67½	67½	65½	65½	-¾
20th-Fox ..	30¾	30¾	29	29½	-1¾
20th, pfd. .	37½	37½	37½	37½	-8½
Univ., pfd. .	45½	45½	44½	44½	-2
W. B.	11½	11½	11¼	11¼	-½
W. B., pfd.	50¾	50¾	50¾	50¾	-4¾

Little Curb Activity

	Open	High	Low	Close	Net Change
Sonotone ...	15½	15½	15½	15½	
Tech.	26¾	26¾	25¾	25¾	-¾
Trans-Lux ..	3¾	3¾	3¾	3¾	
Univ.	3	3	3	3	-¾

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's	99¾	99¾	99¾	-½
Para. 6s '55	100½	100	100½	
RKO 6s '41 pp... 95	95	95	95	

(Quotations at close of Sept. 23)

HIGH

A new **HIGH** in audience reaction has been achieved as...

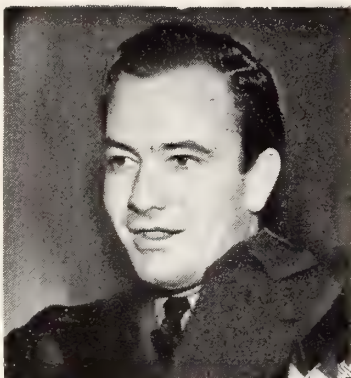
Paramount's
**"HIGH, WIDE and
 HANDSOME"** stirs
 its onlookers to
 such praise as . . .



"We are glad we saw the picture. Tom liked the action, the fights. I loved the music and the romance," say *Tom White, 88 Freeport Ave., Point Lookout, L. I.* and *Marion Semler, 3429—80th Street, Jackson Heights, L. I.*



"Randolph Scott is just grand in this marvelous picture, and so is Miss Dunne," says *Mrs. Robert Kent, Homer, Louisiana.*



"Swell entertainment, Irene Dunne is gorgeous," says *Kenneth K. Cole, 1922½ N. Hoover St., California.*



"A fine picture. Deserves all the fine criticisms and comments I have heard about it. It has the sweep of 'Cimarron' and the glamour of 'Show Boat'," says *James Gallagher, 729—8th Ave., New York City.*



"I think 'High, Wide and Handsome' was grand. Give me Randolph Scott after seeing this picture. He gave me a big thrill," says *Harriet Dillon, 2470 Tremont Ave., Bronx, N. Y.*



"Really topnotch entertainment! I recommend it highly! Music is superb — picture has great sweep," says *Levon E. Horton, New York City.*



"Everything in the picture is grand. The love scenes got me," says *Rita Ryan, 5927 Lislig Ave., Riverdale, N. Y.*



"Boy, it is really a whale of a picture. It has more sweep and scope than any picture I have seen since 'Cimarron'," says *Charles Roberts, 510 W. 110th Street, New York City.*

WIDE

The **WIDest** radio
coverage that music
from any motion picture
has yet achieved as . . .

Jerome Kern and Oscar Hammerstein's
"HIGH, WIDE AND HANDSOME"
 music hits a new HIGH in
 radio playing time with over
 700 plugs in two months.



GUY LOMBARDO This great orchestra from the Waldorf and on the famous Bond Bread Program has played the "HIGH, WIDE AND HANDSOME" music many times to millions of delighted fans.



RAY NOBLE has a tremendous listening audience on the Grapenuts Program who have heard Noble's marvelous arrangements of the "HIGH, WIDE AND HANDSOME" score.



CHESTERFIELD'S TWO GREAT ORCHESTRAS . . . **ANDRE KOSTELANETZ** and **HAL KEMP** have one of the biggest radio audiences today, and the "HIGH, WIDE AND HANDSOME" music has been their favorite score.



AL DONAHUE and his Rainbow Room band have done the "HIGH, WIDE AND HANDSOME" music in high, wide and handsome style for their millions of delighted listeners.



OZZIE NELSON and his No. 1 band have been the most enthusiastic of all "HIGH, WIDE AND HANDSOME" pluggers. "Can I Forget You?" has made a tremendous hit with Ozzie and the vast multitude of people for whom he plays.



TOMMY DORSEY and his great swing band on the Raleigh Program and from the Pennsylvania Hotel, New York and the Steel Pier in Atlantic City has sold his countless fans on "HIGH, WIDE AND HANDSOME" —10 Dorsey plugs in 8 weeks to millions of people.

A few of the great programs and orchestras which have plugged "High, Wide and Handsome" music:

PACKARD HOUR

(Johnny Green) Coast

JACK DENNY

Drake Hotel, Chicago

AL DONAHUE

Rainbow Room, N. Y. C.

BOND BREAD

(Guy Lombardo) N. Y. C.

GILLETTE PROGRAM

(Andy Sanella) N. Y. C.

PHILLIPS MILK OF MAGNESIA PROGRAM, N. Y. C.

JAN GARBER

St. Catherine Hotel, Catalina Islands, Calif.

GUY LOMBARDO

Waldorf Hotel, N. Y. C.

MAXWELL COFFEE PROGRAM
(Meredith Willson) Coast

GEORGE OLSEN

Ambassador Hotel, L. A.

RALEIGH PROGRAM

(Tom Dorsey) N. Y. C.

KRAFT CHEESE

(Johnny Trotter) Coast

CHESTERFIELD PROGRAM

(Kostelanetz) N. Y. C.

CAMPBELL'S SOUP

(Lud Gluskin) Coast

WRIGLEY'S PROGRAM

(Jack Fulton) Chicago

SEALTEST PROGRAM

(Bobby Dolan) N. Y. C.

BRISTOL-MEYERS

(Peter Van Steedan) N. Y. C.

OZZIE NELSON

Astor Hotel, N. Y. C.

ALEMITE PROGRAM

(Horace Heidt) N. Y. C.

GRAPENUTS

(Ray Noble) Coast

CHESTERFIELD PROGRAM

(Hal Kemp) Coast



HANDSOME

The **HANDSOME**st reception
of all has come from news-
paper and magazine critics
from Coast-to-Coast.
Read these . . .

"HIGH, WIDE and HANDSOME" reviews!

NEW YORK — "Richly produced, spectacular, melodious. Moves surely into ranks of season's best. The best show in town."

—Frank Nugent, *N. Y. Times*

NEW YORK — "'High, Wide and Handsome' real thriller."

—N. Y. Daily News

NEW YORK — "'High, Wide and Handsome' is show that is best described by its own title. Spectacular and exciting."

—Howard Barnes, *N. Y. Herald-Tribune*

NEW YORK — "'High, Wide and Handsome' magnificent entertainment. A superb piece of picture telling."

—W. Boehnel, *World-Telegram*

PITTSBURGH — "A great story. Randolph Scott's best."

—Kasper Monahan, *Pittsburgh Press*

CHICAGO — "Marvelous entertainment. You'll love Irene Dunne."

—Maxine Smith, *Chicago American*

DALLAS — "Music, drama, suspense, excitement. What we all want in entertainment."

—John Rosenfield, *Dallas News*

SAN FRANCISCO — "A grand film from start to finish."

—Jack Hobart, *San Francisco Chronicle*

COAST-TO-COAST — "'High, Wide and Handsome' is a gusher of entertainment."

—Warren Stokes, *Radio Commentator*

HOLLYWOOD — "Greater than 'The Plainsman'."

—Elizabeth Yeaman, *Hollywood Citizen News*

NATION-WIDE — "Music with a reason in a stirring, highly adventurous picture."

—Robin Coons, *Associated Press*

LOS ANGELES — "Zooming action, stirring drama, colorful music, in short, great entertainment."

—Los Angeles Illustrated News

NATION-WIDE — "Best picture of the month."

—Red Book Magazine

COAST-TO-COAST — "It's High, Wide and Handsome Entertainment."

—Dan DeLuce, *Associated Press*

NATION-WIDE — "Entertainment spelled with a capital 'E'."

—Erskine Johnson, *Universal Service*

TWENTY-SEVEN CITIES

— "'High, Wide and Handsome' is two great pictures rolled into one."

—Clark Wales, *Screen and Radio Weekly*

NATION-WIDE — "Picture has magnificent sweep"

—Whitney Bolton, *Literary Digest*

COAST-TO-COAST — "The picture gushes superlative entertainment."

—George Fisher, *Movie Commentator for Mutual Broadcasting*

NATION-WIDE — "A breath-taking epic."

—Sara Hamilton, *Photoplay*

Redbook Magazine names "High, Wide and Handsome" the picture of the month!



Roach Bullish On Italians' Filming Plans

(Continued from page 1)

picture business and I'm going in with him."

Then the M-G-M producer declared himself and told of his plans.

"We're not going to make pictures for the American market unless they're good enough. We want to make them first in Italian. Then we will determine where we will go from there. We have to see what angle they want."

Asked how he would figure in the deal, Roach said: "I'm in sort of an advisory capacity. Mussolini wants his son to go into business. Vittorio decided on the film business and I'm sort of a chaperon for him."

"How many pictures do you plan?" he was asked.

"There is no definite amount. I haven't any number in mind. We may make one or two to see how they turn out."

One of the reporters started to laugh, when Roach gritted his teeth.

Not "Fly-by-Night"

"It's not going to be a fly-by-night company, as you think," the producer shot back. "I went over cold as a cucumber, but I soon warmed up."

Then reporters asked him about releasing arrangements and financing.

"M-G-M has nothing to do with this. This is strictly a Hal Roach proposition. Neither M-G-M nor any other American company will release the pictures. Nor do we want them to!"

The reporters insisted in trying to get a concrete figure on the number of films Roach hand in mind.

"We will probably make four the first year and eventually hope to increase this to 20 a year. All will be produced for Italian consumption. Italy at the present time makes 40 a year."

"Can't you tell how much you plan to spend on a picture?"

"We plan to spend in American money from \$40,000 to \$1,000,000 on each picture."

Undecided on Studio

"How about studio arrangements?"

"We may have our own studios, or rent space there." Seven stages have already been completed in the new Italian plant and eight more are planned, according to Roach.

Mussolini's son will remain in this country until Oct. 16 and then return to Italy.

Although no cast is set, the first picture, tentatively set, will be "Rigoletto," by Verdi, Roach said.

Queried on the producing company, Roach said that the name of it is RAM, a combination of Roach and Mussolini.

"I have a five-year contract with the company, which, by the way, is financed by Italian banks. The agreement stipulates I cannot produce in any other foreign country and the same goes for Vittorio Mussolini."

Roach added he held a half-interest in the company.

"My arrangement does not affect my American setup. I'm going to

spend as much time in Italy as I see fit. I'm going back in a month or so to start preparations for the first picture."

Prodded further by the gentlemen of the press, Roach said:

"There's really not a deuce of a lot to talk about. Up to three days before I left Naples, the talks were entirely financial. Until we get started, Mussolini will learn production methods on the coast."

"How will these pictures affect the quota?" he was asked.

"There's no quota regulation in Italy at present and this deal will have no effect on a possibility of such an act."

"No Propaganda"

Asked about propaganda, Roach said: "There will be no propaganda in the pictures and there will be no Government interference. Likewise, there will be no Government financing."

"Does Louis B. Mayer figure in on the deal?" was another question.

"Mr. Mayer doesn't even know the deal exists. I have just talked with Mr. Schenck about those stories in the papers (they said that M-G-M would put up \$2,000,000 to finance the deal) and explained to him how the misstatements got into the papers."

"Will M-G-M release the films in this market?" he was then asked.

"Not unless I make a grade 'A' picture will we offer it to M-G-M. We may offer them to other companies, however."

M-G-M Definitely Out

Nettled by reporters who insisted on mentioning the company, Roach stressed this in no uncertain terms: "Please don't mention M-G-M in this deal. M-G-M doesn't want to be mentioned and, if you do, not only will this company be sore but Italy as well."

"You see, M-G-M is a big company over there and before you know there will be claims that M-G-M is trying to freeze out the small independent companies. This is not so; it was never intended."

"Will your plans for 20 pictures a year give you a monopoly on the film industry?"

"No!"

"Are you the president of RAM?"

"No; I am vice-president. Vittorio Mussolini is president."

"Who else came over with you besides Mussolini's son?"

"Mario Del Papa, who will be an associate. He worked with M-G-M in Hollywood and in Europe. He will be business manager."

"And who else?"

Pavolini Also Included

"Corrado Pavolini." Roach didn't know how to spell the name, but the spelling is listed in the official passenger list supplied by the Italian Line. He is a writer.

"All four of us are leaving by TWA plane tomorrow." The producer asked that the time not be mentioned.

"What has Mussolini's son done?"

"He wrote the screen column for his father's paper. He was the only one to knock Italian-made productions and praise American films."

There was an interlude of kidding on that score.

"What is the capitalization of the new company?"

"Please don't ask and mention dollars and cents. Those stories you've

Handclasps

Interviewed on the new Italian pier at West 52nd St., in regard to the Vittorio Mussolini-Hal Roach tieup, S. E. Fulvio Suvich, Italian Ambassador to Washington, who accompanied the party on the *Rex*, told *Motion Picture Daily*:

"While I do not know much about the film industry, I think the tieup is an excellent medium for cementing Italian and American friendship. The motion picture industry is a power in presenting propaganda on the screen and I believe this approach should have been done a long time ago."

Suvich went on to add that Italy had first-grade film stars 20 years ago and for some reason or other let them slip.

"Now," he added, "I believe this plan will enable the Italian industry to get back in the limelight again."

seen published are a lot of hoovey. Someone got an idea into his head and developed it into a yarn."

"Tell us more," reporters insisted.

"I went over on the wrong premise and got in by mistake."

A giggle pervaded the room.

"I told them that they couldn't expect to make pictures unless they expected to lose money. They thought I came over to make pictures."

"But after I got on the right track, met the right people, I got set."

"You know Walter Wanger had a deal on to produce for Mussolini?"

"I beat him to it, I guess. Josef Von Sternberg arrived in Italy a week after I signed the deal. He also wanted to produce there, I understand."

"Will you be allowed to take any money out of the country?"

Finances Arranged

"I'll be permitted to take monies accountable as my end of the deal."

"How about foreign versions?"

"We'll probably make our pictures in five different versions. We may dub in English, but I don't know yet."

"Will they all be operas?"

"I don't know. The first one will be. Operas go big in Italy and, if your going to can anything over there, why not can what the people want? You wouldn't can olives, would you, if the people didn't like them?"

"How about your second picture?"

"I still am not certain about the first. I may decide to do the Passion Play tomorrow as a picture. How can I tell?"

Roach said he had brought along a number of operatic records and "I think I can sing 'Rigoletto' by this time." No one asked for a rendition and Roach smiled.

"Do you think it's a good deal?"

"If it's a bad deal, okay. But I think I made a very good one."

Roach insisted that M-G-M was not associated with the idea. He said that Schenck was peeved at the stories which had been printed, but "we left good friends."

The producer then went on to discuss how much good Mussolini has

done for his people, adding: "I think he is the only square politician I've ever seen."

There are 2,200 theatres in Italy. When Roach leaves next month for Italy, he plans to take along several technicians and possibly a production director.

Mussolini told reporters that the first picture will be made at Cinema City, just outside of Rome. He confirmed Roach in that backing for the producing company is not coming from the Government, but will be by private capital.

There is no intention to import players from Hollywood, he said, and his trip here is merely to gain technical knowledge on how films are made before "Rigoletto" is started.

Met On a Cutter

In the wee hours of the morning, about 50 newsreel cameramen, newspaper photographers and reporters left the barge office in a Government cutter to meet the incoming party.

While they were aboard the white tugboat, plans were being discussed on how to interview Mussolini's son. C. C. Pettijohn's wife was aboard to greet her husband.

Just as the cutter neared the *Rex*, another Government tug with Mussolini's son, Pettijohn behind him, Fulvio Suvich and Roach steamed up the Hudson. Three special plainclothesmen, assigned to guard Il Duce's son, tried to stop the tug.

The three policemen tried to summon one of the two police launches so that they could get on and chase the other boat. But it was no use. The police launch thought it was too dangerous to slide up to the cutter and continued alongside of it, but not close enough to transfer the policemen. There was also an Italian delegation on the cutter. The men managed to salute in Fascist style and sorrowfully watched as their guest of honor disappeared.

Docked at 34th St.

At first it was reported that the visitors were being taken to the Newark airport to avoid demonstrations. From Newark, they were to take a plane to the coast. Later it was learned that the Government boat with Mussolini docked at 34th St.

Pettijohn had to go to the new Italian Line pier at 52nd St. to meet his wife, coming in on the *Rex*. Suvich boarded the liner again at the dock to return to his wife and entourage.

It was a beautiful day for sailing up the Hudson yesterday, but 50 reporters, newsreel men and photographers didn't seem to enjoy it.

Rites for Ruth Roland

HOLLYWOOD, Sept. 23.—Funeral services for Ruth Roland will be held tomorrow at the Wee Kirk o' the Heather in Forest Lawn Memorial Park.

Gargan's Father Dies

HOLLYWOOD, Sept. 23.—William Denis Gargan, father of William Gargan, died yesterday at his home at Beverly Hills. He was a former resident of Brooklyn.

Lanny Ross Is Tested

HOLLYWOOD, Sept. 23.—Warners have tested Lanny Ross for the role of the "Red Shadow" in "The Desert Song." He is about the 20th actor who has been talked about for the role.

"Dodd" Leads Minneapolis With \$11,000

MINNEAPOLIS, Sept. 23.—Although total grosses were slightly over average for the Twin Cities, business lagged this week with "Mr. Dodd Takes the Air" and Duke Ellington and revue on the stage taking the lead with an \$11,000 take at the Minneapolis Orpheum, over normal by \$5,000.

Other above average grosses were those of "Thin Ice," which did \$7,500 at the Paramount, where average is \$5,500, and "You Can't Have Everything," which did \$6,000 at the St. Paul Orpheum, where \$4,000 is usual. The start of school and a relapse after fair week weakened the takes.

Total first run business in Minneapolis was \$29,800. Average is \$27,000. Total first run business in St. Paul was \$18,400. Average is \$15,000. Estimated takes:

Minneapolis:

Week Ending Sept. 17:

"BROADWAY MELODY OF 1937" (M-G-M)

MINNESOTA—(4,000), 25c-55c, 7 days. Gross: \$9,000. (Average, \$10,000)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

STATE—(2,400), 25c-40c, 7 days. 2nd week. Gross: \$5,000. (Average, \$5,500)

"STELLA DALLAS" (U. A.)

CENTURY—(1,600), 25c-40c, 7 days. 2nd week. Gross: \$2,900. (Average, \$3,500)

"DAMAGED LIVES"

WORLD—(400), 25c-35c, 7 days. 2nd week. Gross: \$1,200. (Average, \$2,000)

Week Ending Sept. 14:

"MR. DODD TAKES THE AIR" (F. N.)

ORPHEUM—(2,900), 35c-55c, 7 days. Stage: Duke Ellington and revue. Gross: \$11,000. (Average, \$6,000)

St. Paul:

Week Ending Sept. 17:

"THIN ICE" (20th-Fox)

PARAMOUNT—(2,300), 25c-40c, 7 days. Gross: \$7,500. (Average, \$5,500)

"YOU CAN'T HAVE EVERYTHING" (20th-Fox)

ORPHEUM—(2,000), 25c-40c, 7 days. Gross: \$6,000. (Average, \$4,000)

"BAD GUY" (M-G-M)

"WILD AND WOOLLY" (20th-Fox)

RIVIERA—(1,000), 25c-40c, 7 days. Gross: \$3,000. (Average, \$3,500)

"WESTERN GOLD" (20th-Fox)

"FOOTLOOSE HEIRESS" (W. B.)

TOWER—(1,000), 25c-35c, 7 days. Gross: \$1,900. (Average, \$2,000)

To Rebuild at Flint

DETROIT, Sept. 23.—E. C. Beatty, president of W. S. Butterfield Theatres, Inc., has completed plans for rebuilding the Garden at Flint. A long-term lease has been signed with A. M. Davison, owner. Work will start next March. Construction will be of brick, steel and concrete.

Canada Openings High

TORONTO, Sept. 23.—Statistics compiled in trade circles in Toronto bring out the fact that no less than 86 new theatres have been opened across Canada during the eight months ending Aug. 31. Approximately two thirds of these are in Ontario.

Murphy at Wilmington

WILMINGTON, Sept. 23.—Frank M. Murphy of Loew's Orpheum, Boston, is the new manager of Loew's Parkway here, succeeding Roger R. Drisel, who has been transferred to Loew's State, Norfolk.

"Sleuth" \$14,000 Lead in Montreal

MONTREAL, Sept. 23.—"Super Sleuth" introduced the new season's policy of screen-plus-stage attractions at Loew's and stood out with a take of \$14,000 against recent average of \$8,000. The stage attraction was "Hollywood Hotel" revue.

"Thin Ice" skated to a good high of \$10,500 at the Capitol where it was doubled-billing. The average there is \$9,500. "Topper," sharing the dual program at the Princess, accounted for \$7,000, equal to par.

Total first run business was \$38,500. Average is \$35,500.

Estimated takings for the week ending Sept. 18:

"THIN ICE" (20th-Fox)

"THE LADY ESCAPES" (20th-Fox)

CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. Gross: \$10,500. (Average, \$9,500)

"SUPER SLEUTH" (RKO)

LOEW'S—(3,115), 25c-34c-40c-50c, 7 days. Stage: Hollywood Stage Revue. Gross: \$14,000. (Average, \$8,000)

"ARTISTS AND MODELS" (Para.)

PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days, 2nd week. Gross: \$7,000. (Average, \$11,000) First week: \$11,000.

"TOPPER" (M-G-M)

"UNDER COVER OF NIGHT" (M-G-M)

PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. Gross: \$7,000. (Average, \$7,000)

"Varsity" on Dual Best in Kansas City

KANSAS CITY, Sept. 23.—The Mainstreet made the best comparative showing of a mild week for first runs, grossing \$9,700, \$1,700 over the line, with "Varsity Show" and "Hideaway." Box-offices generally felt the widespread fear of infantile paralysis.

"Thin Ice" pulled \$7,800, \$1,600 up, in the six days of its second week at the Fox, and was moved to the Uptown for a third go. Big money went to the Midland, where "Lost Horizon" took \$12,800.

Total first run business was \$37,100, excluding Empress. Average is \$36,200.

Estimated takings:

Week Ending Sept. 15:

"THIN ICE" (20th-Fox)

FOX—(2,200), 25c-35c-40c, 7 days, 2nd week. Stage: Sunnie O'Dea, Jack Leonard, Kendall Capps & Junior, the 3 Arnolds. Gross: \$7,800. (Average, \$6,200)

"TRADER HORN" (M-G-M)

"THE LADY ESCAPES" (20th-Fox)

UPTOWN—(2,000), 25c-40c, 6 days. Gross: \$2,000. (Average, \$3,500)

Week Ending Sept. 16:

"MARIHUANA" (Roadshow)

EMPRESS—(1,500), 25c, 7 days, 2nd week. Gross: \$6,300.

"VARSITY SHOW" (W.B.)

"HIDEAWAY" (RKO)

MAINTRETT—(3,100), 25c-40c, 7 days. Gross: \$9,700. (Average, \$8,000)

"LOST HORIZON" (Col.)

MIDLAND—(4,000), 25c-40c, 7 days. Gross: \$12,800. (Average, \$11,500)

"SOULS AT SEA" (Para.)

NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. Gross: \$4,800. (Average, \$7,000)

Cambridge Opens Sunday

CAMBRIDGE, O., Sept. 23.—Films now will be shown here Sundays. The City Council has passed an ordinance permitting them.

"Ice" Is 2nd Week Indianapolis Hit

INDIANAPOLIS, Sept. 23.—"Thin Ice" supported the Apollo like anything except thin ice and gave the house \$5,500 for its second week, \$1,500 to the good and the best on a percentage basis of any first run in town.

"The Life of the Party" and "She's No Lady" brought \$700 into the black for the Circle, where a total of \$5,200 was taken. "Lost Horizon" did good second-week business at Loew's, where it pulled \$6,000. "Think Fast, Mr. Moto" with a stage show headlining Roscoe Ates, had an \$8,600 take at the Lyric.

Total first run business was \$25,300. Average is \$23,500.

Estimated takings for the week ending Sept. 17:

"THIN ICE" (20th-Fox)

APOLLO—(1,100), 25c-40c, 7 days, 2d week. Gross: \$5,500. (Average, \$4,000)

"THE LIFE OF THE PARTY" (RKO)

"SHE'S NO LADY" (Para.)

CIRCLE—(2,800), 25c-40c, 7 days. Gross: \$5,200. (Average, \$4,500)

"LOST HORIZON" (Col.)

LOUIS-FARR FIGHT

LOEW'S—(2,800), 25c-40c, 7 days, 2nd week. Gross: \$6,000. (Average, \$7,000)

"THINK FAST, MR. MOTO" (20th-Fox)

LYRIC—(2,000), 25c-40c, 7 days. Stage: Roscoe Ates, Helen Denison, Loria Brothers, Miss "Chic" Kennedy plus other acts. Gross: \$8,600. (Average, \$8,000)

"Horizon" Is Seattle High With \$10,000

SEATTLE, Sept. 23.—"Lost Horizon" was something of a sensation at the Liberty. It rolled up \$10,000, double average and was held.

"Thin Ice," on a dual with "One Mile from Heaven," also was in the money, the \$9,250 gross at the Fifth Avenue being \$2,250 over par. This bill also was held. "Topper" and "Think Fast, Mr. Moto" at the Orpheum took \$6,100 and were moved to the Music Box.

Total first run business was \$41,150. Average is \$36,500. Estimated takings for the week ending Sept. 17:

"THE GREAT GAMBINI" (Para.)

"WESTBOUND LIMITED" (Univ.)

BLUE MOUSE—(950), 25c, 7 days. Gross: \$3,200. (Average, \$4,000)

"THIN ICE" (20th-Fox)

"ONE MILE FROM HEAVEN" (20th-Fox)

FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. Gross: \$9,250. (Average, \$7,000)

"LOST HORIZON" (Col.)

LIBERTY—(1,800), 25c-30c-40c-55c, 7 days. Gross: \$10,000. (Average, \$5,000)

"BROADWAY MELODY" (M-G-M)

MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. Gross: \$3,400. (Average, \$4,000)

"TOPPER" (M-G-M)

"THINK FAST, MR. MOTO" (20th-Fox)

ORPHEUM—(2,450), 30c-40c-55c, 7 days, 2nd week. Gross: \$6,100. (Average, \$6,000)

"PARADISE ISLE" (Monogram)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Harry Holman (2nd week). Gross: \$3,950. (Average, \$4,500)

"SOULS AT SEA" (Para.)

"BLONDE TROUBLE" (M-G-M)

PARAMOUNT—(3,050), 30c-40c-55c, 7 days, 2nd week. Gross: \$5,250. (Average, \$6,000)

"Shanghai" Retitled

HOLLYWOOD, Sept. 23.—"Daughter of Shanghai" will be the release title of Paramount's "East of Shanghai."

"Thin Ice" in 2d Week Tops Boston Gross

BOSTON, Sept. 23.—"Thin Ice," on a dual with "Annapolis Salute," held over at the RKO Memorial, continued to register in a week of rain and cool weather. The second week drew \$18,000, \$6,000 above average.

"Broadway Melody" at the Loew's Orpheum and Loew's State proved a good attraction at both houses. The Orpheum did \$3,000 over average with a \$15,000 gross, while the State drew \$1,000 above the line with \$12,000.

"On Such a Night" dualed with "Wild and Woolly" did not draw at the Paramount and Fenway. The Paramount grossed \$6,500, \$500 under average, while the Fenway took \$4,000 on the week, also \$500 under the line.

Total first run business was \$105,000. Average is \$96,500.

Estimated takings for the week ending Sept. 16:

"ON SUCH A NIGHT" (Para.)

"WILD AND WOOLLY" (20th-Fox)

FENWAY—(1,382), 35c-40c-50c, 7 days. Gross: \$4,000. (Average, \$4,500)

"THIN ICE" (20th-Fox)

"ANNAPOLIS SALUTE" (RKO)

RKO MEMORIAL—(2,907), 25c-40c-50c, 7 days, 2nd week. Gross: \$18,000. (Average, \$12,000)

"BROADWAY MELODY" (M-G-M)

LOEW'S ORPHEUM—(2,970), 35c-55c-65c, 7 days. Gross: \$15,000. (Average, \$12,000)

"BROADWAY MELODY" (M-G-M)

LOEW'S STATE—(3,537), 35c-55c-65c, 7 days. Gross: \$12,000. (Average, \$11,000)

"VARSITY SHOW" (W. B.)

METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Mall Hallett and his Orchestra. Gross: \$22,000. (Average, \$22,000)

"ON SUCH A NIGHT" (Para.)

"WILD AND WOOLLY" (20th-Fox)

PARAMOUNT—(1,793), 35c-40c-50c, 7 days. Gross: \$6,500. (Average, \$7,000)

"IT HAPPENED IN HOLLYWOOD" (Col.)

RKO BOSTON—(3,246), 35c-55c-75c, 7 days. Stage: Ina Ray Hutton and Mitzi Mayfair. Gross: \$21,000. (Average, \$22,000)

"SOMETHING TO SING ABOUT" (G. N.)

"KILLERS OF THE SEA" (G. N.)

HUB—(950), 20c-30c-40c, 7 days. Gross: \$6,000.

"Melody" \$8,000 Leader at Houston

HOUSTON, Sept. 23.—"Broadway Melody of 1938," showing at Loew's State, beat "Lost Horizon" at the Metropolitan by taking \$8,000 in seven days. "Lost Horizon" took the same figure, but was played nine days. "Melody" was held a second week.

"Souls at Sea" broke even with \$7,000 at the Majestic. The Kirby, with the Louis-Farr fight pictures and "Mr. Dodd Takes the Air" for seven days had a take of \$6,500, 25 per cent above par.

Total first run business was \$29,500. Average is \$26,000.

Estimated takings for the week ending Sept. 9:

"MR. DODD TAKES THE AIR" (F. N.)

LOUIS-FARR FIGHT

KIRBY—(1,450), 15c-35c, 7 days. Gross: \$6,500. (Average, 7 days, \$5,000)

"BROADWAY MELODY OF 1938" (M-G-M)

LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$8,000. (Average, \$7,000)

"SOULS AT SEA" (Para.)

MAJESTIC—(2,250), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"LOST HORIZON" (Col.)

METROPOLITAN—(2,600), 25c-50c, 9 days. Gross: \$8,000. (Average, 7 days, \$7,000)



*A new charm twosome to sweep
you up to the clouds with sen-
timent...and down to earth with
laughter, thrills, and grand
screen excitement! . . plus —*

THE GLORIOUS

THRILL OF ROMANTIC SONG

AT ITS BEST!



NINO MARTINI

IN

Music FOR Madame

WITH

JOAN FONTAINE

ALAN MOWBRAY

BILLY GILBERT

ALAN HALE

GRANT MITCHELL

ERIK RHODES

LEE PATRICK

ROMO VINCENT

A JESSE L. LASKY PRODUCTION

DIRECTED BY JOHN BLYSTONE

Screen Play by Gertrude Purcell and Robert Harari

Relax and have a wonderful time!...
Hollywood gave this show every-
thing from stolen pearls to the
HOLLYWOOD BOWL on crowded
concert night...to bring music and
laughter and love to the screen
in a wondrously swell entertain-
ment!...And alone worth the price
of admission is Martini's rendi-
tion of that new ballad hit of hits,
"I Want The World To Know."



Brilliant new music by
RUDOLF FRIML

composer of "Vagabond
King," "The Firefly," etc.
— and other great com-
posers. Lyrics by Gus Kahn.



"Dead End" Is Buffalo Top With \$24,000

BUFFALO, Sept. 23.—Chilly weather and a red-hot film week came hand-in-hand to the local Rialto.

The Buffalo's "Dead End" took top money as every house in town marched into the fall season over par. It drew \$24,000, just double average figures, and was moved to the Hipp.

"Lost Horizon" did \$9,200, \$3,200 over normal, in the picture's holdover week at the Lafayette.

"Souls at Sea" had a good second week at the Great Lakes, with \$8,500, over par by \$1,200, and "Artists and Models" drew \$9,300 in a holdover week at the Hippodrome to go over average by \$2,000.

Total first run business was \$59,000. Average is \$38,400. Estimated takings for the week ending Sept. 18:

"DEAD END" (U. A.)
BUFFALO—(3,000), 30c-50c, 7 days. Gross: \$24,000. (Average, \$12,000)
"ARTISTS AND MODELS" (Para.)
HIPPODROME—(2,500), 25c-40c, 7 days (second week). Gross: \$9,300. (Average, \$7,300)
"SOULS AT SEA" (Para.)
GREAT LAKES—(3,000), 25c-40c, 7 days (second week). Gross: \$8,500. (Average, \$7,300)
"WILD AND WOOLY" (20th-Fox)
"THINK FAST, MR. MOTO" (20th-Fox)
CENTURY—(3,000), 25c, 7 days. Gross: \$7,500. (Average, \$5,800)
"LOST HORIZON" (Col.)
LAFAYETTE—(3,300), 25c, 7 days (second week). Gross: \$9,200. (Average, \$6,000)

Epidemic Damages Grosses at Omaha

OMAHA, Sept. 23.—With even adults in a panic because of the infantile paralysis epidemic, patrons continued to stay away from local houses last week. Only the Brandeis was able to slip over the line for some profit, getting \$4,300, or \$300 better than average, for "Mr. Dodd Takes the Air" and "It Happened in Hollywood."

"Souls at Sea" and "Sing and Be Happy" fell \$100 under par at the Omaha for a \$5,400 gross on a seven-day run. "The Road Back" and "Flyaway Baby," which followed in at the Omaha for five days, got only \$3,900, compared to \$5,500 for a seven-day average.

Total first run business was \$20,400. Average is \$16,700. Estimated takings:

Week Ending Sept. 11:
"SOULS AT SEA" (Para.)
"SING AND BE HAPPY" (20th-Fox)
OMAHA—(2,200), 25c-40c, 7 days. Gross: \$5,400. (Average, \$5,500)

Week Ending Sept. 15:
"MR. DODD TAKES THE AIR" (W.B.)
"IT HAPPENED IN HOLLYWOOD" (Col.)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. Gross: \$4,300. (Average, \$4,000)

Week Ending Sept. 16:
"100 MEN AND A GIRL" (Univ.)
"PUBLIC WEDDING" (W.B.)
ORPHEUM—(3,000), 25c-40c, 7 days. Gross: \$6,800. (Average, \$7,200)
"THE ROAD BACK" (Univ.)
"FLYAWAY BABY" (W.B.)
OMAHA—(2,200), 25c-40c, 7 days. Gross: \$3,900. (Average, \$5,500)

Out Hollywood Way

HOLLYWOOD, Sept. 23.—Grand National has a monkey used in scenes of "He Wanted to Marry" for which the publicity department is claiming the simian sprint record. The monkey escaped from the studio and was found in Santa Monica, 10 miles away, a half hour later. . . . For the expansion of studio facilities during its new building program, M-G-M will install the largest studio telephone switchboard on the coast. It will have 900 stations, require seven operators and will take three months to install. . . . ALEX HYDE has been signed as associate musical director to assist NAT FINSTON at M-G-M.

Songwriters LOUIS ALTER and PAUL WEBSTER, with writer FRED SAIDY, have organized a 16 mm. film club in Hollywood. They plan to write, direct and shoot one production every two months. . . . JOY HODGES has left for New York to take the lead in the MOSS HART-GEORGE S. KAUFMAN play, "Hold Your Hat, Boys" . . . JACK SHERRILL, DEANNA DURBIN's manager, has married FRANCES COFFEY. . . . EDGAR BERGEN and CHARLIE MCCARTHY reported to the Goldwyn lot this week for "The Goldwyn Follies," after making personal appearances at the Michigan State Fair. . . . After six years away from the lot, CHARLES STALLINGS returns to M-G-M as unit manager for "Navy Blue and Gold." . . . RKO has changed the title of "Female of the Species" to "Women Have a Way."

Casting—LOUELLA PARSONS will enact a role in Warners' "Hollywood Hotel" . . . BILLY GILBERT to "Hitting a New High," RKO. . . . HARRY CAREY joins the cast of RKO's "Highway to Hell," featuring SALLY EILERS and JOHN BEAL. . . . DONALD MEER to "Young Man's Fancy," Universal. . . . HELEN WESTLEY to "Rebecca of Sunnybrook Farm," 20th Century-Fox. . . . ELIZABETH RISDON and GUINN WILLIAMS to "Bad Man of Brimstone," and WALTER PIDGEON's first assignment at M-G-M under his new contract will be in "Four Marys" . . . EDWARD J. BROPHY to "The Last Gangster," M-G-M. . . . BILLIE BURKE and SAMUEL S. HINDS to "Navy Blue and Gold," M-G-M.

For the first time in about 14 years, NOAH BEERY will appear in the same picture with WALLACE, his brother. He's been cast in M-G-M's "Bad Man of Brimstone." . . . KAY LINAKER to "Charlie Chan at Monte Carlo," and the dance team of CHILTON and THOMAS to "Love and Hisses," both 20th Century-Fox. . . . LINA BASQUETTE and LOUISE CAMPBELL to Paramount's "The Buccaneer." . . . BEN BLUE has been set for three Paramount pictures—"The Big Broadcast of 1938," "College Swing" and "Paris Honeymoon," the last to be a BING CROSBY vehicle.

FRANK MCGLYNN, SR., again will play Lincoln on the screen. He's cast for that role in Paramount's "Wells Fargo." . . . TOM KENNEDY, KERNAN CRIPES and JAMES ROBBINS to "He Wanted to Marry," and HARRY TYLER and NORA CECIL to "Mr. Boggs Buys a Barrel," both Grand National. . . . CHESTER CONKLIN to "La Vida Bohemia," Cantabria Films. . . . CHARLES WINNINGER has been borrowed from Universal for Major's "Every Day's a Holiday," MAE

This Little Pig

London, Ont., Sept. 23.—A little pig brought plenty of woe to Manager Lloyd Mills of the Centre here when he announced that a baby would be given away at the theatre, the same being the pink-nosed porky.

Following the stunt announcement, the Provincial Dept. of Public Welfare, the Children's Aid Society, Crown Attorney Norman Newton and the local police all jumped into action. The gag was spoiled when the manager was forced to reveal that a human child was not involved.

WEST vehicle. . . . LUIS ALBERNI to "Hitting a New High," and D'ARCY CORRIGAN to "Women Have a Way," both RKO.

Directors—SAMUEL GOLDWYN has loaned H. C. POTTER to Paramount to direct "The Yellow Nightingale," in which GLADYS SWARTHOUT and JOHN BOLES will be co-starred. . . . BURT SPURLIN, veteran property man at M-G-M, has been made an assistant director in the short subject department. . . . EDDIE DMYTRYK, film editor, has been made the director of the second unit of Paramount's "Hold 'Em Navy" . . . D. ROSS LEDERMAN has been signed by SOL LESSER to handle the first GLEN MORRIS Tarzan picture, "Tarzan's Revenge."

Writers—Paramount assignments: J. P. McEVoy on "Artists and Models of 1938"; MICHAEL FESSIER on untitled story of highway racketeers; WILLIAM HURLBUT on "East of Shanghai"; JOHN C. MOFFITT on "Ensenada"; JACK CUNNINGHAM on "Things Began to Happen" . . . RKO assignments: VIOLA BROTHERS SHORE on "Women Have a Way"; CARL HARBAUGH to gags for "Hitting a New High"; JOHN MONKS, JR., to "The Mad Miss Manton"; W. W. WATSON and MAXWELL SHANE to "She's Got That Swing"; PHILIP EPSTEIN to "They Didn't Want Love" . . . WANDA TOUCHOCK has been signed by SOL LESSER to script "Stowaway in Paradise," the next BOBBY BREEN picture.

Contracts—DAVID L. LOEW has signed PAUL VOGEL to a year's contract to handle photography on the JOE E. BROWN and other features. . . . Grand National has extended the contract of EVELYN DAW, singer who debuted in films with "Something to Sing About." Her next vehicle will be "The Strad," original story and music by VICTOR SCHEERTZINGER, who will produce. . . . 20th Century-Fox has extended the pacts of DIXIE DUNBAR, IRMA WILSON and ELIZABETH PALMER.

"Stowaway" for Breen

HOLLYWOOD, Sept. 23.—"Stowaway in Paradise," Don Blanding novel, will be Bobby Breen's next vehicle, supplanting "Fisherman's Wharf."

"Zenda" Sets Denver Pace With \$16,000

DENVER, Sept. 23.—"The Prisoner of Zenda" took the Denver by storm and turned in a smashing \$16,000 on the week. This was more than double average. It was moved to the Aladdin.

"Thin Ice" was strong at the Broadway with a gross of \$3,500, up by \$1,500. It had already played a week each at the Aladdin and Denver and it was held for a fourth downtown week.

"Lost Horizon" took a big \$4,000 at the Paramount after having played a week each at the Denver, Aladdin and Broadway.

Total first run business was \$38,400. Average is \$27,000.

Estimated takings for the week ending Sept. 15:

"WALTER WANGER'S VOGUES OF 1938" (U. A.)
ALADDIN—(1,500), 25c-40c, 7 days, following a week at the Denver. Gross: \$3,000. (Average, \$3,000)
"THIN ICE" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 7 days, following a week each at the Aladdin and Denver. Gross: \$3,500. (Average, \$2,000)
"SOULS AT SEA" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days, 2nd week. Gross: \$4,000. (Average, \$5,600)
"PRISONER OF ZENDA" (U. A.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. Gross: \$16,000. (Average, \$7,000)
"MAKE A WISH" (RKO)
"SUPER SLEUTH" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. Gross: \$7,900. (Average, \$6,000)
"LOST HORIZON" (Col.)
PARAMOUNT—(2,000), 25c-40c, 7 days, following a week each at the Denver, Aladdin and Broadway. Gross: \$4,000. (Average, \$3,500)

Catholics Queried On British Pictures

LONDON, Sept. 13.—The *Catholic Herald* has issued a reader questionnaire, asking the views of the special religious community which it serves on the moral standards of British films.

Specifically asked is if objection is taken to British produced films on grounds of: low morality, worship of material wealth, the confusion of spirituality with sentimentality, the confusion of beauty with riches. Opinions are also asked about the "crudity" of stories and publicity methods.

The object of the questionnaire is declared to be to remove the mutual misunderstanding on the part of Catholics that all films are suspect, and on the part of the industry that it is impossible to make films acceptable to Catholics.

Farr May Get Film Role

LONDON, Sept. 13.—Signing of Tommy Farr to play with Gracie Fields and Victor McLaglen in the first 20th Century-Fox picture is expected to follow the arrival of Sam Engels, producer of the Fields picture, at Denham.

Form Flandria Film

DOVER, Del., Sept. 23.—Flandria Film, Ltd., has been chartered here with a capital of \$500,000 by J. M. Freer, J. A. Freer and C. R. Murphy.

Agreement in Para. Trustee Suits Signed

(Continued from page 1)

must be obtained also. Papers setting forth the settlement terms in detail are now being drawn by the trustee's attorneys and will be submitted to Judge Cox for hearing in the near future, with a recommendation that the settlement be authorized.

It is expected that Judge Cox's decision on the petition will have been handed down prior to the adjourned trial date of the first suit.

Judge Cox, in approving the Paramount reorganization plan in 1935, specifically directed Charles D. Hilles, the continuing Paramount trustee, to continue the litigation to a conclusion.

The \$2,150,000 cash settlement would be paid into the Paramount treasury by the trustee. The approximate settlement amounts which will be paid by individual defendants include \$700,000 by those who were either identified with Kuhn, Loeb & Co., former Paramount bankers, or their associates. Among these are Felix E. Kahn, the estate of Otto H. Kahn, Felix M. Warburg, John Mortimer Schiff, Gilbert W. Kahn, Sir William Wiseman, Jerome J. Hanauer, Gordon Leith, George W. Bonizer and Lewis L. Strauss.

Defendants, Amounts Listed

Other defendants and the amounts to be paid by each include Sidney R. Kent, \$250,000; Sam Katz, \$200,000; Adolph Zukor, \$500,000; Jules E. Brulatour, \$100,000; the estate of Emil Shauer, \$50,000, and Frank A. Bailey, \$100,000. Others who will pay lesser amounts in the settlements include John D. Hertz, Daniel Frohman, Ralph A. Kohn, Jesse Lasky, the estate of Elek J. Ludvig, and the estate of Casimir I. Stralem.

The actions were brought by the trustees in 1933 and sought the recovery of approximately \$12,000,000. The recovery actions involved allegedly excessive salaries paid to officers of the company, participation in an employees' stock purchase plan and the repurchase of the company's stock which had been issued for expansion purposes at specified prices which, at the time of redemption, were in excess of the market price.

August N. Y. Ticket Tax Off to \$393,838

(Continued from page 1)

revenue, the bureau disclosed, was the drop from \$431,455 to \$350,938 in box-office collections from July to August.

Night club business started on the upgrade in August with an increase in tax collections from roof gardens and cabarets from \$28,324 in July to \$36,205.

Other collections reported by the bureau were: Free or reduced rate admissions, \$2,652 in August against \$1,418 in July; tickets sold by brokers, \$3,274 against \$8,398; tickets sold by proprietors in excess of box-office prices, \$498 against \$2,696; permanent use or lease of boxes and seats, \$270 against \$204.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Bride Wore Red"

(M-G-M)

HOLLYWOOD, Sept. 23.—With several concessions made to accommodate the demands of modern American audiences "The Bride Wore Red" is a literal picturization of Ferenc Molnar's play, "The Girl from Trieste." Generally, it attains standards expected of Joan Crawford by her clientele. Although it is fantastic in some phases of its amplification, the story is organically sound. The excessive and prolonged dialogue, however, and consistent lack of action sometimes blunts sustained interest.

The premise of the plot is that clothes and an aristocratic manner make the lady. To prove this truth to Robert Young, George Zucco sends a cabaret entertainer to a swanky Alpine resort. Not only does Miss Crawford fool herself, but she does a complete job on Reginald Owen and even has his suspicious wife, Billie Burke, half-convinced. She fools all but the village postman, a poetic son of the high altitudes. It builds to an engaging triangle situation which threatens the romantic bliss of Lynne Carver. Miss Crawford realizes that deception is not worth the price in heartache and, upon exposing herself, returns Miss Carver to Young and finds simple happiness with the bucolic Franchot Tone.

Naturally Miss Crawford dominates the picture, but Young, Owen, Miss Burke, Miss Carver and Zucco are adequate and Tone supplies the spark that gives "The Bride Wore Red" its zip. Tess Slessinger and Bradbury Foote adapted from the Molnar play. Dorothy Arzner directed. The film is aimed to engage the attention of sophisticates and may prove somewhat boring to ordinary folks.

Running time, 100 minutes. "G."

"A Bride for Henry"

(Monogram)

HOLLYWOOD, Sept. 23.—A little picture with a lot of entertainment fittingly describes "A Bride for Henry." Putting a fresh face on the triangle situation and developing the theme from a comedy standpoint, blending good story, production, acting and direction, the production is a revealing example of what sometimes can be done with pictures made on a moderate budget.

Shrewdly balancing dialogue, action and characters in intriguing situations, the yarn follows the three on a honeymoon plot. When groom Henry Mollison fails to show up, bride Anne Nagel marries her lawyer, Warren Hull. But Mollison appears for the honeymoon and Hull is shunted into the background. When Hull seems to be enjoying himself with other ladies, particularly Claudia Dell, in the honeymoon hotel, and Mollison proves that he's not much of a bargain, Miss Nagel's jealousies are aroused. Amusing sequences precede the climax, which has a contrite bride nestling in her husband's arms.

Creditable performances are contributed by Miss Nagel, husband Hull and interloper Mollison, and Claudia Dell is not far behind in giving "A Bride for Henry" zip and zest. Based on a story by Josephine Benthall, Marion Orth's screenplay is soundly and naturally constructed and William Nigh's direction cleverly gets the most out of the plot and talents of the players.

The picture should prove a desirable companion piece for more seriously toned attractions.

Running time, 55 minutes. "G."

(Additional Review on Page 24)

Kiesling Does Book On Film Production

RICHMOND, Sept. 23.—"Talking Pictures—How They Are Made—How to Appreciate Them," by Barrett C. Kiesling of the M-G-M studio publicity department has been published by the Johnson Publishing Co. Designed for classes in visual education, English and dramatics, the book, long in work by Kiesling, is described as the first textbook written from the production angle.

The volume traces the making of a film from the time the story is purchased and asserts in the text that 276 "arts, professions and vocations" figure in the task.

Empire Union Adds To Bombing Reward

The Empire State M. P. Operators' Union has added \$500 to the \$1,000 award put up for apprehension of the stench bombers who have been active recently in theatres.

In a letter to Mayor LaGuardia signed by Abraham I. Kindler, president, this charge is made: "Such activity on the part of 'hoodlums,' injuring innocent patrons of the theatre, has been done for no other reason than to undermine the financial status of the owners, so that they may be induced to lock out our operators and compel the employment of operators of another organization."

Short Subjects

"Motor Maniacs"

(20th Century-Fox)

The scenes contained in this Adventure of the Newsreel Cameraman are usually edited out. It is easy to see why. From the moment it gets under way until the last frame it is a fast-moving, bloody film, with hair-raising events offered in every cutting. Bones are broken, gore is spilled, flesh is burned, cars are smashed and what have you. The strong stomached audiences will enjoy it—warn the others. Running time, 10 mins. "G."

"Long Bright Land"

(Vitaphone)

In line with all the E. M. Newman travel subjects in color, this combines beauty of scene with interest and a measure of instruction. In New Zealand are seen the Auckland War Memorial, various native birds and beautiful flowers, the miniature Yellowstone Park which is the Thermal district, the native Maoris in ceremonial dances and at work, and the city of Christ Church. Excellent travel subject. Running time, 11 mins.

"It's a Good Stunt"

(Paramount)

A good assortment of clips dealing with the hair-raising and breath-taking antics of various daredevils. They perch on skyscraper ledges, hang from blimps, ride motorcycles over hazardous courses, fling knives, hatchets and pickaxes at living targets and what not. It is a thriller for the strong-stomached patron. Running time, 10 mins. "G."

"Screen Snapshots 17-1"

(Columbia)

The highlights of a brand of film activity that will appeal to the general run of audience for the past 17 years is run off in this issue. The names, events and what-have-you that made good publicity in days gone by is unreel. Everything of importance from Rudolph Valentino to the Gene Raymond-Jeanette MacDonald wedding is shown. Running time, 10 mins. "G."

"Pigskin Champions"

(M-G-M)

Distinctive camera work, excellent cooperation by the Green Bay Packers, a pro football team, and fresh, humorous comment by Pete Smith make fine ingredients that blend to make top-rating entertainment. The film covers football maneuvers and tricks in a manner that will surprise and bring on hearty laughs. There are many novel plays that are caught with remarkable effects in slow motion stop action and regular speed. Running time, 11 mins. "G."

"Will You Stop?"

(Educational)

Shakespeare's "Antony and Cleopatra" serves as the butt for some cleverly thought out slapstick by Tim and Irene here. Tim is a stage director. Irene is the daughter of the backer of the performance. It is studiously screwy. Running time, 18 mins. "G."

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**STILL ANOTHER REASON WHY UNIVERSAL
NEWSREEL LEADS THE PARADE!**

Roxy Allowances of \$12,869 Are Sought

(Continued from page 1)

realtor, appraised the Roxy at the request of White & Case, attorneys for proponents of the plan. He valued the property in July, 1935, at \$3,300,000 and in July, 1937, at \$3,500,000. He asked for \$1,500 in fees. Parsons, vice-president of Douglas Elliman & Co., acted as arbitrator to fix a reasonable rental for the lobby lease when it was renewed in September, 1936. Half of his \$2,500 fee was paid by the 7th Avenue Hotel Corp., the landlords. He filed a request for the balance of \$1,250.

Judgment Not Satisfied

Execution on two judgments totaling \$1,050 against Amusement Parkway, Inc., and Edward Stiegel was returned unsatisfied to the U. S. District Court yesterday by U. S. Marshal John J. Kelly. A judgment for \$700 was obtained in August by the RKO Distributing Corp. and another for \$350 by the 20th Century-Fox Film Corp. against Amusement Parkway and Stiegel for alleged unlicensed exhibition of films.

Principal Amends Complaint

Principal Film Exchanges, Inc., filed an amended complaint in the U. S. District Court yesterday in its suit against J. D. Kendis, who allegedly does business as Jay dee Kay Prod. The original complaint named Jay dee Kay Prod. as a separate corporation. The suit is based upon the alleged breach of an exclusive license to distribute "Crusade Against Rackets" in metropolitan New York and northern New Jersey. Damages of \$5,000 were asked.

Consolidated Decree Filed

WILMINGTON, Sept. 23.—A decree in conformity with an opinion handed down by Chancellor Josiah O. Wolcott here last week declaring null and void the proposed amendment to the certificate of incorporation of Consolidated Film Industries, Inc., was filed in Chancery Court today by the Chancellor.

N. Y. Incorporations

ALBANY, Sept. 23.—The following theatrical companies have been incorporated here recently:

Mercury Theatre, Inc., New York, capital 1,000 no par shares, by Harold R. Vaughan, Edwin E. Lindgren, W. Wilson Merrill.

Carter Cinema Prod. Co., New York, capital 200 no par shares, by Marshall H. Rosett, Lee Brenner, Rose Eskin.

Roma Theatres, Inc., New York, capital 100 no par shares, by Harry Weinberger, Chester A. Pearlman, Beatrice Weinberger.

Transradio News Features, Inc., New York, to produce news films, capital \$5,000 in \$5 shares, by Wallace G. Quisenberry, Herbert Moore, Dixon Stewart.

Arstodd, Inc., Sythca, Inc., Olthea, Inc., Eastnor, Inc., all New York, capital 100 no par shares, to operate theatres, by L. Athana, A. Nadelman, B. Goldenberg.

Silverstein to M-G-M

HOLLYWOOD, Sept. 23.—Dave Silverstein, former Republic producer, has joined the Nat Levine unit at M-G-M.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Thunder Trail"

(Paramount)

HOLLYWOOD, Sept. 23.—Based on the Zane Grey novel, "Arizona Ames," which might have been a better title for the purposes of showmen on both sides of the Western equation, "Thunder Trail" is a far above average medium budget production. Such cast names as Gilbert Roland, Charles Bickford, Marsha Hunt, J. Carrol Naish, Monte Blue, William Duncan and James Craig argue for exploitation treatment beyond that commonly accorded subordinated attractions and the picture warrants extraordinary emphasis.

In common with most Zane Grey stories, this one has logic as well as action and plot substance as well as thrill. Boiled down to essentials, it is the one about brothers separated in their boyhood whose destinies bring them by devious paths together again in time for a finish in which they outwit the villain in the case and at the same time avenge their murdered parents. In detail and development, however, the subject matter achieves a freshness and power seldom possessed by product of this kind. There is no reason whatever for limiting exhibition of the picture to the so-called "western audience."

Performances of Monte Blue and Gilbert Roland are outstanding. The screenplay by Robert Yost and Stuart Anthony is constant in interest and Charles Barton's direction makes the most of situations and incidents adroitly integrated and proportionately effective. The photography by Karl Struss is a distinctly notable production asset.

Running time, 56 minutes. "G."

"Lost Horizon," yesterday morning's opener at the Radio City Music Hall, was previewed by wire from Hollywood on Feb. 23.

"The Good Earth," opening this morning at the Capitol, was reviewed on Jan. 30 by wire from Hollywood.

"High, Wide and Handsome," now current at the Paramount, was reviewed on July 22.

"That Certain Woman," at the Strand and "100 Men and a Girl," at the Roxy are holdovers.

Academy in Move to Improve Projection

HOLLYWOOD, Sept. 23.—The Research Council of the Academy has taken the first steps toward a revision of the dimensions of the Academy Standard Projector Aperture, adopted in 1932 and currently in use in all theatres. It is seen as likely that the size of the picture on the screen in virtually all theatres will be changed as a result of the action. It is designed to more closely coordinate studio and theatre practice, and to minimize the possibility of cutting off heads and feet from pictures on the screen.

After an extended series of tests, the committee named by the council to consider the matter, and headed by Grover Laube, has prepared a revised standard projector aperture which differs chiefly from that now used by a .015 inch increased height and .021 inch increased width, and is centered over the camera aperture.

Have Hollywood Satire

HOLLYWOOD, Sept. 23.—Jerry Mack, dance director, and Jimmy Fritz, publicity agent, are producing a play, "Alias, Hollywood," or "From Peanuts to Borscht," described as a satire on Hollywood.

Add to 'Robin Hood' Cast

HOLLYWOOD, Sept. 23.—Herbert Muddin, Melville Cooper and Patric Knowles have been added to the cast of "The Adventures of Robin Hood" by Warners.

Mexican Exhibitors Show Modern Trend

MEXICO CITY, Sept. 23.—Major American producers and American supply houses have benefited to a large extent from the modern trend for better pictures and better theatres which has come to dominate the attitude of the exhibitors of provincial Mexico. New and modern houses are the order of the day, and the showmen make a real effort to give their patrons better films.

A new house, the Rex, seating 1,200, which was formerly an old legitimate theatre, will be opened shortly in Monterrey, near the American border. It will be operated by a Mexican syndicate headed by Gonzalo Gaza. Another new theatre, as yet unnamed, is being erected in Hermosillo, capital of the northwestern state of Sonora.

Dreher Sells His First

HOLLYWOOD, Sept. 23.—Some time ago Carl Dreher resigned as RKO director of sound recording and patent adviser to take up writing. His first effort, "The Crime of Dr. Hallet," done in collaboration with Lester Cole, has been acquired by Universal. *Blue Book* will publish it.

Buy Anaesthesia Story

HOLLYWOOD, Sept. 23.—M-G-M has made an unusual story buy, "The Life of William Norton," a non-fiction book on the life of the discoverer of anaesthesia by Rene Fulop-Miller, and Chapter 12 of "Triumph Over Pain and Death," by the same author.

Short Subjects

"Little Jack Horner"

(Columbia)

Here is an enactment of one of John Hix's "Strange As It Seems" items. The short plot built around the Mother Goose rhyme is done in costume and concerns Jack Horner, the Bishop of Glastenbury's messenger, who takes a deed from a batch he is delivering to King Henry the Eighth. They are concealed in a pie. Nobody ever suspected the steal. The estate of the Horner family in England as it is today is shown in conclusion. It is interesting. Running time, 10½ mins. "G."

"Stranger Than Fiction No. 42"

(Universal)

Scenes of remarkable underwater swimming highlight this issue. Other clips show a Georgia farmer giving himself a haircut, a Wichita youth drawing simultaneously with his hand and foot, the hydro-electric harnessing of tidal waters in South Carolina and two New York girls who make and sell fine pipes. A particularly good issue. Running time, 9 mins. "G."

"Swing Monkey Swing"

(Columbia)

Fast and hot animation of a swarm of monkeys doing standard routines to the tune of swing music. It is plotless and serves only to offer the monkeys dangling from trees, playing various instruments, dancing and singing "St. Louis Blues" in Technicolor. Running time, 7½ mins. "G."

"Kiko's Cleaning Day"

(Educational)

A vacuum cleaner runs amok in this adventure of the cartoon kangaroo and provides material for a few minutes of highly exciting and amusing animation. It is brilliantly handled novelty and the utmost is made from the comic possibilities. Will please everywhere. Running time, 7 mins. "G."

"Future Stars"

(Columbia)

An uninspired collection of clips showing the various sporting activities of children make up this issue of The News World of Sports. The youngsters are shown rowing, boxing, flying model airplanes and partaking in a number of other activities. Not very much to it. Running time, 9 mins. "G."

"Peeping Penguins"

(Fleischer-Paramount)

A color cartoon that concerns the activities of a quartette of the birds when they enter an empty house and stick their mouths into everything. The action is clever and fast moving. Running time, 8 mins. "G."

"Community Sing 2-3"

(Columbia)

Gene Morgan provides the comics and Donald Grayson does the vocals as the audience is invited to partake in the proceedings. The songs are of the college variety and should draw some response from the viewers. Running time, 10½ mins. "G."

BETTE DAVIS
and
HENRY FONDA
in
**"THAT CERTAIN
WOMAN"**

with
Ian Hunter • Anita Louise
Donald Crisp
Written and Directed by
Edmund Goulding
Music by Max Steiner
A First National Picture

Didn't you notice in today's film ads that
there is not a remote sign of a dramatic
performance that can approach this one
coming this week from **WARNER BROS.?**

(The Sensational News is Now Being Nationally Ad-
vertised with a 250,000-Line Newspaper Campaign!)

JUST GOES TO SHOW!

Fox, Frisco premiere
beats 'Green Light',
'Galahad' and every
Warner picture that
ever played there!

MODERN

TODAY'S splendid motion picture quality can be completely protected...perfectly reproduced...with Eastman Fine-Grain Duplicating Films. For the simple reason that these new materials are capable of making duplicates actually indistinguishable from originals. With them the duplicating process goes definitely modern. Eastman Kodak Company, Rochester, N.Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*
DUPLICATING FILMS

WMCA Moving To New Spot On Broadway

The long current rumor that WMCA was considering a move to new studios was confirmed yesterday by Donald Flamm, president of the station, who revealed that he had signed an eight-year lease for 30,000 square feet of space on Broadway from 51st to 52nd streets, the building which houses the Hollywood Theatre.

The new WMCA studios will occupy the entire fourth floor of the building, and are to be ready for occupancy Jan. 1. The new quarters will be known as the "WMCA Building."

The plans are drawn for nine studios and 65 general administrative offices with double the space now occupied by the station. The studios will be air conditioned. A large show studio, seating 300, will be provided. Administrative offices will be situated in the penthouse of the quarters.

The move to the new studios, Flamm said, was necessitated by the expansion of WMCA in the last few years.

Narrow Bidding for Police Transmitter

OKLAHOMA CITY, Sept. 23.—Two of the four firms bidding for installation of a 1,000-watt radio transmitter for the state highway patrol have been eliminated, but J. M. Gentry, State Commissioner of Public Safety, said he had not decided which of the two apparent low bidders is successful.

Hales-Mulally, Inc., bid approximately \$17,000 for an RCA transmitter, and the Graybar Electric Co. bid approximately \$20,000 on Western Electric apparatus.

Dallas Reach Co. in Syracuse

The Charles Dallas Reach Co., advertising agency, will establish a new office in Syracuse. The Syracuse agency will be complete and will not be a branch of the central office, it was stated by the company. The new office will house copy, art, layout, research and marketing, publicity and production departments.

Howard E. Sands, vice-president of Charles Dallas Reach Co., will be in charge of the Syracuse office. He will be assisted by Francis R. Risley.

Maxwell Hage Joins KFEL

DENVER, Sept. 23.—Maxwell Hage, former radio production manager for United Press in New York City, has joined the sales staff of KFEL. Hage also is former assistant manager of WJAY, Cleveland.

Barbara Stanwyck with Lux

The Lux "Radio Theatre" will offer Barbara Stanwyck in a radio adaptation of her motion picture "Stella Dallas" over CBS Oct. 11.

Most M-G-M Talent to Be Available for Air Series

While program details of the new M-G-M-General Foods Corp. series are still vague, it was stated by Benton & Bowles yesterday that, barring previous commitments, all players, stars, songwriters, directors, orchestras and literary talent under M-G-M contract will be available for the series which will get under way Nov. 4 at 9 P. M. over the NBC-Red network.

The phrase "previous commitments," it is presumed, refers to Nelson Eddy and Jeannette MacDonald, both of whom are under contract for radio appearances to opposing sponsors.

However, it has been indicated to MOTION PICTURE DAILY by several M-G-M executives that despite other radio contractual commitments, both of these players will be available for use on the M-G-M-General Foods show as "guests."

Nothing has been said, however, about the radio status of Greta Garbo, who has remained aloof from the air.

Meanwhile, it is said that the series will probably come from a special theatre on the M-G-M lot in Culver City rather than from the NBC studios in Hollywood. The series will be offered over 63 stations.

Pick Football Announcers

The Atlantic Refining Co., as a result of the mass auditions it has held in various sections of the country, has selected 44 announcers and commentators from a list of over 300 applicants to handle its intercollegiate football radio broadcast program.

The Atlantic program will be offered over 66 stations and will include a broadcast total of 163 games of 21 teams. N. W. Ayer & Son, Inc., handles the Atlantic Refining account.

"Children's Corner" to CBS

Dorothy Gordon's "Children's Corner" will be heard on a new time schedule over CBS beginning Oct. 4. Thereafter the program will be offered Monday, Wednesday and Friday from 5:45 to 6 P. M. The program won the 1937 Women's National Radio Committee award for the best juvenile air show.

KDYL to Handle Own Talent

SALT LAKE CITY, Sept. 23.—In line with a great increase in locally produced programs, KDYL has inaugurated its own artists bureau. The bureau consists of a clearing house for all local talent, dramatic, instrumental, vocal, writing and orchestral.

Ad Club to Resume on WMCA

The series of luncheon meetings of the Advertising Club of New York will again be heard over WMCA, starting Sept. 30, from 1:15 to 1:45 P. M. The associated stations of the Inter-City network will also carry the broadcasts.

Clemens to Yodel

SAN FRANCISCO, Sept. 23.—After three weeks of auditioning all available yodelers west of the Rockies for his first feature length cartoon, "Snow White and the Seven Dwarfs," Walt Disney selected Zeke Clemens, KFRC. Clemens will go south Oct. 1.

General Foods Takes An Hour on NBC-Red

General Foods Corp., through Benton & Bowles, has purchased a full hour's time, Saturdays from 8 to 9 P. M. on the NBC-Red network, to fit new broadcasting schedules for the current program featuring Bob Ripley and the forthcoming series for Jack Haley.

The Ripley show is now heard Fridays from 9 to 9:30 P. M. on the Blue. Beginning Oct. 9, the Ripley show will be offered from 8 to 8:30 P. M. on the Red. The series is in behalf of Huskies. The Oct. 8 broadcast will be omitted.

The Haley program for Log Cabin Syrup, originally scheduled to begin Oct. 8 on the Blue, instead will begin Oct. 9, from 8:30 to 9 P. M., and weekly thereafter at this time.

Air Ohio Newspaper Program

CINCINNATI, Sept. 23.—"WCKY's Neighbors," a program consisting of interesting and unusual items from the respective communities furnished by newspapers in 40 counties in Ohio, Kentucky and Indiana, is being aired over the L. B. Wilson station. Full credit is given the newspapers contributing to the program.

Schoelwer in Fourth Year

CINCINNATI, Sept. 23.—"Whispering" Eddie Schoelwer has begun his fourth consecutive year of broadcasting under the sponsorship of the Solway Furniture Co., over KWRC. His program of old and new songs is heard Mondays through Saturdays at 4:30 P. M. He plays his own accompaniments.

"New Horizons" on CBS

"New Horizons," a new series of programs, will be presented by the CBS Dep't of Talks in cooperation with the American Museum of Natural History over Columbia Mondays from 6:15 to 6:30 P. M., starting Oct. 4. The schedule is for 13 weeks.

The programs will feature outstanding explorers and scientists.

Eugene to Start New Series

Frank Eugene, film commentator and critic, will begin a new series of screen gossip programs over WNEW Sept. 28. Eugene will be heard twice weekly, Tuesdays and Thursdays at 3:15 P. M.

CBS Realigns Handling for Coast Talent

CBS and the Columbia Concerts Corp. has formed Columbia Management of California, Inc., to centralize and coordinate west coast talent activities. W. Arthur Rush has been placed in charge of the new organization, assisted by Larry White. Offices are located in the Equitable Bldg. in downtown Hollywood.

The new corporation offers agency and personal representative service for film, radio and stage appearances.

Eastern engagements of CBS artists will continue to be handled as heretofore either by Columbia Artists, Inc., New York, or Columbia Concerts Corp.

Sound Reproductions Adds to Facilities

Sound Reproductions Corp., which was recently reorganized by Eugene L. Bresson, its president, has added three more cutting machines to its equipment. This makes six machines now in use in its recording laboratory.

The reorganization brought John Mayo to Sound Reproductions as executive in charge of sales. Mayo has been associated with the industry for a number of years as production man and station operator. Jack Byers has been added to the company's recording department.

Complete New York station coverage is now available for reference recording and for the manufacture of electrical transcriptions.

Look Program Begins

CINCINNATI, Sept. 23.—"The Streamline Revue," a transcribed series of dance bands, choruses, vocalists, and news, weather and temperature reports, sponsored by the magazine, *Look*, has been inaugurated on WCKY, and will be heard six times a week from 10:30 to 11 P. M. The production is being handled by the Schwimmer & Scott agency, Chicago.

Cunningham in Anniversary

BOSTON, Sept. 23.—Bill Cunningham, *Boston Post* sports writer, celebrated his first anniversary this week on the Kellogg sports programs. He commemorated the occasion by interviewing the coach, sponsor and stars of the Lynn American Legion Junior Baseball Team, which recently won the national championship in New Orleans.

WHDH Promotes Garrigus

BOSTON, Sept. 23.—Fred Garrigus has been promoted to program director for WHDH, the so-called "Voice from Home" for fishermen at sea. Garrigus replaces John Knell, who resigned to join the local CBS staff, centering at WEEL.

Additional radio coverage on pages 30, 31 and 32

new — 15 *additional stations have joined
the Columbia Network since January 1.*

WNBX . . Springfield, Vt. WKBH . . . La Crosse, Wis.
WGBI Scranton, Pa. WRVA Richmond, Va.
WAIM . Anderson, S. C. WEOA . . . Evansville, Ind.
WMAZ . . . Macon, Ga. WCHS . Charleston, W. Va.
WCOC . Meridian, Miss. WPAR . Parkersburg, W. Va.
WKBB . Dubuque, Iowa KGLO . . Mason City, Iowa
WTAQ . Green Bay, Wis. KDAL Duluth, Minn.
KOY Phoenix, Ariz.

Complete data on each are available from CBS.

more — 10 *Columbia Network Stations
increased their power. From Buffalo to San
Francisco, CBS stations have increased their
power; and in such key markets as Cincinnati,
Des Moines, Knoxville, Little Rock, Orlando,
Pensacola, Peoria and Sioux City. Of particular
interest is the new KSFO, San Francisco which
has both increased its daytime power to 5,000*

watts, and greatly increased its overall efficiency with a complete new transmitter installation that engineers call one of the very finest in the country.

better — 48 *Columbia Stations made*

other major advances in their facilities.

In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

C O L U M B I A

Broadcasting System

NBC to Try New Pickups By Television

Outdoor television pickups will be attempted for the first time in America next month by NBC. The network is now awaiting the completion of an RCA television mobile unit, now under construction. It will be ready for use Oct. 18.

Immediately after the delivery of the mobile television station, NBC engineers will begin a series of tests to pick up outdoor scenes. Football games and other sports, parades and news events are listed in the schedule. All of the work, however, will be strictly experimental.

In the beginning the mobile station will be used primarily to study the sensitivity of instruments to average daylight conditions and to train a corps of engineers in the operation of television apparatus.

Both pictures and sound impulses will be transmitted from the test locations in the field to the Empire State Building, where the main television transmitter will rebroadcast the signals to the 100 receivers installed within the 45-mile working radius of the tower station.

The mobile unit, consisting of two vans, will operate on microwaves with a frequency of 177 megacycles, and is expected to be effective up to 25 miles from the main transmitter.

Georgia Commission Outlines WGST Use

ATLANTA, Sept. 23.—The Georgia State Radio Commission, recently created by Governor Rivers, stated after the first meeting that Georgia's state-owned station, WGST, will be used "primarily to serve the public interest by advertising Georgia and its resources to the nation, and by disseminating departmental and institutional information to the people of the state." The station is owned by Georgia Tech, but operated under private lease. Governor Rivers said that present contracts between the station and its clients would remain undisturbed. Selection of a date to take control was deferred.

Kohlmann, Musician, Dead

CINCINNATI, Sept. 23.—Carl Kohlmann, 75, trombonist in the ARMCO Band radio unit, died at his home here today. He was a member of the Cincinnati Symphony Orchestra for 41 years. A son and daughter survive. Burial will be at Walnut Hills, German Protestant cemetery, on Saturday.

Sarli Made Music Director

ST. LOUIS, Sept. 23.—Al Sarli has been named musical director of KWK, replacing Rolla Coughlin.

New Shows On the Air

"The Dentist Says"

The old "advice" formula is ingeniously employed to get over the oral hygiene plugs on "The Dentist Says," a series of programs sponsored by the Dentists Supply Co. and broadcast twice weekly over WMCA and the Inter-City network.

The program features a Dr. George Wood Clapp and a woman introduced as "The Friendly Counsellor." Dr. Clapp offers the advice; the "Counsellor" reads the problems written by the listeners.

Yesterday's installment revolved about the problem of a woman who wrote that at 40, life held little activity for her. Among her physical ailments she listed a gum condition. Dr. Clapp, in a style reminiscent of "The Voice of Experience," painted an attractive vista of the physical, mental and psychological improvements that would be netted if the gum condition were cleared up.

Prophylactic, but hardly entertaining.

"Phil Cook's Morning Almanac"

Here is an hour-long broadcast starting at 8 A. M. and concluding at 9 A. M. that combines everything from homely philosophy, comedy organ music, excellent mimicry, to the ringing of a gong every few minutes to let the audience know how much time they have to get to their jobs. Phil Cook is not unknown to a wide audience and his manner of presentation is pleasantly serio-comic, but, nevertheless, holds attention.

Guest stars are usually to be heard doing their bits and the program on the whole is nicely handled and no doubt serves as a bracer with which to start the day's tasks.

The period is heard every weekday over CBS. BANNER.

Thorgersen Signed For Sport Comment

Ed Thorgersen, sports commentator for Movietone News, has been signed by the Sun Oil Co. to share time with Lowell Thomas on the latter's five-time weekly news comment series on the NBC-Blue, 6:45 to 7 P.M. Roche, Williams & Cunningham is the agency.

Thorgersen will start his stint with the beginning of the World Series baseball games. He will offer resumes of the games for their duration. Thereafter, and for the whole of the football season, he will appear Mondays and Fridays, offering comments about the games.

Mast Raising Fails Again

BELLEVILLE, Ill., Sept. 23.—A second attempt to raise a steel mast, to which the antennae of the new Belleville police radio broadcasting station will be attached, failed when two ropes holding the mast broke crashing it to the ground and damaging it so greatly it will have to be rebuilt. With the exception of installing the antennae, the station is ready to begin broadcasting at once, other equipment having been installed and made ready for operation recently.

Radio Personals

JIM BEALLE of the publicity staff of the local J. Walter Thompson office has been transferred to the Hollywood office of the agency, where he will serve as assistant to publicity director Ed Fortman. . . . Noel Coward, who has made but two previous radio appearances, will make his third Sept. 29 as guest of the "Hit Parade" on NBC. . . . Ann Leaf has been assigned to provide the organ music for the Tony Wons series, which begins Sept. 27 over CBS. . . . Joe Di Natalie, of KFOR, Lincoln, Neb., is visiting Mutual headquarters here. . . . Laurette Peterson of WOR's publicity office has resigned to become Dave ("Hobby Lobby") Elman's secretary. She has been replaced by Rosalie Shutta. . . . Orson Welles, of all things, will play the role of the "Shadow" in the radio series of that name. . . . Martin Lewis of *Radio Guide* Magazine was one of the "unrehearsed" draymateurs on the Walter O'Keefe show Wednesday night. Said Marty in the microphone when asked his occupation: "I'm Martin Lewis, writer of a radio column for *Radio Guide* Magazine, America's national radio weekly." He forgot to add the price of the magazine. . . .

+

Negotiations have been in progress for some time on a Lum and Abner comic strip. . . . Bunny Berigan is signed for a week's engagement in Baltimore at the Hippodrome Oct. 15. . . . Patsy Kelly

Special Dedicatory Program for WGAR

The special dedicatory program to be broadcast from 8:30 to 9 P. M. Sunday will mark the affiliation of WGAR, Cleveland, with CBS Sept. 26. G. A. Richards is president of WGAR; John F. Patt, vice-president and general manager. Patt, a director of the N. A. B., is well known in Cleveland as president of the Ohio Broadcasters' Ass'n. and a director of the Cleveland Advertising Club.

Yolande Langworthy Joins Radio Events

Yolande Langworthy, radio author, whose "Arabesque" programs are still a well-remembered network feature, has signed a contract with Radio Events, Inc., and will devote her full writing time to this organization.

By joining Radio Events, Miss Langworthy once again associates herself with Georgia Bachus, who was dramatic director of CBS while Miss Langworthy was with the network.

has been signed for a permanent spot on the Phil Baker show. . . . Evelyn Laye will be the guest on "Hit Parade" over CBS Oct. 2. . . . Benny Friedman, now heard over Mutual Sundays, is forecasting the results of the Saturday games in the network's Friday releases, a good stunt. . . . Martha Perry has been signed as the vocalist for Lou Breese's orchestra. . . . Claudette Colbert will make one of her infrequent guest appearances on the Chase & Sanborn program Sunday.

JESSICA DRAGONETTE



Palmolive
BEAUTY BOX
THEATRE
of the air

Wednesday, Sept. 29th, 9:30 p.m., E. S. T.

Franz Lehar's "Count of Luxembourg"

WABC-COLUMBIA NETWORK

Management • Haensel & Jones • New York City



NEW YORK'S
FASTEST
GROWING
STATION

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

**WWSW Is Signed Up
For "Speed Gibson"**

PITTSBURGH, Sept. 23.—The Liberty Baking Co. of this city has signed with WWSW for "Speed Gibson," a transcribed detective series for youngsters. The show, produced with Hollywood talent by the Quality Bakers' Ass'n of New York, will go out for 15 minutes on Monday, Wednesday and Friday afternoons at 5:30 P.M.

Because of wire difficulties, the George Jessel-Norma Talmadge show, which will be piped in from Hollywood to WWSW under the sponsorship of the Palace Credit Clothing Co., won't start here until Sept. 26. The program is to be launched this Sunday, but it will take two weeks to iron out things at this end. The show is to be aired over the Mutual network, but WWSW has no network affiliations.

Takes "Speed Gibson" Program

SAN DIEGO, Sept. 23.—"Speed Gibson" is the title of a new transcribed program starting Oct. 3 over KFSD, local NBC-Blue outlet. The Southern California Baking Co., is the sponsor. The program, a 15-minute mystery-adventure serial, will be heard Tuesdays, Wednesdays and Fridays at 8:30 P.M., P.S.T. The Barns-Chase agency handled the deal.

Another new feature over the same station is "The Land of the Whatsit" a transcribed children's series sponsored by the Safeway Stores. This program is aired Mondays through Fridays at 7:00 P.M.

WMBD Stages Big Party

PEORIA, Ill., Sept. 23.—A crowd estimated at 10,000 jammed the Peoria armory, city's largest auditorium to see a three-hour show presenting all of WMBD's talent and to listen to Gov. Henry Horner in a dedicatory speech at the station's new 5,000-watt transmitter was placed into service. Edgar L. Bill is manager of WMBD.

Owen Balch with KCKN

KANSAS CITY, Sept. 23. — Owen Balch, formerly with KFH, Wichita, is new manager of new sales for KCKN, Kansas City, Kans.

Must we HOLLER it?

Must we disrupt the quiet of this nice paper and go make a spectacle of ourselves? Must we call in our printer who's a shy man and make him set up in big, black type: **WOR CAN BE HAD AT THE LOWEST 50,000-WATT STATION COST IN GREATER NEW YORK?** Of course, maybe you don't want to save money. Maybe, though, you'd like to drive your buggy around to our garage at 1440 Broadway, in New York, and say, "Give'er the once-over. And don't forget the harness."

WOR**Hollywood Town Pump**

HOLLYWOOD, Sept. 23. — Mickey Mouse and the rest of the Walt Disney characters will not take to the air Oct. 19 as originally planned by Ruthrauff & Ryan on behalf of Lever Bros. The sponsors will substitute a dramatic series, until January, when the Mickey Mouse program is tentatively scheduled to start.

Double Cola Bottling Co. through Lee Ringer has placed a contract calling for 13 weeks' sponsorship of 15-minute news broadcasts on KECA starting Sept. 27. . . . Clark Gable and Virginia Bruce will enact "Cimarron" Sept. 27 on the "Lux Theatre of the Air" . . . KFVB this week begins a new Wednesday program titled "Your Los Angeles," in which the founding and growth of the city, as well as the functions of the various municipal departments, will be told. Russell Hughes will produce and direct the program . . . Jimmie Lowell and his Sons of Hawaii have replaced Lani McIntyre and His Hawaiians on KMTR from a Seven Seas night club remote broadcast. McIntyre and his troupe have gone to New York to play at the Lexington Hotel.

Reid Kilpatrick replaces John Austin Driscoll on KEHE's sports broadcasts.

Cincinnati Town Pump

CINCINNATI, Sept. 23. — Wilda Hinkle, who returned to the WLW staff after two years in New York and Chicago, will head the "Mornings in the Mountains" program over that station at 9:30 A.M., daily . . . Paul Thiel, formerly announcer for WCPO, has joined WSMK, Dayton, O., to produce and announce the "Moonlight Shadows" series, which will feature poems by Norine Freeman, local writer on the *Cincinnati Post* . . . Sidney Slon, WLW actor, and his wife, have returned from a tour of Europe . . . Frederick Yeiser, music editor, *Cincinnati Enquirer*, will be commentator on the first "Concert Hour" broadcast over WLW, the date of which has not yet been settled.

Omaha Town Pump

OMAHA, Sept. 23.—"Tea Time with Mickey," a new series, has been started on KOIL at 3:15 Wednesdays by Eda V. McCready, who interviews local culinary experts. . . . Luella Cannam of WOW's sales and program department has returned from a Hollywood vacation.

Elene and Sydney Northcott, local radio writers, have followed up their successful sale of 52 15-minute scripts, "The Memory Box of Runjit Singh," to 3UZ at Melbourne, Australia, by selling the series to the New Zealand Radio Commission for use on about 10 stations. . . . Gale Blocki, Jr., of John Blair & Co., visited WOW, local client, last week. . . . KOIL's old transmitter station on a Council Bluffs hilltop has been purchased by General Manager John Henry of Central States Broadcasting Co. for remodeling into a home.

Manager John Gillin, Jr., has signed the following new artists: Don Davis, who does a weekly 15-minute piano program; Betty Jane Perry, featured singer with the Syncopaters Sunday afternoons, and Johnny Redd,

Going Up

New Haven, Sept. 23.—Conducting the "Street Scene" program in front of the Chamber of Commerce Building, Mack Parker was considerably surprised to find that he was on a basement elevator and on the way up—right in the middle of a broadcast.

15-year-old Negro pianist, who does a 5 P. M. Friday program.

Philadelphia Town Pump

PHILADELPHIA, Sept. 23. — Joseph Gross, WPEN news commentator, rounds out his fourth year with the station. . . . Sears, Roebuck Co. returns to the air at WFIL with the "Junior Thrillers" series, heard last season on KYW. . . . Mrs. Lynn Adair will again script the show and Isadore Isenberg handle production. . . . Guy C. Pierce, executive vice-president of Roche, Williams and Cunningham agency, was tendered a testimonial on his election to the presidency of Theta Delta Chi. . . . Morton Lawrence, WCAU announcer, has announced his wedding date to Rosalie Shaffer as Oct. 10. . . . John Falkner Arndt, president of the advertising agency bearing his name, has returned from St. Louis where he attended the annual convention of the Continental Agency Network.

Pittsburgh Town Pump

PITTSBURGH, Sept. 23.—Robert Gill, former announcer at WCAE and now at WCAU, Philadelphia, is in town visiting friends . . . The Congress of Women's Clubs presented Elmer Kenyon, Theatre Guild press agent and former head of the Carnegie Tech drama school, over KDKA in an address on "The Rebirth of the Theatre" . . . Kitty Conti of WCAE is carrying her arm in a sling, the result of a broken wrist . . . Delle Gillis, formerly of Chicago, is the latest addition to the dramatic staff at WCAE . . . John Davis has returned to his newscasting over WWSW for the *Post-Gazette* after a two-week vacation in Key West. . . . Cliff Daniels and Jack Parr at WCAE are now presenting a special 15-minute program every Friday afternoon in which they interview visiting stage celebrities . . . With Ed Harvey's departure for New York and the Hearst New York state network, Dave Olsen and Cliff Daniels are now sharing the production duties at WCAE . . . Al Nelson of KAO, Denver, has taken up his new duties as general manager of KDKA, succeeding H. A. Woodman, who has returned to the NBC office in New York.

Plans Air Talent Bureau

CINCINNATI, Sept. 23. — A radio talent bureau will be established here by Richard H. Keech, to maintain a staff of artists, ranging from an announcer to an orchestra to be available for the requirements of local stations and national networks.

**WSGN Planning Fair
Television Exhibit**

BIRMINGHAM, Sept. 23.—WSGN is making plans to exhibit television transmitting and receiving equipment in conjunction with the regular radio broadcasting facilities at the station's booth at the Alabama State Fair this year.

Representatives from the American Television Institute, who visited WSGN studios, are planning to send complete transmitter and receiving equipment to be displayed and demonstrated at the fair.

Holland Is Experimenting

AMSTERDAM, Sept. 10.—Excellent results in television are being obtained by the Philips Radio Co. here, it was indicated in a recent demonstration for the press. Technical problems have been overcome to a great extent, and the screenings were clear and virtually perfect. It is expected that several years will be required before television apparatus will be available to the public on a commercial scale.

Marble WCAU Announcer

PHILADELPHIA, Sept. 23. — Harry Marble, formerly with WORL, Boston, has been added to the WCAU announcing corps to take over Robert Gill's assignment, who is handling production while Horace Feyhl is ill. Another newcomer to the WCAU staff is Frank Martin, coming here as production engineer from WEEU, Reading, Pa.

Williamson Joins KOL

SEATTLE, Sept. 23.—Dudley Williamson has been named production manager of KOL, Columbia outlet, by Elmer D. Pederson, manager.

Williamson has been with NBC in San Francisco for several years.

WMCA
NEW YORK'S
OWN STATION

—leads in—
PROGRAM PLANNING

DICK FISHELL'S
SPORTS RESUME



sponsored by **SOBOL BROS.**

University to Test 2 Short Wave Sets

COLUMBUS, Sept. 23.—Predicting that short wave broadcasts from other nations will be used in classroom work, Prof. William S. Hendrix, chairman of the romance language department of the Ohio State University, will set up two receivers in Derby Hall to determine the difference in reception. One receiver will be of the most expensive type. The other a moderately priced set which could be purchased by any high school. A logging chart of from 15 to 20 stations will be maintained from 10 A.M. to 10 P.M., daily. At the end of the year a log of clarity and regularity of the stations will be made, together with a classification of the various broadcasts.

French and Spanish lessons have been broadcast over WCOU, the university station, for the past eight years, and an effective technique for instruction has been set up. Progress of students has been followed by periodic examinations, which also would be made under the short wave system. These broadcasts, Hendrix believes, would tend to stimulate interest in learning foreign languages in addition to their other educational advantages.

Omaha University in Broadcasting Course

OMAHA, Sept. 23.—The Municipal University of Omaha will offer a nine-week course in radio broadcasting this fall, to be taught by Announcer Bob Cunningham of KOIL. A one-hour credit will be given for the course. Class conditions will be made to simulate actual conditions of a radio studio so students will get actual experience.

Premiere for Kate

The new Kate Smith series, which will begin on CBS Sept. 30 at 8 P. M., will have as its guests that evening a number of sports champions, including Joe Louis, Joe DiMaggio, Pete Bostwick, Erna Kompa and Frances Lorne. Joe Williams, sports editor of the *World-Telegram*, will interview the titleholders.

Tallulah Bankhead and Henry Fonda will be heard also in a dramatization of a stage success. A Hollywood premiere effect will be achieved for the opening broadcast by Klieg lighting the CBS playhouse from which the series will emanate. Attendance will be by invitation only.

Two Stations Seek Frequency Changes

WASHINGTON, Sept. 23.—WOO Grand Rapids, has petitioned the F. C. C. for authority to change its frequency from 1,270 to 1,010 kilocycles and reduce power from 500 to 250 watts.

WJNO, West Palm Beach, also has filed an application with the commission, seeking a change of frequency from 1,200 to 1,330 kilocycles and increase of power from 100 watts night, 250 watts day to 1,000 watts night and day.

WEW to Use Commercials

ST. LOUIS, Sept. 23.—WEW has started broadcasting commercial programs, according to A. S. Foster, manager. The station is owned and operated by St. Louis University, a Jesuit institution. Heretofore it has been used only for educational and religious purposes.

Rev. Wallace Burke, S.J., formerly in charge of Station WWL operated by Loyola University at New Orleans, has been placed in charge of WEW. He brought Foster with him.

Air Traffic School Starts

OKLAHOMA CITY, Sept. 23.—"The Traffic School of the Air" presented over KOMA at 3 P.M. on Tuesdays and Thursdays, a new series of 15-minute programs from the street, has been started here. The program is sponsored by the Oklahoma City police department.

KPO-KGO Has 10 New Accounts

SAN FRANCISCO, Sept. 23.—New accounts using KPO-KGO include Chevrolet Motors, Standard Oil of California, Wesson Oil and Snowdrift, J. W. Marrow Mfg. Co., Sperry Flour, Howe, Inc., Lady Alycia Beauty Products and Thomas Leeming & Co.

Elsie Lichtenstul Returns

PITTSBURGH, Sept. 23.—Following a year's illness, Elsie Lichtenstul has returned to broadcasting in a commercial program for the Rhea Baking Co. Miss Lichtenstul's program will be a News Digest of the week and will go out over WCAE for 10 minutes Sunday afternoons at 2 P.M.

Summer Shows Hold Up in Kansas City

KANSAS CITY, Sept. 23.—More programs carried over from the spring through the summer than ever before in the case of one of the major stations here, a condition true of others. This holds true of both local and chain programs, and is taken to indicate that advertisers apparently are realizing that summer no longer is the off radio season it used to be.

A significant factor in connection with this is that during the past two summers local radio set distributors have reported as high as 40 per cent increases in the sales of receivers. Retailers report substantial increases, and are finding it not at all difficult to sell radios in the summer.

WCKY Signs New Accounts

CINCINNATI, Sept. 23.—New accounts signed by WCKY include: Dodge Bros. trucks, seven spot announcements; Ruthrauff & Ryan, Inc., agency; McKesson & Robbins, Inc., (Pursang) 26 spot announcements; H. W. Kastor & Sons, agency; Churngold Corp., Churngold Margarine) 300 spot announcements, direct; W. S. Industrial Alcohol Sales Co., minimum of 52 spot announcements; Lambert & Feasley, Inc.; Ohio Apple Institute, "For Women Only," program for one year; Nesbitt Service Co.

Complete WOW Mobile Unit

OMAHA, Sept. 23.—Chief Control Operator Joe Herold and Engineer Bill Kotera have completed WOW's new mobile unit. It is mounted on a ton and a half truck.

Features of the unit are a 100-watt short wave transmitter which has a practical distance of between 100 and 150 miles, a gasoline motor generator capable of developing 1,500 watts, demountable recording equipment, a 20-foot aerial, short wave packs and a standard auto radio to test program quality from the main transmitter.

Oklahoma Net Starts Three

OKLAHOMA CITY, Sept. 23.—Three new programs have been started on the Oklahoma network schedule. The Arkansawyers, a family string band, are heard each weekday morning at 7:30 to 8. The Dixie Boys are on with a program at 12 noon. The Ross Rhythm Rascals, lately of Dallas, have started a weekday program at 4:30 P.M. Jack Caldwell, organist, is broadcasting over KVSO and the Oklahoma network each weekday morning at 11:30 A.M.

Weed Gets WLEU and WHBL

WLEU, Erie, Pa., and WHBL, Sheboygan, Wis., have named Weed & Co. as national representatives, effective immediately.

WLEU is operated by Leo J. Omeian, and is affiliated with the NBC-Blue. WHBL is owned by the *Sheboygan Press*, and is a 500-watt, full-time unit, with no network affiliation.

Lawrence Witte Joins KYW

PHILADELPHIA, Sept. 23.—Lawrence Witte of the N. W. Ayer agency handling publicity for the Atlantic Refining account, has joined the KYW talent staff for a weekly air gossip series on radio personalities, "Mike Notes." Witte also bylines a "Static" radio column syndicated in 112 newspapers along the eastern coast.

WIP Forms Classes To Train New Talent

PHILADELPHIA, Sept. 23.—Program Director James Allen at WIP has organized the WIP Dramatic Ass'n, the members of which will include local residents who are anxious to get into broadcasting but find their lack of experience a barrier. Regular classes in radio dramatics will be held at the WIP studios, with a course of instruction outlined to include microphone technique, dramatic direction, script writing, radio production and operation of sound effects. No fees are charged. As the classes progress, members will be given an opportunity to appear in regularly scheduled dramatic shows on WIP.

KXBY Starts Sunday Forum

KANSAS CITY, Sept. 23.—KXBY has instituted a quarter-hour radio mailbox forum each Sunday at 1:15 P.M. Two Kansas City lawyers will conduct the forum, listeners will participate in discussions of important questions of the day.

Leake Engaged by WNAD

NORMAN, Okla., Sept. 23.—Harold H. Leake, graduate of the University of Oklahoma, has been named full time assistant in charge of radio production for WNAD, university broadcasting station.

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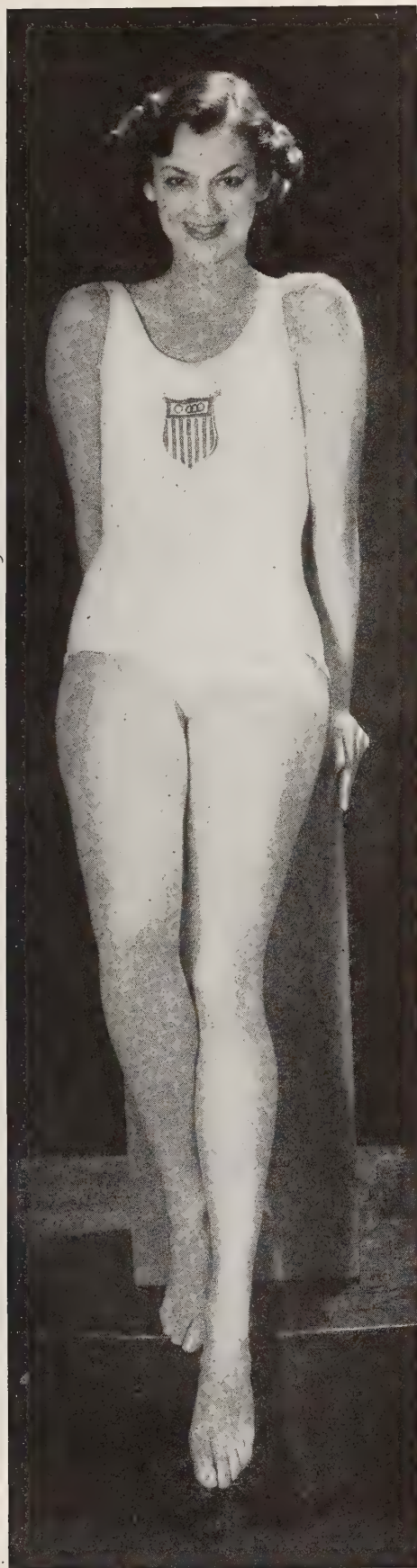
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AFFILIATED WITH M-G-M-LOEW'S



..... **and can she write!**



... This is Miss Jane Fauntz ... and by now you've noticed the little gadget on her swim suit ... it's her Olympic Swim team shield (all right then you knew that!!). Then you know what her "by line" means for audience appeal.

Well ... she's writing our feature

"THE WEAKER SEX"

She says women are NOT the weaker sex by a long shot ... and sets out to prove it by writing a snappy, breezy 15 minute newscast once a week ... she tells of the almost unbelievable things women have accomplished during the week ... she gives some slants on women in the sports-light ... and she gives some mighty sound advice on how to enjoy strenuous athletics, and still keep a truly feminine figure.

Who would be more capable of writing about the women in the news than this versatile figure in the international world of sports?

Who has a better right to brag about the accomplishments of women in this day and age of competition in all walks of life?

And who (you can see for yourself) has a more perfect reason to prove that women can accomplish what they set out to do?

Write for sample script

VCA radio news features are expertly written for radio. They require only one announcer for production. Because so many stations are using these features successfully, the prices are amazingly low.

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| ★ THE NEWS OF THE WEEK | ★ SHORT TAKES from HOLLYWOOD |
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CLEVELAND**



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MOTION PICTURE DAILY

First in
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Accurate
and
Impartial

VOL. 42. NO. 73

NEW YORK, SATURDAY, SEPTEMBER 25, 1937

TEN CENTS

Playwrights' Damage Suit Names Guild

Ask \$200,000, Alleging False Statements

HOLLYWOOD, Sept. 24.—The Screen Playwrights, in a surprise move last night filed a \$200,000 libel suit against the Screen Writers' Guild, the Authors' League of America and the directors of the Screen Writers' Guild over the letter purportedly written by Philip Dunne, chairman of the S.W.G. membership committee to P. G. Wodehouse, which is alleged to have contained false and defamatory statements.

Half of the amount asked is for the damage allegedly done to the Screen Playwrights, which is engaged in a sharp controversy with the guild over jurisdiction relative to film writers, and the other half is sought as punitive damages.

The letter which is the basis of the
(Continued on page 4)

Ohio ITO Attacking M-G-M Air Program

COLUMBUS, Sept. 24.—"I consider M-G-M's tieup with General Foods radio program as decidedly unfair theatre competition in the broadest meaning of that term," P. J. Wood, secretary of the I. T. O. of Ohio, here, told MOTION PICTURE DAILY.

"I wired a protest to Nicholas M. Schenck some time ago fully setting forth the views of my organization, and I'd like to see every exhibitor in the country vigorously protest to the M-G-M executives against the appearance of their stars on the air, regardless of the program, the sponsor, or the night on which the program is broadcast," he added.

Wood said he proposed to follow up the protest originally filed in behalf of the Ohio exhibitor unit.

Seek a New Program For Pepsodent Spot

With Amos 'n' Andy departing from the Pepsodent Co., Lord & Thomas, who handle the account, are looking about for a new show to succeed the blackface comedians.

Gertrude Berg, writer of "The Goldbergs," auditioned her latest
(Continued on page 4)

More Radio—P. 4

All of Columbia's Officers Reelected

All officers of Columbia Pictures Corp. were reelected by the board of directors, meeting yesterday for the first time since the board was reconstituted at the annual meeting of Columbia stockholders, Sept. 15.

The officers are Harry Cohn, president; Jack Cohn, vice-president; A. Schneider, treasurer; Charles Schwartz, secretary; L. J. Barbano, assistant treasurer, and T. J. Elias, assistant secretary.

MPTO Seeks Cuts in Colorado Insurance

DENVER, Sept. 24.—A. P. Archer, president of the Colorado M. P. T. O., has launched a drive for lower fire insurance rates for theatres. He is having a survey made of all theatres in Colorado, Wyoming and Mexico for the purpose.

It is understood the exhibitor unit is seeking a reduction of 40 per cent in insurance premiums. Archer said that theatres are paying a premium on theatre equipment which should be included as part of the building and not as a separate premium.

Dorothy Modisette Acting Story Head

Dorothy Modisette has been named acting story editor for Samuel Goldwyn, Inc., succeeding Mrs. George Kaufman, who resigned recently, Sam Marx, Goldwyn story head, said yesterday. In addition, Julius Evans, former legitimate director and stage manager, has been named acting play editor.

Both appointments will remain of a temporary nature until Marx returns to the coast and confers further with Goldwyn, it was said.

"100 Men" \$66,500 Draw in First Week

"100 Men and a Girl" and a stage show tallied \$66,500 in the first week at the Roxy. Several extra shows were added during the week because of the legionnaires being in town. The picture is now in its second week and may go a third. The gross is \$2,000 below the first seven days of "Thin Ice."

The third week of "Prisoner of Zenda" at the Music Hall wound up with \$90,500. The average weekly take for the three weeks was estimated to be \$101,500.

"Dead End" in its fourth and last week at the Rivoli garnered approximately \$22,000. "Make a Wish" took in \$2,400 in two days, the opening day's receipts amounting to about \$1,
(Continued on page 4)

All Smiles

Charles R. Rogers was one complete smile yesterday. He was reporting his satisfaction over the meeting of the Universal board of directors earlier in the week when, by resolution, complete confidence of the board in the administration of J. Cheever Cowdin and Robert H. Cochran, as well as his own, was voted.

Plans of 20th-Fox Ready to January

HOLLYWOOD, Sept. 24.—Production plans for 20th Century-Fox have been completed up to January. By that time, 39 of the 53 features scheduled for this season will have either been completed or in various stages of production. Of that number, 21 will be Darryl F. Zanuck specials and 18 listed under the supervision of Sol M. Wurtzel, executive producer.

The lineup does not include the two Eddie Cantor specials, one of which has been completed and the other slated to be placed into work shortly.

Wertheimer Named As Schenck's Aide

HOLLYWOOD, Sept. 24.—Lew Wertheimer has been named as executive assistant to Joseph M. Schenck, chairman of the board of 20th Century-Fox. It is a new post.

Lew Wertheimer is a close personal friend of Joseph M. Schenck and has made a number of trips with him across the continent and to Europe.

Fox Intermountain Active—Ricketson

Activity of Fox Intermountain is at its peak, Rick Ricketson, operating head, stated yesterday. Several new theatre openings are scheduled and a number of managerial shifts have been made.

Andy Cowan, owner of the Stadium, Caldwell, Ida., has consolidated with Fox Intermountain, which has the American and Roxy in that city. At the same time Cowan becomes city manager for the three houses.

Verne Fletcher has succeeded Andy Samuels as manager of the Babcock, Billings, Mont. Tom Ward, formerly assistant manager at the Ogden, Denver, is now managing the Hiawatha, that city.

The new Fox Imperial, Alliance, Neb., seating 975 and costing \$100,000, will be ready for opening about Dec. 15. This is said to be one of the finest theatres in western Nebraska. The
(Continued on page 3)

Para. Attacks Wagner Act's Applicability

Attorneys Say Production Not Interstate

HOLLYWOOD, Sept. 24.—Paramount Pictures, the first studio to answer the summons to appear before the Regional Labor Relations Board in the hearing on the eligibility of the Screen Writers' Guild as the writers' bargaining agency, today made a specific attack upon the Wagner Act's applicability to the industry and a general attack upon the law's constitutionality, claiming that it vests discretionary powers in the labor board without supplying a definite set of rules for it to follow. Executives of the company would not state whether or not Paramount officers would attend the hearing which starts Monday.

The communication, which was filed before the board by Omelveny Teller, attorney, claimed that the production of pictures *per se* is not interstate as required by the act, also that the Wagner Act is not applicable to the industry inasmuch as it violates the Constitution's Fifth Amendment. Also that it is confiscatory without due process of law, also that the studio signed an agreement for collective bargaining with Screen Playwrights, Inc., last February and also that the act is unconstitutional in that it gives discretionary power to the board to call employees' elections without prescribing a definite set of rules.

Concluding, the letter said that no issue or controversy has arisen between the writers and Paramount.

IATSE Claims Aim Is to Help Workers

HOLLYWOOD, Sept. 24.—In the first public statement since it claimed jurisdiction over talent as well as other studio workers, the I. A. T. S. E. today declared that it was not interested in the high salaried workers, but was seeking to protect the interests of the lower bracket employees.

The statement charges that the
(Continued on page 3)

Actors' Guild to Seek IA Showdown

Intimations that the Screen Actors' Guild will seek a showdown next week with the I. A. T. S. E. on the latter's Hollywood jurisdictional claims insofar as they affect the guild were given yesterday with the cancellation
(Continued on page 3)

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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

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Rites for Ruth Roland

HOLLYWOOD, Sept. 24.—Funeral services were held today for Ruth Roland, who died on Wednesday, at the Wee Kirk o' the Heather. Services were conducted by Genevieve Smith, Christian Science reader. W. S. Van Dyke, director, delivered the eulogy. Music was played by David Rubinoff, and Donald Novis sang. The body was placed in a crypt.

Mrs. Goldberg Dies

Mrs. Sarah Goldberg, mother of Peggy Goldberg of the G.B. publicity department, died Thursday after a lingering illness. She is survived by four daughters and four sons. Funeral services were held yesterday at 2:45 o'clock at Riverside Memorial Chapel, 76th St. and Amsterdam Ave.

Hold Hadley Funeral

Funeral services were held yesterday for Mrs. Hap Hadley at the Church of the Ascension with private interment following.

"Paradise Isle" Booked

Starting Oct. 6, "Paradise Isle" will be booked into the metropolitan RKO circuit.

Purely Personal

GRADWELL L. SEARS, Ned E. DEPINET, WILLIAM T. POWERS, NEIL F. AGNEW, WILLIAM WHITE, RICK RICKETSON, EDWARD L. ALPERSON and EDWARD J. PESKEY were the guests of GEORGE SKOURAS at the Carnival of Champions at the Polo Grounds Thursday night. Other film executives at the ringside, but not as Skouras' guests, included ABE MONTAGUE, JOE MCCONVILLE, CARL LESERMAN, HARRY H. THOMAS, ROY H. HAINES, NATE J. BLUMBERG, JOHN J. O'CONNOR, CLIFF WORD, RODNEY PANTAGES, LARRY SPIER, LEON NETTER and EDWARD SCHNITZER.

MADGE EVANS, just in from Hollywood, will be guest of the Stork Club at a Sunday afternoon cocktail party. MARY BRIAN and MARY PICKFORD, the latter one of yesterday's by-air arrivals from the west, are among those invited. BUDDY ROGERS accompanied Miss PICKFORD east for a fortnight's stay.

RAY DAVIS, district manager for Fox Intermountain, will come to New York from Denver for the first time during the first week in October. While here he will confer with WILLIAM T. POWERS on product and also attend the World Series.

ARTHUR W. KELLY, Jr., has returned to England after an extensive vacation here. When he got off the boat at Southampton, he was met by THEODORE CARR, general sales manager for United Artists in England.

JACK BARNSTYN, foreign sales head for Grand National, has definitely set Oct. 7 and the *Ile de France* as the date and liner for his departure abroad. He plans to close several important deals while in Holland and Sweden.

PHIL DUNAS, midwest division manager for Columbia, flew back to Chicago yesterday after three days here conferring with RUBE JACKTER.

HOWARD S. CULLMAN, former trustee of the Roxy, yesterday paid a visit to the theatre. For old times' sake.

ED KUYKENDALL, M. P. T. O. A. president, arrives tomorrow for a one week visit in New York.

PHIL FOX, Albany branch manager for Columbia, returned to his headquarters last night.

RICK RICKETSON, operating head for Fox Intermountain, leaves today for Denver.

JACK GOETZ plans to leave today for Ottawa and Toronto. He'll be back about Tuesday.

LEO REUSS, Continental actor under contract to M-G-M, is due today on the *Paris*.

WINFIELD SHEEHAN arrived in New York yesterday from the coast.

GEORGE SKOURAS will celebrate his 11th wedding anniversary today.

B. SCHWARTZ has joined the local Monogram sales staff.

JOHN D. CLARK will leave next week for the coast to confer with DARRYL F. ZANUCK on releases for the first quarter of next year. He will be joined there on Oct. 18 by J. P. O'LOGLIN, leader of the Kent drive, and the two will make a tour of exchanges, returning to New York the second week in November.

CHARLES U. YAEGER, president of Affiliated Enterprises of Denver, will start on a tour of key cities next week, visiting Bank Night agencies. He will stop at Des Moines, Cleveland, Chicago, Buffalo and Philadelphia, and will wind up in New York, to attend the World Series.

VICTOR McLAGLEN and BRIAN DONLEVY will arrive on the Century Monday and will sail Wednesday aboard the *Berengaria* for England, where they will have roles in "He Was Her Man," with Gracie Fields.

THERESA (TERRY) HOGAN, secretary to G. V. T. GURGESS of general Service Studio in Astoria is spending a two-week vacation in Connecticut. AGNES CRICK is pinch hitting during her absence.

DAVID O. SELZNICK and SIDNEY HOWARD, who wrote the screen adaptation on "Gone with the Wind," will arrive from the coast Oct. 10.

LEW PRESTON, general manager of the Interboro Circuit, is now a householder, having moved into Green Acres, Valley Stream, L. I.

SHEP FIELDS and his orchestra will leave for the coast on Tuesday, to appear in Paramount's "Big Broadcast of 1938."

DAVID SARNOFF, president of RCA, and board chairman of NBC, will arrive in New York on the *Paris* today.

STUART F. DOYLE is on the high seas bound for England. He sailed Wednesday night on the *Bremen*.

OZZIE NELSON, his wife, HARRIET HILLIARD, and their son, DAVID, left yesterday by train for the coast.

SONJA HENIE will arrive Thursday on the *Normandie*. Her next film will be "Bread, Butter and Rhythm."

HARRY SEGAL, New England distributor for Imperial Pictures, is here for home office conferences.

CONRAD NAGEL and ELSIE JANIS will leave tonight for Hollywood via American Airlines.

HERMAN G. WEINBERG has resigned as director of publicity for the 55th St. Playhouse.

RICARDO and MRS. CORTEZ are in from the coast, at the Waldorf-Astoria.

HAL ROACH and VITTORIO MUSSOLINI left yesterday for the coast by plane.

AL WRIGHT took a plane yesterday bound for the 20th Century-Fox studios.

HARRY COHN is scheduled to return to the coast tonight by air.

Palumbo Again Wins Warners' Golf Prize

Leonard Palumbo, perennial winner of Warner Club golf tournaments, took first prize for low gross at the club's 1937 tourney held yesterday at the Old Oaks Golf Club in Rye. It was Palumbo's third straight victory in the annual event. Pat Marcone took second place and was followed by Larry Golob in third position.

In the low net division Larry Roberts led the pack with Lou Aldrich the runner up and Ed Barrison taking third.

Joe Goldstein, Phil Raff and Roy Winkler ran one, two and three among the Class B players.

Lester Rieger hit the longest drive to beat Bill Brook, his nearest competitor.

Among the foursome prize winners were: Brooks, Jess Gourlay, Major Albert Warner, Sam Schneider, W. A. Halliday, Rocco Vocco, Bob Williams, Jules Girden, Saul Immerman, Harold Bareford, Palumbo, W. G. Wallace, Winkler, Mike Dolid, Cy Wood, Charles Baily, Goldstein, Al Trojack, Marcone, Ellis Shipman, Sol Shernow, Jake Wilk, Harry Rosenquest and Abel Vigard.

Stewart MacDonald, attired in kilts, won the vote as best dressed golfer over Jules Levey. Stanleigh Friedman was honored with the title of "worst dressed." The various prizes—70 in all—were awarded by Jack Alicoate who acted as master of ceremonies at the dinner held last night. Attendance totalled 175, of which 110 jousted on the links.

Skouras, Ricketson Bump Off Elk, Moose

DENVER, Sept. 24.—Charles Skouras, operating head of Fox West Coast; Rick Ricketson, head of Fox Intermountain; Harry Sherman, independent producer for Paramount, and Dick Dickson, district manager for F.W.C., went hunting in the Jackson Hole area just above the timberline between Montana and Idaho. Here is the score:

Dickson bagged the finest specimen of elk killed in this country in the last three years. The prize is said to be even better than the set of antlers Mickey Cochran got two years ago. Sherman killed a moose with a 56-inch spread from spade to spade. Skouras and Ricketson each got a moose and an elk, but they were nothing compared to the Dickson and Sherman killings.

Those spades are antlers. They don't refer to the bridge game which followed.

Poll Standings Continue

ST. LOUIS, Sept. 24.—Trends of popularity and preference as reflected in the poll being conducted by Fanchon & Marco through the St. Louis *Star-Times* remain practically unchanged as the number of ballots passed the 25,000 mark. Clark Gable leads Robert Taylor; Myrna Loy retains her lead over Loretta Young and Shirley Temple maintains her position far ahead of Jane Withers and Freddie Bartholomew.

The final questionnaires will be distributed Sunday evening. Complete findings will be published probably on Thursday, Sept. 30.

IATSE Claims Aim Is to Help Workers

(Continued from page 1)

guilds are doing nothing for minor employes. It was in the form of an open letter addressed to Robert Montgomery, president of the Actors' Guild; Charles Brackett, acting president of the Writers' Guild, and Lewis Milestone, acting president of the Directors' Guild, and was signed by Harland Holmden, vice-president of the I. A. T. S. E.

Holmden pointed out that the I. A. T. S. E. has obtained 20 per cent raises for its members and has assisted other organizations in the past two years to obtain closed shop conditions.

"We don't believe that you have any interest in the small salaried individual and his working conditions," the letter read. "We do believe, however, you are holding onto these people and giving them nothing. They, in turn, are greatly contributing to your protection through their combined memberships and that you, better than anyone else, fully realize the value of this."

Pointing out that various leaders of the guilds had advised members to stick together, Holmden said: "You know and I know that producers cannot and dare not tell you not to join the I. A. T. S. E. as the law of the land prevents just that. How false these leaders are to their trust in doing the bidding of employers against the welfare of those they are supposed to protect is self-evident by a glance back over the past to see what has been done to date by the so-called guild leaders for their memberships. This is easily and truthfully answered by just one word—'nothing.' The memberships have received only the well-known run-around which is as the producers had planned it."

Holmden said that the I. A. T. S. E. did not need additional membership, but would open the door to those seeking admission.

William Bioff, coast head of the I. A. T. S. E., and production directors of the studios led by Joseph Schenck, met today in a lengthy conference in an effort to settle the question of jurisdiction. No statement could be obtained from either faction.

Actors' Guild to Seek IA Showdown

(Continued from page 1)

of the special meeting of the board of the Associated Actors & Artists of America which had been called at the request of the guild to discuss the Hollywood situation.

The meeting was cancelled on brief notice yesterday, also at the request of the guild. Although no official explanation of the change in plans was offered either by the guild or the Four A's, it was generally believed in quarters close to both organizations that it resulted from a guild decision to confront I. A. officials either here or in Washington within the next few days with a showdown demand. Kenneth Thomson, executive secretary of the guild, is expected here early next week.

While the guild is chartered by the Four A's, the parent A. F. of L. organization for the talent unions, it was pointed out that the Four A's never has received any official notification from the I. A. that it claimed jurisdic-

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Perfect Specimen"

(Warners)

HOLLYWOOD, Sept. 24.—This riotous addition to the lengthening train of open-faced comedies had a preview audience in stitches after the first three minutes and had it sewn up for keeps at the finish. Much of what goes on the "The Perfect Specimen" couldn't, possibly, but most enjoyably does. The upshot of this haphazard reconciling of the incredible is, of course, an exhilarating release of escape mechanism.

Errol Flynn, Joan Blondell, Hugh Herbert, Edward Everett Horton, May Robson, Allen Jenkins, Dick Foran and Beverly Roberts are the principal contributors to the gurgling gaiety of the goings-on, but no fair accounting of the acting assets would be complete without mention of minor comedy bits honed to razor-edge by Harry Davenport and Tom Henning. Neither would it be Hoyle to skip notation of the four screen playwrights who translated the chuckling Samuel Hopkins Adams *Cosmopolitan* story into terms of breakneck action. They are Norman Reilly Raine, Lawrence Riley, Brewster Morse and Fritz Falkenstein. Director Michael Curtiz presided over the proceedings with his usual unerring understanding and associate producer Harry Joe Brown has a bright new feather for his cap.

The story introduces Flynn as an heir to millions, educated under forced draught and behind bulwarks by a crochety grandmother who is determined to make him the perfect specimen of the title. Miss Blondell crashes her roadster through the wall around his estate and lures him outside with tales of Don Quixote and adventure. They scurry thence through a series of hilariously exciting incidents while the forces of law and order flounder in pursuit of imagined kidnappers. The laughter of the audience will be practically constant throughout the last half-hour.

Running time, 88 minutes. "G."

"Fight for Your Lady"

(RKO)

HOLLYWOOD, Sept. 24.—Short in running time but long in amusement quality, "Fight for Your Lady" is a pleasing series of gags built for fun purposes held together by the required love story. The film gaily kids romance, wrestling and duelling. It has a song number too, sung by John Boles, but for the most part it has Jack Oakie at his whimsical best, expertly aided by Eric Rhodes and Billy Gilbert. This comedy kept a preview audience laughing continually.

The title is the gag. Boles loses all interest in life when Margot Grahame, his fiancée, weds Gordon Jones, a wrestler who double-crossed his manager, Jack Oakie, by winning a hilarious bout. Boles and Oakie, two disillusioned sons of fate, team up. Ida Lupino reanimates Boles and when the jealous Rhodes menaces his life with a challenge to duel, Oakie, threatened with the loss of his meal ticket, takes charge. There ensues burlesque sword play which takes on the atmosphere of a cliff-hanging western thriller until Oakie, dressed as an old woman, pleads with "Killer" Rhodes to spare the life of his enemy. Strung along in that theme is a running series of refreshing asides sometimes relevant, often otherwise that had the audience in stitches.

The intent to amuse was undoubtedly inspired by Jean Negulesco and Isabel Leighton in the creation of the original story. The same purpose was in the back of the minds of Ernest Pagano, Harry Segal and Harold Kusell who did the screenplay. No such thing as seriousness bothered Ben Stollhoff when he went about the job of directing. The comparative shortness in running time may create the impression that "Fight for Your Lady" is not a Class A attraction, but if only the amusement quality is considered the picture is a legitimate "A" that should interest specialized and general audiences.

Running time, 67 minutes. "G."

tion over the screen actors. Hence, the Four A's feels that it cannot proceed to contest a jurisdictional claim involving one of its affiliates while such a claim is not before it officially. It was suggested, however, that the guild might proceed on its own initiative to determine from authoritative I. A. sources how its jurisdictional claims affect the guild and, providing the claim to jurisdiction is being made in good faith, on what basis it is being advanced.

With considerations such as these

established, the guild could present its case to the Four A's board which then would be in a position to take definite steps either by interceding with the I. A. or appealing to the A. F. of L. executive board, it was indicated. The impression persists in union quarters here that the I. A.'s claims to jurisdiction over the guild could not be substantiated in A. F. of L. councils inasmuch as the guild is duly chartered as an accredited A. F. of L. union and has actively organized its chartered field.

Short Subjects

"The Carnival of Champions"

(Super Sports Attractions)

Three of the outstanding rounds of each of the four championship contests held at the Polo Grounds on Thursday night are offered here. The matches were important from the exchange of titles involved and the novelty of having four first-rank bouts to fill the card. The fighting is well photographed and has effective angle shots. The sound effects are real—the audience will even be able to hear the referee telling the combatants to "break it up." They'll come in flocks to see these pictures. Running time, 33 mins. "G."

Fox-Intermountain Active—Ricketson

(Continued from page 1)

Chief, Pocatello, Ida., with a seating capacity of 1,300, will be opened the week before Christmas. The Serf, Las Vegas, N. M., is slated to open Oct. 1. The house, which will seat 800, is said to cost \$60,000. Floyd Bender will be the manager.

The Rex, Rock Springs, Wyo., has been leased to the Newberry department store.

Rotha Due on Monday

Paul Rotha, English producer and writer on films, will hold a conference on Monday afternoon at the Museum of Modern Art Film Library. Rotha will arrive Monday from London and will spend five months working with the director of the library on the production of a documentary film on the technique of production.

Barrie Picture Barred

ALBANY, Sept. 24.—Dr. Frank P. Graves, state commissioner of education, has upheld the New York censor board ban on "How to Undress," a short starring Elaine Barrie.

Wall Street

Board Still Dropping

	Open	High	Low	Close	Net Change
Col.	20	20	19	19	-1
Cons.	2 1/2	2 1/2	2 1/2	2 1/2	+ 1/8
Cons., pfd.	9 1/2	9 1/2	9	9	-3/4
E. K.	173	173	167	169	-7 1/2
G. T. E.	19	19	17	18	-1
Loew	67 1/2	67 1/2	65 1/2	66	-2 1/2
Loew, pfd.	105 1/2	105 1/2	105	105	-1/4
Para.	17 1/2	17 1/2	16 3/4	17	-7/8
Para. 1.	122 1/2	124	120	123	-7
Para. 2.	15 1/2	16	15 1/2	15 1/2	-5/8
Pathe	8 1/2	8 1/2	7 1/2	7 1/2	-1 1/2
RKO	6 1/2	6 1/2	5 1/2	6	-5/8
20th-Fox	28 3/4	28 3/4	27 1/2	28	-1 1/2
20th, pfd.	35 1/2	35 1/2	35 1/2	35 1/2	-2
Univ.	42 1/2	42 1/2	38	38	-6 1/2
W. B.	11	11 1/2	10	10 1/2	-1
W. B., pfd.	50	50	47	47	-3 1/4

Fractional Curb Activity

	Open	High	Low	Close	Net Change
G. N.	2 1/2	2 1/2	2	2	-1/8
Sonotone ..	1 1/2	1 1/2	1 1/2	1 1/2	+ 1/8
Tech.	25	25 1/2	24 1/2	24 1/2	-5/8
Trans-Lux	3	3	3	3	-1/8

RKO Heavy Bond Loser

	High	Low	Close	Net Change
Keith 6s '46	96 1/2	96 1/2	96 1/2	
Loew 3 1/2s '46	99 1/2	99 1/2	99 1/2	- 1/4
Para. B'way	67	67	67	
Para. Pict.	99 1/2	99 1/2	99 1/2	- 3/8
RKO	92	92	92	-3
W. B.	90	88 1/2	88 1/2	-2 3/4

(Quotations at close of Sept. 24)

RADIO

Hearings for October Fixed By the F.C.C.

WASHINGTON, Sept. 24. — The F.C.C. has set tentative dates for examiners' hearings during October, as follows:

Oct. 6: Applications of William C. Smith for a 1,310-kilocycle, 100-watt station at Bogalusa, La.; Larry Rhine for a 980-kilocycle, 250-watt daytime station at San Francisco; KQW, San Jose, Cal., for increase of day power from 1,000 to 5,000 watts; KRRV, Sherman, Tex., for change of frequency from 1,310 to 1,450 kilocycles and increase of power from 250 to 500 watts, and KMLB, Monroe, La., for change of frequency from 1,200 to 620 kilocycles and increase in power from 100 watts night, 250 watts day to 500 watts.

Oct. 7: Applications of M. M. Valentine for a 1,500-kilocycle station at Laredo, Tex., 100 watts night, 250 watts day, and William A. Wynne for a 1,240-kilocycle, 500-watt station at Rocky Mount, N. C.

Oct. 19: Applications of Sam Houston Broadcasting Assn. for a 1,500-kilocycle, 100-watt daytime station at Huntsville, Tex.; Pacific Radio Corp. for a 1,320-kilocycle, 500-watt daytime station at Grants Pass, Ore.; Shirley D. Parker for a 1,310-kilocycle station at Yakima, Wash., 100 watts night, 250 watts day, and Kana-wha Valley Broadcasting Co. for a 1,500-kilocycle, 100-watt station at Charleston, W. Va.

Oct. 20: Applications of O. O. Burke, for a 1,500-kilocycle, 100-watt station at Dickinson, Tex.; Charles F. Engle for a 1,210-kilocycle station at Natchez, Miss., 100 watts night, 250 watts day; J. F. Rodgers for a 1,370-kilocycle station at Harlingen, Tex., 100 watts night, 250 watts day; KVEC, San Luis Obispo, Cal., for increase of time to operate nights with 100 watts, and KVOL, Lafayette, La., for increase of day power from 100 to 250 watts.

Seek a New Program For Pepsodent Spot

(Continued from page 1)

script, a story revolving about a waif of the streets, for Pepsodent at NBC the other afternoon. Bobby Breen is contracted to play the leading part in this show in the event it is sold. From a private source, however, it is learned that the audition did not impress the client.

Accordingly, Lord & Thomas has dispatched its director of radio, Tom McAvity, to Hollywood, where he will seek new talent and a new idea for a Pepsodent series. McAvity departed for the film capital yesterday afternoon aboard the Century. McAvity is understood to have been commissioned also to seek a new program idea for the American Tobacco Co., sponsors of the "Hit Parade" series.

Burns & Allen for Packard

George Burns and Gracie Allen, currently co-starred in the film, "A Damsel in Distress," will be heard on the Packard Hour over NBC at 9 P. M., Sept. 28.

Radio Personals

DAVID SARNOFF, president of RCA and board chairman of NBC, will arrive aboard the *Paris* tomorrow . . . Mario Cozzi, NBC baritone, will sing the leading roles in three operas for the Boston Opera Co. in Boston Oct. 4, 5 and 6 . . . Frank Luther, tenor, has turned band-leader and is now auditioning the unit for CBS . . . Victor Bay, who conducted the music for the CBS Shakespearean series, has been signed under management of the network's artists bureau and will be placed as a staff conductor . . . Richard Maxwell was signed for his new WOR commercial by Paul Ross of the CBS artist bureau . . .

Atlantic Arranges Localized Football

Supplementing its extensive schedule of play-by-play descriptions of intercollegiate games, the Atlantic Refining Co. has arranged also for localized sports programs. Seven local stations plus the Quaker State and New England CBS networks will carry the programs.

The programs will be aired on either Thursday or Friday evenings, depending on the locale concerned. The station setup, and commentators, is as follows:

WBT, Lee Kirby; WRVA, Ted Reams; WBAL, Don Riley; WCAE, Claude Haring; WHAM, Frank Silva; WSYR, Dan Dwyer; WNBS, Harry Tenner; Quaker State network, Jack Barry; New England network, Jack Ingersoll.

Start Coast Football Today

SAN FRANCISCO, Sept. 24.—The 1937 season of football broadcasts, sponsored by Associated Oil Co. will be inaugurated over coast networks tomorrow. Doug Montell will describe the California-St. Mary's contest over the NBC-Red web outlets in California. Harry Lantry will mike the Gonzaga-Washington State game at Spokane, over northwest stations.

A total of 19 Saturday gridiron clashes will be covered during the autumn.

King, Allen on Football

John Reed King and Mel Allen, announcers, have been signed to handle the broadcasts of the Fordham University football team by the Kellogg Co., sponsors of the broadcasts. Mack Davis of the CBS artists bureau handled the pact.

Pick Up Honolulu Program

SAN FRANCISCO, Sept. 24.—A 10-minute pickup from Honolulu, relayed to Point Reyes, 30 miles above San Francisco, and fed into the Mutual network via KPRC, will feature Sunday's hour and one-half salute to 12 Pacific Northwest stations, recently added to the Mutual-Don Lee webs.

The dedicatory show, aired at 1:30 E. S. T., will include music from San Francisco, Helen Gahagan in Hollywood, Ray Perkins, Sylvia Froos and variety from New York.

New Shows On the Air

"Commentator" Magazine

Adult and thoroughly enjoyable entertainment just about sums up what can and should be said of the new *Commentator* Magazine series offered twice weekly over the Mutual network.

Each stanza is for 15-minutes, and the opener Thursday night featured a timely, well-spoken and intelligent talk by Upton Close, war correspondent and author, on the cause and the possible after-effects of the undeclared warfare between China and Japan. Charles Payson, publisher of *Commentator*, serves as quizzier.

Close back-tracked more than a century to the days of Admiral Perry and the forcing of the "Open Door" policy on China to seek the core of the present day hostility. Space is not available for a thorough analysis of his remarks; suffice it to say that his explanation was thorough and quite plausible. He said he understood, but was not in sympathy, with the Japanese policy of seeking new territory.

BANNER

Palmolive to Drop Two of Its Series

Colgate-Palmolive-Peet will drop two of its current night programs, "Beauty Box Theatre" and the Floyd Gibbons shows. The latter will fade next week, the former Oct. 6. The company is planning to add a new mid-afternoon script series in CBS, however.

Jessica Dragonette, star of the "Beauty Box" presentations, is forsaking radio to make a nationwide concert tour, her first. She will make her initial concert appearance Nov. 22 at the Philadelphia Academy of Music. Her second engagement is for Nov. 30 in Hartford. The Columbia Concert Bureau is setting the tour.

Wells on "Magic Key" Series

Linton Wells, author of "Blood on the Moon," has been signed for 26 weeks on the RCA "Magic Key" series, replacing John B. Kennedy. He will start Oct. 3 on the WJZ and Blue network of 97 stations from 2 to 3 P. M. Sundays. The program is in addition to Wells' own 15-minute series over WEA and the Red network Saturdays from 8:30 to 8:45 P. M.

To Search for Missing Heirs

The Skelly Oil Co. will institute a weekly search for missing heirs over 20 midwest and mountain states stations of CBS, starting Oct. 11, with a program titled "Skelly Court of Missing Heirs." The contract is for 39 weeks through Blackett-Sample-Hummert, Inc. The series will originate in the studios of WBBM, Chicago.

"Garden of Memories" on WOR

A new half-hour program, "Garden of Memories," will make its bow over WOR Sept. 26 from 1 to 1:30 P. M., and weekly thereafter. Richard Maxwell and Bernard Ocko will be featured.

Playwrights' Damage Suit Names Guild

(Continued from page 1)

suit was sent on Aug. 23, last, according to the complaint. The entire contents of the letter is said to have been published and circularized by the guild and the Author's League. The complaint quoted the letter in full.

The parts specifically objected to include: "Screen Playwrights, Inc., was formed last year by the producers and a small group of writers for the express purpose of wrecking the Screen Writers' Guild."

The letter explains the breakaway of the Playwright organizers from the guild, and said, "They broke the guild, all right, but at the cost of the respect of all the decent people in the industry, whether writers or not. I don't know who are your intimates in Hollywood, but ask them at random what they think of the Screen Playwrights' leadership. . . . What I am asking you to do is this, to resign from the Screen Playwrights at once. I don't ask you to join the guild. . . . If you stay on in the movies for a while you will be assigned automatically, but not, I assure you, without your permission. But for your own sake and that of all other decent writers get out of the Playwrights."

"100 Men" \$66,500 Draw in First Week

(Continued from page 1)

500. "Big City" at the Capitol got approximately \$30,000. "The Good Earth" is current there and will probably be held over.

The Strand was hit by the legionnaires and finished the first seven days of "That Certain Woman" with about \$22,000.

Denies Caruthers Fees

A request for \$2,500 for attorney's fees sought in the unsuccessful defense of the \$1,000,000 copyright infringement suit by Allen Caruthers against RKO Radio Pictures was "reluctantly" denied in the U. S. District Court yesterday by Federal Judge John M. Woolsey.

When Judge Woolsey dismissed the suit on Aug. 17, he said he would allow reasonable counsel fees required for defending the case. In yesterday's opinion, Judge Woolsey reversed himself on the ground that the suit was brought for violation of a common law copyright rather than a statutory copyright and that no allowance for counsel fees could be made. The opinion pointed out that imposition of additional costs "served as a deterrent on wholly unfounded copyright claims of which this case furnishes an example." Caruthers' claim was based upon an alleged infringement of his unpublished manuscript, "The Sooners," in "Cimarron."

Form Fox Plaza Co.

DOVER, Del., Sept. 24.—The Fox Plaza Theatre Corp. has been formed here with capital of \$1,000. Incorporators are David H. Jackman, Edward E. Lindgren and Harold C. Vaughan of New York.

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Industry

MOTION PICTURE DAILY

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VOL. 42. NO. 74

NEW YORK, MONDAY, SEPTEMBER 27, 1937

TEN CENTS

ITOA-Allied Merger Talks Start Today

Three Men to Represent Each Organization

Committees of the I.T.O.A. and Allied of New Jersey will meet today to discuss the possibility of merging both organizations.

Maurice Fleischman, chairman of the I.T.O.A. board, proposed a move to amalgamate the two local exhibitor units at the Allied of New Jersey convention last week at Atlantic City. Harry Brandt, president of the unit, was supposed to speak, but could not make the trip due to business.

Allied of New Jersey appointed three men, Irving Dollinger, new president; Louis Gold and I. Marks as a committee to confer with the I.T.O.A. group. Fleischman will head the I.T.O.A. threesome.

Indications are that the merger proposal will be discarded and in its stead will come a recommendation to solidify the relationship between the
(Continued on page 7)

U. A. Partners Will Convene in November

A regular meeting of United Artists partners is slated to be held on the coast in November. Dr. A. H. Giannini, president and chairman of the board, stated Saturday prior to leaving for Hollywood.

Charles Chaplin is now on a cruise, Douglas Fairbanks is in Europe, Alexander Korda is due shortly from England, and Mary Pickford is vacationing with her husband, Buddy Rogers, in New York, Giannini said. There is no definite schedule set for the meeting, he added.

Asked to comment on his recent trip abroad and his stay here, Giannini said: "There is nothing to say."

Chicago Ban Lifted; Kids at Films Today

CHICAGO, Sept. 26.—The city-wide ban which has kept children out of picture houses because of the infantile paralysis scare was removed Saturday when the Health Dep't announced schools are to reopen Monday morning.

Circuit executives conferred on
(Continued on page 7)

Radio—Page 8

Interstate, Majors Lose Dallas Anti-Trust Suit

Ticket Taxes Up 2 Million In One Year

WASHINGTON, Sept. 26.—Admission taxes collected from box office admissions during the fiscal year ended June 30, last, showed a gain of \$2,365,000 over those of the preceding fiscal year, it was reported tonight by the Bureau of Internal Revenue in a preliminary analysis of 1937 revenue collections.

Total collections from the admission tax during the fiscal year were \$19,740,191.78, a gain of approximately \$2,628,000 over the 1936 figure of \$17,112,175.46. Collections at the box-office totaled \$17,367,439.19 against \$15,001,741.49.

The bureau's analysis showed that taxes collected from free or reduced rate admissions totaled \$560,444.74 against \$578,806.27 in the preceding year; leases of boxes or seats, \$51,393.20 against \$59,849.48; admissions sold by proprietors in excess of established prices, \$35,514.01 against \$15,379.87; ticket brokers' sales, \$170,047.82 against \$117,463.25; and roof gardens and cabarets, \$1,555,352.82 against \$1,338,935.10.

Box-office admissions increased in 1937 in all states and territories except Colorado, Delaware, Hawaii, Kentucky, Montana, New Hampshire, North Dakota, South Dakota and Utah. The greatest gain was in New York, where an increase of \$1,105,600 was recorded in tax collections, while the heaviest loss was in Kentucky,
(Continued on page 7)

Industries Census May Be Called Off

WASHINGTON, Sept. 26.—Tentative plans for another census of the amusement industries, covering business of the current year, have been halted by officials of the U. S. Census Bureau because of the apparent impossibility of securing necessary funds.

The amusement survey was an important phase of the censuses of American business made by the Government in 1930, 1934 and 1936, covering activities of the preceding years. The first of these surveys showed the
(Continued on page 7)

High Prices

Boston, Sept. 26.—"What's showing at the Metropolitan?" a prospective patron inquired over the telephone, then added sotto voce, "By the way, how much is it before six o'clock?"

"Double or Nothing," Alice Hamilton started to reply. "The very idea!" came the prim retort. "I thought Bank Night was bad enough."

Announcers' Guild Meets In N.Y. Soon

The first national convention of the American Guild of Radio Announcers and Producers will take place in New York City Friday, Oct. 1. Representatives from all the various A. G. R. A. P. chapters, in addition to several hundred of the local membership will attend.

The entrance of the American Federation of Radio Artists into the field of organizing radio talent and particularly announcers has not affected the progress of A.G.R.A.P. according to Roy S. Langham, president of A.G.R.A.P. Since the entrance of A.F.R.A. and the announcement that it will organize announcers and sound effect technicians, A. G. R. A. P. has added an artist free-lance chapter, which now includes among its
(Continued on page 8)

Hearing on Writer Guild's Plea Today

LOS ANGELES, Sept. 26.—The first hearing of its kind on the Pacific Coast, the Screen Writers' Guild petition to be declared the exclusive bargaining agency for film writers will start tomorrow before a special trial examiner of the Regional Labor Board here.

Opposing the guild's petition will be the producers, representatives of 20 studios having been subpoenaed, and the Screen Playwrights, which already hold a bargaining contract for writers
(Continued on page 7)

Violated Sherman Law, Court Holds—Appeal Is Planned

DALLAS, Sept. 26.—United States District Judge W. H. Atwell on Saturday found the Interstate Circuit and 10 major distributing and producing companies were operating in violation of the Sherman anti-trust laws in an opinion handed down after a three-day trial instituted by the Government.

The respondent companies declined to comment and went into an immediate huddle. An appeal is automatically expected to follow.

In the opinion, the court viewed as a sharp issue in the case whether the respondents conspired together to bring about the fixing of a minimum 25-cent admission by subsequent run exhibitors. It was held that the facts showed so conclusively that one would be held indeed to say otherwise but that Karl Hoblitzelle and Robert J. O'Donnell, chief executives of Interstate, discussed formation of some plan to protect their interests from subsequent runs. It was further expressed as the court's opinion that, beyond the citing of the testimony is the irrefutable fact that such contracts as the exhibitor respondents made with each of the distributors was in itself a violation of the Sherman anti-trust laws.

"Contract agreement conspiracy is merely the meeting of minds. Such a
(Continued on page 6)

Will Ask Court to Approve Para. Pact

A petition for court approval of the \$2,150,000 cash settlement of the Paramount trustee's suits against officers and directors of the company from 1927 to 1931, which was agreed to last Thursday by the litigants, will be submitted to Federal Judge Alfred C. Cox within the next week or 10 days, it was learned on Saturday.

Trial of the first of the two suits was scheduled to begin today before Justice Isidor Wasservogel in N. Y. Supreme Court, but attorneys for the Paramount trustee will request a postponement this morning until late October in order to obtain Judge Cox's approval of the settlement. Judge Cox's decision is expected before the end of October, and, if the trustee's petition is granted, the state court suit will be withdrawn.

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ROME: Via Lovanio 1; Vittorio Malpassuti, Representative.

SANTIAGO de CHILE: Casilla 13300; A. Weissmann, Representative.

SHANGHAI: Rooms 88-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Loran, Representative.

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SMPE Fall Session To Open Here Oct. 11

The Society of M. P. Engineers will hold its annual fall convention at the Hotel Pennsylvania, here, from Oct. 11 to Oct. 15, inclusive. The progress made in film engineering during the past year will be the theme of the meeting, expressed in demonstrations and papers indicative of the advancement.

The convention will open Monday morning, Oct. 11, with a business and general session, to be followed by an informal luncheon at which Martin Quigley and Louis Nizer will be the chief speakers. One of the outstanding papers will be "Safeguarding and Developing Our Film Markets Abroad," by Nate D. Golden, of the M. P. Section, Dept. of Commerce. The annual banquet will be held Wednesday evening, at which leading industry figures will speak and the society's Progress Medal and Journal awards will be made. The sessions include: photographic and laboratory, sound, engineering practice, lighting and studio, projection practice, apparatus symposium and manufacturers' announcements.

Purely Personal

SAM TISHMAN, who operates a number of theatres in Chicago and also handles fight films in St. Louis and Kansas City territories, left for Kansas City Saturday. He came east to attend the Carnival of Champions at the Polo Grounds.

DANIELLE DARRIEUX will arrive on the *Normandie* next Thursday. The young star of "Mayerling" will be met by **CHARLES R. ROGERS** of Universal and will be featured in that company's forthcoming "The Rage of Paris."

HERMAN RIFKIN has gone back to Boston, accompanied by **NATHAN YAMINS** and **ARTHUR HOWARD**, after attending the Allied of New Jersey convention in Atlantic City.

REGINALD A. PEARCE has joined Signor & Bryne, Inc., producers and distributors of advertising films, as secretary, in charge of promotion.

JOHN DROMEY, film buyer for Public Great States, left for Chicago Saturday after a short visit here.

ARTHUR H. SAWYER, formerly of Sawyer & Lubin, is in from Havana, at the Victoria Hotel.

HARRY COHN, president of Columbia, flew to the coast over the weekend.

MADGE EVANS is in from the coast, at the Waldorf-Astoria.

HARRY C. ARTHUR has gone to St. Louis for a few days.

HENRI ELMAN returned to Chicago Saturday.

... Omaha

HAZEL ANDERSEN, M-G-M booker, is vacationing in the southwest.

ARTHUR OFE has been promoted from chief of service at the Omaha to assistant manager of Tri-States capital at Sioux City, Ia.

NORM NIELSON, RKO booker, with **FRANK GARDNER** of Film Transport and **SOL FRANCIS** of the American Distributing Corp. drove 1,200 miles in three days just to fish.

JOE MARION, who headed stage units at the old Empress and Moon theatres for years, plans to open a stage booking office here.

... Pittsburgh

FLORENCE FISHER PARRY has resumed her columns in the *Press* but she's writing them from bed, where she is recovering from a broken ankle.

HARRY KALMINE's family helped him celebrate his birthday the other night with a little dinner party.

GEORGE TYSON returns shortly to the Alvin after a three-month leave of absence, and **KEN HOEL** will go to New Orleans for a vacation.

MARSHALL GOLDBERG's father, an Elkins, W. Va., exhibitor, will make his visits to Film Row over the week-ends now that Pitt, where his son is a star halfback, has opened its football season.

... Washington

DONALD L. TURNER, local Erpi

Order Owners to End Games in Milwaukee

MILWAUKEE, Sept. 26.—Police Inspector Hugo Schranz has issued warnings to six exhibitors to discontinue Bank Night and the city attorney's office has indicated that prosecutions will be started against those refusing to comply.

Warnings were also issued to nine drug stores to discontinue Prize Night, which is operated in a manner somewhat similar to Bank Night. The city attorney's office declared that the state lottery law covers the local situation and that the district attorney could prosecute Bank Night and Prize Night operators.

At Ashland, A. I. and Bertha Latts, operators of the Royal, face charges of promoting a lottery in connection with weekly Bank Night at the house. The defendants have been released on their own bonds of \$100 and the action is slated for an early hearing in Municipal Court.

Arrested on Lottery Charge

MOOSUP, Conn., Sept. 26.—Attempting to hold several drawings for distribution of funds accumulated under the former Sweepstakes system in his theatre, John Hess, operator of the Moosup, was arrested and placed under a \$250 bond for alleged violation of the lottery law. Windham County, unlike Fairfield, New Haven and Litchfield Counties, has no local arrangements for the continuance of cash giveaways pending the outcome of the Bank Night test case against Ernest Dorau, manager of the Palace, Middletown.

Sachson Elected as Warner Club's Head

Arthur Sachson, head of the contract department, has been elected president of the Warner Club for 1937-'38. Last year he was vice-president in charge of membership. About 50 delegates from eight states attending the election meeting.

Other officers for the year include: Jules Levey, vice-president in charge of membership; Harry Mayer, vice-president in charge of entertainment; Ruth Weisberg, vice-president in charge of welfare; Frank L. Gates, vice-president in charge of claims; J. T. Holmes, treasurer; Robert Salomons, assistant treasurer; Stuart H. Aarons, secretary, and Sam Schneider, chairman of finance.

chief, is back from his so-called vacation.

FRANK TAYLOR, manager of Loew's Columbia, is vacationing in St. Louis.

ORANGELO J. RATTO m.c'd some community singing at Loew's Palace when a power switch stuck, plunging the house into silence.

CARTER T. BARRON, Loew's division manager, played host to **ELIZABETH COPELAND**, drama editor of the *Richmond News-Dispatch*, when she stopped en route to the coast.

RUDOLPH BERGER, branch manager for M-G-M, and **CARLTON DUFFUS**, exploiter for this area, are catching sharks.

GEORGE HELMS, manager of the D. C. Poster Exchange, is vacationing in Atlanta and Dallas.

CHARLES H. OLIVE and **J. HENRY HISER** were the delegates of the local unit to the Allied convention at Atlantic City.

G. B.'s Eastern Men Have Session Here

Arthur Lee, vice-president in charge of distribution for G. B., yesterday held a meeting with the eastern sales force at the company's home office. Plans for the new season were discussed.

Attending the session were Clinton M. White, newly appointed assistant general sales manager; Arthur Greenblatt, eastern division sales head; George Weeks, general sales manager; Al Selig, Albert Margolies, Claude McGowan, C. F. Schwengler, B. J. Kearny and Basil Shea, of the home office, and the following out-of-town men:

Marcel Mekelburg, Boston; Charles Leach, New Haven; Herbert Given, John Schaeffer, Philadelphia; W. A. V. Mack, Joseph Kaliski, Washington; George Rosenbaum, Buffalo, and Joseph Loeffler, Cleveland.

To Pay G. B. Dividend

LONDON, Sept. 26.—G. B. will pay a half-year's preferred dividend on the date due, Sept. 30.

Legion Approves 12 Of 13 New Pictures

The National Legion of Decency, in its list of 13 new pictures for the current week, has approved seven for general patronage, five for adults and classified one as objectionable in part. The new pictures and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Charlie Chan on Broadway," "First Lady," "Le Juif Polonais," "Lovagyi Ugy" (Hungarian), "Melgarejo" (Spanish), "Music for Madame," "Saturday's Heroes." Class A-2, Unobjectionable for Adults—"Back in Circulation," "Counsel for Crime," "Forty Naughty Girls," "Partners in Crime," "Patrioten" (German). Class B, Objectionable in Part—"Mayerling."

Gilbert & Sullivan Productions Planned

LONDON, Sept. 26.—The Gilbert and Sullivan operettas will be filmed by a special unit formed by General Cinema Finance Corp., under the supervision of Rupert D'Oyly Carte and Geoffrey Toye, the latter making the adaptations.

The first, to be produced at the Pinewood studio, will be "The Yeoman of the Guard." General Film Distributors will handle distribution.

To Hold "Sussman Week"

Eastern 20th Century-Fox exchanges under the supervision of William Sussman will celebrate "Bill Sussman Week," Oct. 17-23. It is an annual event with the branches.

Today, John D. Clark, Sussman and other home office executives will hold an informal sales session at the New York exchange. This will be in connection with the S. R. Kent Drive.

G. N. Plans New Office

PITTSBURGH, Sept. 26.—Grand National will have its own exchange here after Nov. 1. A second floor is being added to the one-story building on Film Row now occupied by Universal and it will be taken over immediately by G. N. upon its completion.

The Showmanship Way

Showmanship must not only "know what the public wants" but furnish it. You know 4 out of 5 have said they want one feature and variety. The Showmanship Shorts that can furnish in three weeks such variety as this will help you do the rest in the Showmanship Way.

IMOGENE COCA

popular stage mimic, brings a bright new comedy personality to the screen in

"BASHFUL BALLERINA"



JEFFERSON MACHAMER

and his "Gags and Gals"

More beautiful models, more gags, more laughs, in

"SILLY NIGHT"



"THE TIMID GHOST"

Fast and funny...a good old belly-laugh-and-squeal comedy, starring

CHARLES KEMPER and EARL GILBERT



TIM and IRENE

(Antony)

(Cleopatra)

stir up a regular Roman holiday of laughter in

"WILL YOU STOP!"



"PRIVATE LIFE OF THE GANNETS"

Beautiful and spectacular scenes of wild life. A short you'll be proud to play

A TREASURE CHEST Production



"THE BIG APPLE"

with the Arthur Murray "Shag" Dancers

"Come on and shine" with the short subject exploitation "natural" of the season.

A SONG AND COMEDY HIT

"KIKO'S CLEANING DAY"

Kiko the Kangaroo and Ozzie Ostrich make a clean sweep of laughs.

TERRY-TOONS



Presented by
E. W. HAMMONS



Distributed in U.S.A. by

Reg. U.S. Pat. Off.

20th Century-Fox Film Corporation

"Big City" Is \$15,250 Draw In Pittsburgh

PITTSBURGH, Sept. 26.—"Big City" at the Penn led the field at \$15,250. The picture started out like a world-beater, but fell off after the first three days.

On its holdover at the Warner, "Dead End," which had previously chalked up a big gross at the Penn, had enough stuff left to get an excellent \$7,800. Only the Stanley fell below par, with "Confession" and Dick Stabile's band, able to get only \$16,500.

Total first run grosses were \$52,425. Average is \$44,000.

Estimated takings for the week ending Sept. 23:

"LOVE UNDER FIRE" (20th-Fox)
ALVIN—(2,000), 25c-40c, 7 days. Gross: \$6,600. (Average, \$5,500)

"THIN ICE" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days, 3rd week. Gross: \$6,275. (Average, \$4,500)

"BIG CITY" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. Gross: \$15,250. (Average, \$11,000)

"CONFESSION" (F.N.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Dick Stabile's band, Gracie Barrie, Shaw and Lee, Noll and Nolan, Paula Kelly, Burt Shaw. Gross: \$16,500. (Average, \$18,000)

"DEAD END" (U.A.)
WARNER—(2,000), 25c-50c, 7 days, 2nd week. Gross: \$7,800. (Average, \$5,000)

"Zenda" a \$19,000 Hit at Cincinnati

CINCINNATI, Sept. 26. — "The Prisoner of Zenda" was in the big money with \$19,000 at the RKO Albee, upping average by \$7,000. It was moved to Keith's.

"Wife, Doctor and Nurse" went \$2,700 over the line with a \$12,700 take at the RKO Palace, and was continued at the RKO Capitol. "Dead End," playing a second downtown week at Keith's, got \$7,200 compared with a \$6,500 average, and "Stella Dallas," in its third stanza downtown, gave the RKO Grand \$3,500 on a six-day run.

Total first run business was \$61,150. Average is \$58,700.

Estimated takings for the week ending Sept. 23:

"THE PRISONER OF ZENDA" (U.A.)
RKO ALBEE—(3,300), 35c-42c, 7 days. Gross: \$19,000. (Average, \$12,000) Moved to Keith's.

"WIFE, DOCTOR AND NURSE" (20th-Fox)
RKO PALACE—(2,700), 35c-42c, 7 days. Gross: \$12,700. (Average, \$10,000) Moved to RKO Capitol.

"LOST HORIZON" (Col.)
RKO SHUBERT—(2,150), 35c-42c, 4 days. Gross: \$2,500. (Average, 7 days, \$12,000)

"THIN ICE" (20th-Fox)
RKO SHUBERT—(2,150), 35c-42c, 3 days. Gross: \$3,300. (Average, 7 days, \$12,000)

"100 MEN AND A GIRL" (Univ.)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. Gross: \$6,300. (Average, \$6,500)

"BORNEO" (20th-Fox)
RKO LYRIC—(1,400), 35c-42c, 7 days. Gross: \$4,400. (Average, \$6,500)

"STELLA DALLAS" (U.A.)
RKO GRAND—(1,200), 25c-40c, 7 days, 3rd downtown week. Gross: \$3,500. (Average, \$2,750)

"BORN RECKLESS" (20th-Fox)
RKO FAMILY—(1,000), 15c-25c, 4 days. Gross: \$1,200. (Average, \$1,250)

"THE BIG STREET" (RKO)
RKO FAMILY—(1,000), 15c-25c, 3 days. Gross: \$1,000. (Average, \$1,200)

"DEAD END" (U.A.)
KEITH'S—(1,500), 30c-40c, 7 days, 2nd downtown week. Gross: \$7,200. (Average, \$6,500)

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Great Garrick"

(Le Roy Prod.-Warners)

HOLLYWOOD, Sept. 26.—Like "The Guardsman," "The Great Garrick" has that peculiar quality that grows upon one. The nature of the picture is satire, the locale of this mid-eighteenth Century costume film being London and the French wayside. In its comedy spirit it is up-to-date and as refreshing as 1937.

It treats of a legendary episode in the career of David Garrick, the great actor of his day. Basically, it tells of a hazing dealt out to an artist. Aware of what is going on, and without their realizing it, he, in turn, hazes his tormentors. Likewise it tells of the predicament that befalls a man who is so much a master of simulated emotions that he does not recognize real love when he comes within its spell.

In the title role Brian Aherne does a splendid job. Many times he could easily have gone overboard. Under the intelligent direction of James Whale, he plays the character to a nicety. He is pompous when he must be and contrite when it is necessary. His work here is sure to win much commendation.

So should the work of Melville Cooper and Olivia De Havilland merit praise. Although the roles of Edward Everett Horton, Lionel Atwill, Henry O'Neil, Luis Alberni and Etienne Girardot are hardly more than bits they are important in the story delineation.

The picture reflects an intensive effort to provide something unique and different in comedy. The original screenplay by Ernest Vajda, although wordy, sparkles with intriguing dialogue and situations. Whale's direction aims at endowing the costume play with the breath of modernism. A Mervyn LeRoy production, it is up to the standard he has established in other personally supervised films. The people who appreciate smart comedy should grasp it quickly. There is also a chance that the necessary mass audiences will follow along.

Running time, 95 minutes. "G."

"The Westland Case"

(Universal)

HOLLYWOOD, Sept. 26.—"The Westland Case" augurs well for Universal's "Crime Club" series, of which this is the first. A lively moving, comedy mystery story, it has a presentable cast including Preston Foster, who adds another to his list of versatile characterizations; Frank Jenks, who is rapidly gaining favor in a type of comedy role similar to Lionel Stander's, and a feminine contingent of Carol Hughes, Barbara Pepper and Astrid Allwyn, all of whom deliver capably. And then, too, there is Alice Belcher in a bit part. Although she draws no screen credit, she is responsible for more laughs per foot of her screen appearance than any other member of the cast.

While obviously made as a "B" picture, the acting, direction by Christy Cabanne, the screenplay by Robertson White and production by Irving Starr earn for "The Westland Case" something above that rating in entertainment.

Foster is a heavy drinking detective hired with his stooge, Jenks, to save Theodore von Eltz, facing the chair after his conviction of the murder of his wife. By assembling all of von Eltz's supposed friends daily up until the time set for the execution, Foster solves the crime.

Running time, 62 minutes. "G."

(Additional Reviews on Page 6.)

"Ave Maria" to Open

"Ave Maria," a UFA film starring Beniamino Gigli, will open on Oct. 1 at the Garden on East 86th St. The film has English titles and features the opera star in selections by Verdi, Schubert and Gounod.

Ray Coffin on Coast

LOS ANGELES, Sept. 26.—Ray Coffin, formerly associated with A. H. Blank and M. Weinberg in Des Moines, has arrived here to handle the office of a radio promotion agency.

Ethel Merman to Fox

HOLLYWOOD, Sept. 26.—Ethel Merman has been placed under term contract by 20th Century-Fox.

It's Now "Paid to Dance"

HOLLYWOOD, Sept. 26.—Columbia's tentatively titled film, "Women of the Night," will be released as "Paid to Dance." C. C. Coleman, Jr., is directing.

Book "Sophie Lang"

"Sophie Lang Goes West" has been booked into the Criterion, following "Shanghai Express." The opening date is Wednesday.

Anna Neagle on Stage

LONDON, Sept. 26.—Anna Neagle will play "Peter Pan" in a stage production for Christmas at the Palladium.

Short Subjects

"The Big Squirt"

(Columbia)

Charley Chase is an ardent reader of crime magazines in this comedy. He is also a soda jerker. In between he devotes a lot of time to comparing crime photographs with various individuals in the hope of getting a reward. He even spots the police chief in one comparison. But in later sequences Chase meets a real criminal and the humor of the film revolves around his capture by Chase and his family. The picture has a number of fair comedy moments. Running time, 18 mins. "G."

"Rest Resort"

(Universal)

Meany, Minny and Moe, the cartoon characters, are proprietors of a hotel here. They are dozing when interrupted by Mrs. Jumbo, an elephant, and her son. Her great size and her son's weight provide the comedy. The film has touches of cleverness and will satisfy. Running time, 7 mins. "G."

"Teddy Bergman's Bar-B-Q"

(Mentone-Universal)

The popular dialectician does his amusing stuff while he tries to sell his establishment to a prospective buyer. He is aided and somewhat abetted by Carl Freed and his harmonica orchestra; Floria Vestoff; Mae McKim and her Three Boy Friends; Cliff Hall and Jeannie Parillo. What evolves is a floor show with the usual singing, dancing and comedy. It manages to be entertaining. Running time, 18 mins. "G."

"The Private Life of the Gannets"

(Educational)

The nesting, breeding, love-life, and feeding habits of gannets on the island of Greenholm are shown in this excellent documentary film which was supervised by Julian Huxley, the British biologist. The birds are magnificently photographed particularly in shots where they dive into the water after fish. The presentation of the subject is in a facile manner and the entire reel is pleasant natural history. Running time, 10 mins. "G."

"Fireman's Picnic"

(Universal)

A fire in the firehouse provides the excitement for this record of the further adventures of Meany, Minny and Moe, the cartoon apes. Fireworks and the usual lackadaisical attitude of the trio adds to the fun which comes to a climax when skyrockets go off. It is diverting and has its moments. Running time, 6½ mins. "G."

"Stranger Than Fiction No. 41"

(Universal)

The usual and reliable assortment of oddities is again offered in this latest issue of the subject. The material ranges from Oregon to New York City and is cleverly filmed, narrated and presented. Running time, 9 mins. "G."

"Wild Money" High in Big Denver Week

DENVER, Sept. 26.—"Wild Money" led a series of remarkable grosses here for the week. It more than doubled par with a take of \$10,500 at the Denham.

"Thin Ice" was outstanding. It took \$4,500 at the Broadway in its second week, after the film had played a week each at the Aladdin and Denver. Normal for the house is \$2,000. "Big City" and "Riding on Air" were \$4,000 over par on a take of \$10,000 at the Orpheum for 10 days.

Total first run business was \$45,000. Average is \$27,000.

Estimated takings for the week ending Sept. 22:

"PRISONER OF ZENDA" (U. A.)
ALADDIN—(1,500), 25c-40c, 7 days, following a week at the Denver. Gross: \$5,500. (Average, \$3,000)

"THIN ICE" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 7 days, 2d week following a week each at the Aladdin and Denver. Gross: \$4,500. (Average, \$2,000)

"WILD MONEY" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. Stage show. Gross: \$10,500. (Average, \$5,000)

"IT'S ALL YOURS" (Col.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage show. Gross: \$12,500. (Average, \$7,000)

"BIG CITY" (M-G-M)
"RIDING ON AIR" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 10 days. Gross: \$10,000. (Average, \$6,000)

"BORNEO" (20th-Fox)
"MARRY THE GIRL" (W. B.)
PARAMOUNT—(2,000), 25c-40c, 7 days. Gross: \$2,000. (Average, \$3,500)

Plan 200 Projectors In British Churches

LONDON, Sept. 17.—At least 200 British churches will be equipped with film apparatus before the end of October, under the plan sponsored by the Religious Film Society in combination with Gaumont British and J. Arthur Rank, who has provided the bulk of the funds.

Already reported is the fact that G. B. Instructional proposed to make special films, also to provide suitable subjects from the entertainment list, and to supply complete "film services" including a hymn, Bible reading, the Lord's Prayer and a benediction, all on sound track, as well as a feature, for a fee of approximately 30/-. Non-flam film will be used.

Special studios for future religious productions will be opened at Norwood on Sept. 28 and formally dedicated by the Bishop of Lichfield. The aim is to accumulate a library of religious films.

Wardour Acquires Film

World Pictures Corp. has sold the distribution rights in the United Kingdom on "World in Revolt" to Wardour Films. Negotiations are under way for distribution throughout the British Empire.

Charity Dinner Nov. 20

M. P. Associates will hold its 18th annual charity dinner and dance at the Astor, Nov. 20. The organization is comprised of local exhibitors and sales executives and salesmen. About 1,000 are expected to attend.

Out Hollywood Way

HOLLYWOOD, Sept. 26.—SIMONE SIMON will sing three songs in "Love and Hisses," including "The Bell Song" from the opera "Lakme."

JOHN STONE is taking a two-month vacation from production duties at 20th Century-Fox . . . MELVIN DOUGLAS is in the Cedars of Lebanon Hospital for a tonsil operation . . .

Visiting newspapermen include ALLAN SAUNDERS, film editor of the *Toledo News-Bee*; L. P. SHAPIRO of the *Montreal Gazette*, and MRS. EDITH KALISCH of the *Richmond Times-Dispatch* . . . ERLE HAMPTON, formerly of Columbia's publicity department, is now a press agent at M-G-M . . . SOL WURTZEL will start five pictures at 20th Century-Fox in October. They are: "Big Town Girl," "Blonde Moll," "Thank You, Mr. Moto," "Checkers" and "Shanghai Deadline."

WILLIAM LATHROP of M-G-M's publicity department received minor injuries in an automobile accident while returning from a Santa Fe vacation . . . SAMUEL GOLDWYN has extended MERLE OBERON's leave from Hollywood to permit her to make an additional picture, "Over the Moon," for ALEXANDER KORDA. ROBERT E. SHERWOOD wrote the story, and WILLIAM K. HOWARD will direct it, to be shot entirely in Technicolor. . . . Paramount has placed "They Knew What Happened," described as a melodrama of Main St. on the production schedule and has assigned LEW AYRES and LOUISE CAMPBELL to the leads . . . JACK DAWN is in the Santa Monica Hospital after an emergency appendicitis operation.

CASTING—ROBERT KENT has the juvenile lead in "Charlie Chan at Monte Carlo," 20th Century-Fox . . . HARRY BURNS has been given a featured role in "Every Day's a Holiday," Major Paramount . . . JOHN HOWARD has been loaned to RKO by Paramount for a role in "It Never Happened Before" . . . CHARLES RUGGLES also was borrowed from the

same lot for the comedy role in "Bringing Up Baby" . . . ANN MILLER, KAY SUTTON, DOROTHEA KENT, PHYLLIS FRASER and DOROTHY DAY go into "Having Wonderful Time," RKO . . . MICHAEL WHALEN in "Island in the Sky," 20th Century-Fox . . . JOHN MILJAN, LEONARD PENN and WILLIAM STACK in "Four Marys," M-G-M . . . CHING WAH LEE and STANLEY FIELDS in "Daughter of Shanghai," Paramount . . . CHARLES WYNTER in "The Buccaneer," DeMille-Paramount.

WRITERS AND STORY BUYS—M-G-M has purchased three important story properties. First is the PERCIVAL WREN story, "Spur of Pride," dealing with the life of a British officer in India and Africa. CLARK GABLE will be starred in it. MARCEL PAGNOL's French play, "Fanny," has been purchased for WALLACE BEERY and FRANK MORGAN. An airplane story by DALTON TRUMBO, "One Minute Alone," or "Chartered," was the third buy. "Spur of Pride" is being adapted by R. C. SHERRIFF, and LOUIS D. LIGHTON will produce. "Fanny" will be the first production at M-G-M to be guided by HENRY HENIGSON . . . PATTERSON MCNUTT and HARLAN WARE assigned to the script of "Arkansas Traveler," BOB BURNS vehicle at Paramount . . . WALTER DELEON and FRANCIS MARTIN are doing the script "College Swing," and BEN HARTMAN and FRANK BUTLER are working on "The Yellow Nightingale," both at Paramount . . . SOL LESSER has purchased "Monster Men," EDGAR RICE BURROUGHS story which deals with a Frankenstein theme . . .

CONTRACTS—REINHOLD SCHUNZEL, German director signed by LOUIS B. MAYER at Carlsbad, has arrived at M-G-M to begin work . . . M-G-M has extended the contract of GUS KAHN, songwriter . . . NICK CASTLE, 20th Century-Fox dance director, and LOU SILVERS, general music director, have had their pacts extended.

New Para. British Theatre Is Opened

LONDON, Sept. 17.—Sydney Howard has opened formally Paramount's latest British key city theatre at Birmingham. The new house, in New Road, seats 2,600. "The Charge of the Light Brigade" and a big patriotic stage show were the opening attractions.

Odeon Theatres, Ltd., opened its de luxe house at Swiss Cottage, London, on the same day. Among other theatres to be opened by this circuit in the next six months, apart from the Odeon, Leicester Square, on the famous Alhambra site, are a Leeds house to seat 3,000 at a cost of £200,000 and two other Yorkshire houses at Doncaster and Bradford. Odeon plans six theatres in Scotland immediately. A 1,700 seated Odeon at Morecambe opened last week.

Pick Miss Lamour's Next

HOLLYWOOD, Sept. 26.—Dorothy Lamour's next for Paramount will be "Her Jungle Love." It will be done in Technicolor, and will be made in the Acapulco district of Mexico.

Archainbaud Re-signed

HOLLYWOOD, Sept. 26.—Paramount has extended the contract of George Archainbaud, director.

A practical working tool for every projectionist

Revised Sixth Edition

F. H. RICHARDSON'S BLUEBOOK OF PROJECTION

The sixth edition of F. H. Richardson's Bluebook is now in its second printing, for which it has been extensively revised. In addition to revisions in text, it contains a supplementary chapter devoted to developments which have become important in projection room technique and servicing methods since the first printing.

The revised edition includes 736 pages of up-to-the-minute text, charts and data with detailed description of assembly, wiring and functioning of all modern sound and projection apparatus. It is a practical "trouble shooter," cross indexed for immediate reference in any projection room emergency.

\$6.25 Postpaid



QUIGLEY BOOKSHOP
ROCKEFELLER CENTER, NEW YORK

Interstate, Majors Lose Dallas Suit

(Continued from page 1)

meeting may be evidenced by a written instrument or by identical action. The case exhibits unanimity of action at a given time with reference to an identical matter. We recognize the moving picture is the greatest school people have. We must not by any contract or law keep away from them (the poorer classes) that which they should have and we enjoy.

"That one seeks amusement in a hovel, a badly smelling and poorly seated, cramped hall is no insuperable obstacle to furnishing amusement that is not also ill-odored or of a character that is debasing."

In describing Hoblitzelle as "one of the city's finest characters," the court stated the circuit operator had sought legal advice before the disputed contract had been entered upon. "The results of the transaction," ruled the court, "were to take from others that which they have a right to believe and to know shall not be taken. It is as certainly theirs as the right to breathe and the right to live."

Opinion Stresses Intent

Some legally minded expressed considerable interest in one paragraph of the decision which read:

"Exhibitor respondents have a legal right to contract for the exclusive exhibition of copyrighted pictures. If they should do that as a result of a common understanding, it is illegal. But if they do that without any such common understanding and agreement, it is free from condemnation so far as the law is concerned."

The Government action was brought against the circuit and distributor defendants last spring and went to trial Sept. 20. The hearings lasted only three days, the bulk of the evidence having been supplied in advance by stipulations covering approximately 80 per cent of the essential facts involved.

Phillips, Schreiber Present

No home office sales officials were subpoenaed for the hearings, the witnesses being confined to local exhibitors, Interstate Circuit officials and local distribution representatives. Louis Phillips of the Paramount home office legal staff, and Sidney Schreiber of the M.P.P.D.A. legal staff attended the hearings as observers.

The contracts involved in the Government action were made with several of the Hoblitzelle first run houses and provided that films shown in them at a designated minimum admission could not be shown in any other theatre in the territory for less than another designated minimum admission. The contracts likewise prohibited the use of "bargain" attractions, such as double features, in connection with the showing of the selected films.

The Government charged that the contracts were discriminatory and in restraint of trade and produced witnesses who testified that their patronage would not pay the minimum prices prescribed in the contracts. The defense stressed the right of copyright owners to control the use of their material and its marketing.

Looking 'Em Over

"Le Juif Polonais" "The Polish Jew"

(Franco-American Film)

This French adaptation of the play, "The Bells," which was played years ago on the stage by Sir Henry Irving and Richard Mansfield, has been done in admirable fashion. It is, of course, heavy drama, but at the same time offers an excellent vehicle for the surpassing skill of Harry Baur.

There are a few faults in production technique, but on the whole the film is an example of the better type of production which is turned out in the French studios. The direction of Jean Kemm is commendable. The film, whose English subtitles make for ready understanding of the story without a knowledge of French, should be of interest for those patrons of American theatres who are followers of the better films from foreign studios.

The simple story revolves about the old theme of the almost forgotten murder, the recurrence of bitter memory and the action of an unrelenting conscience. The film opens with the toasting of Baur, new town mayor, when the talk drifts to an incident 15 years before, when a Polish Jew arrives at the inn, with considerable money, and next morning has disappeared. Baur was the murderer, and, when the son of the murdered man appears and demands a reopening of the inquiry into his father's death, the conscience of the mayor brings about the film's climax and affords an opportunity for the type of performance Baur does so well.

Running time, 85 minutes. "A."

Overseas Preview

"Non-Stop New York"

(Gaumont British)

LONDON, Sept. 17.—The setting of this picture interestingly anticipates a development of the near future, the greater part of the action being placed in a London-New York plane. It includes two mid-air murders, including that of the pilot, a parachute escape by the criminal, and a sequence showing the great plane rushing uncontrolled to destruction and saved by a spectacular climb by the hero along the gale-swept wings into the pilot's cabin.

Popular stuff this, and done convincingly enough to have most audiences on the seat edges, even though the story into which it fits never quite carries conviction. Comedy relief is responsible for that; it sometimes is carried over into burlesque of the whole proceedings. Nevertheless, the air thrills are well done and, their exploitation value at this time taken into account, should put the picture over.

An English chorus girl in New York witnesses the bumping off of a lawyer whose desire to go straight is inconvenient to his big crook employer. To keep the girl quiet until an innocent hobo is sent to the chair for the crime, she is sent to an English jail on a trumped-up charge. Her sentence ended, she learns that a world radio appeal has been circulated for the missing witness. The air journey is the only way by which to beat the clock and save the innocent man from the chair. She stows away on the plane, on which also are the crook, a British detective and a blackmailer who is after the big fellow. There is also a musical prodigy who, by tampering with the parachute, accidentally sends the criminal to death when he thinks he is leaping to safety.

Anna Lee is the girl and John Loder her detective lover; Francis Sullivan, the crook and Frank Cellier, the blackmailer. Comedy is in the hands of the latter, in a cockney accent, and also is aided by Desmond Tester as the violinist prodigy who prefers the saxophone and by Athene Seyler as his aunt-manager. Robert Stevenson directed. Running time 72 mins. "G."

ALLAN

Players on Normandie

LONDON, Sept. 26.—Jack Buchanan, Douglas Fairbanks, Jr., Sonja Henie, Fernand Gravet and Danielle Darrieux are among the passengers on the *Normandie*, which left England yesterday and is due to arrive in New York on Thursday.

Hold "Earth" 6th Week

"The Spanish Earth," a Prometheus picture, is being held over for the sixth week at the Squire and it gets a second week at the Fine Arts in Boston.

Miguel Queveda has acquired Cuban rights.

THEATRE ACCOUNTING

by

WILLIAM F. MORRIS

(Certified Public Accountant)

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QUIGLEY BOOKSHOP

Rockefeller Center

New York

ITO A-Allied Merger Talks Start Today

(Continued from page 1)

two groups by uniting on mutual problems.

The attitude of the New Jersey organization on the Paramount situation has not changed, it was learned Saturday. Members of the organization will continue to refrain from buying the company's product, it was said, until a satisfactory agreement is reached with the distributor on the six features which were withdrawn from the 1936-'37 schedule.

Jack Unger, secretary, made a survey of current season's releases, but did not discuss the pictures themselves. He said that an analysis by the eastern regional committee of Allied showed that the number of new contracts closed by major companies revealed that 20th Century-Fox was first with 120 pacts, Columbia was second with 90, and M-G-M third with 77. Paramount was at the bottom of the list with 29 contracts.

No mention of a proposed film and theatre equipment buying combine came up. Friday, the last day of the three-day meeting, was all-recreation day. About 300 attended the banquet at the Ritz Thursday night.

Dollinger, who operates the Plaza, Linden, has already taken up his new duties as president.

Chicago Ban Lifted; Kids at Films Today

(Continued from page 1)

Saturday in an effort to get the ban lifted for weekend performances. Losses from the order are reported to be near the \$1,000,000 mark. Exhibitors report the poorest business in years since Sept. 7 when the rule was put into effect.

Milwaukee Extends Ban

MILWAUKEE, Sept. 26.—Local health authorities have extended a second time to Oct. 4 the ban on children under seven from schools and public gatherings. With the exception of West Allis, which has lifted its ban, other suburbs have also extended their orders with Greenfield and Franklin townships expected to bar children nine years or under indefinitely. Whitefish Bay has broadened its ban to cover all youngsters up to, but not including, seventh graders.

Kansas City Takes Hurt

KANSAS CITY, Sept. 26.—Public schools of Kansas City reopened almost three weeks late. The delay was occasioned by the paralysis scare, and cut into theatre receipts in Greater Kansas City very sharply. Booneville, Mo., theatres, churches and schools on Sundays, and two towns in Kansas, Wathena and Troy, closed schools temporarily.

Republic Closes Deals

Republic has closed a deal with the Loew metropolitan circuit for the playing of its 1937-'38 product. The new season's program has also been sold to the S. Varbalow Circuit of New Jersey and Pennsylvania houses.

Industries Census May Be Called Off

(Continued from page 1)

volume of retail and wholesale business in the last of the pre-depression years, at the depth of the depression and as the country began to emerge from its difficulties.

Through these surveys, the film industry secured information as to the number of film and legitimate theatres in each state, the average number of persons employed, payroll expenditures and box-office receipts.

The three studies made were financed by allocations from relief funds, but the curtailment of relief expenditures is seen as probably making impossible the securing of money for a fourth canvass. Congress made no provision for the census last session.

Hearing on Writer Guild's Plea Today

(Continued from page 1)

with the major studios. The producers and playwrights, the latter indicated its desire to file an intervening petition, will both claim that the Wagner Labor Act does not apply to writers, and that the Regional Labor Relations Board has no jurisdiction over the matter, because of the asserted inapplicability of the act and because production of films, *per se*, is not interstate commerce, as required under the Wagner Act.

On Friday, Paramount made a specific attack on the Wagner Act's applicability to the industry and a general attack on the law's constitutionality.

Ascap Board to Take Up Labor Union Move

The quarterly meeting of the Ascap board of directors, which is scheduled for tomorrow will discuss further the organization's plans for seeking a labor union status to free it from litigation charging the society with being a monopoly and to aid it in combating adverse legislation, it was learned yesterday.

The principal proposals advanced so far involve Ascap's applying for an A. F. of L. charter as a composers and authors guild or effecting an alliance with the American Federation of Musicians. Inasmuch as considerable preliminary study and legal work remains to be done before a definite step can be made by Ascap, it is believed unlikely that the board's discussion of the situation will result in any decisive action.

Oppose Sunday Shows

LAGRANGE, Ga., Sept. 26.—A group of Hogansville citizens have filed in the Troup Superior Court a petition seeking an injunction to stop film shows in the Hogansville Theatre on Sunday, claiming that it is an "illegal and a public nuisance, injurious to and affecting and injuring the people of the community."

May Make 'Trade Winds'

HOLLYWOOD, Sept. 26.—The feasibility of producing a film entitled "Trade Winds," based on a 'round-world trip of Tay Garnett, is now being discussed by the director with Samuel J. Briskin, production head at RKO.

Kiesling Production Book Worthwhile Job

In a laudatory foreword to "Talking Pictures—How They Are Made and How to Appreciate Them," by Barrett C. Kiesling of M-G-M, Will Hays declares that a production for the screen is so complex, "so many and varied are the elements involved," that no adequately critical appreciation of a film "is possible unless there is knowledge and comprehension of the problems involved." Kiesling has attempted to supply that knowledge and comprehension, and appears to have done a reasonably complete job of it.

The book, brought out by the Johnson Publishing Co., runs to 332 pages, which includes two appendices, one on types of amateur film cameras and another listing the 276 regularly used employees required in the production of pictures. A glossary, which should be of general interest and a measure of entertainment, goes through all the production terms, slang and otherwise, and the index is complete.

Nicely Illustrated

The book is liberally illustrated, with pictures which are at once instructive and examples of excellent photography, which is the least one could expect in a book on the motion picture. A host of acknowledgments are made.

Kiesling sets out at the very beginning to point out emphatically that, despite the general impression which seems to pervade the mental processes of the average patron, films are not at all easy to make. From that point the author slips into a brief history of the film's development, with liberal—and acknowledged—dippings into Terry Ramsaye's "A Million and One Nights."

Fox Midwest House Returns to Singles

KANSAS CITY, Sept. 26.—The Plaza, Fox Midwest's ace subsequent run, today went to single bills at an admission of 35 cents. This is a 10-cent increase, and comes after an unsuccessful four-week experiment with doubles.

During the week immediately preceding the policy change, the trailer announcing single bills drew plenty of noise from patrons every time it was shown. The Plaza, first subsequent run in the city, does business with the Country Club district. The house drew plenty of complaints, by letter, telephone or in person from patrons during the double bill period.

The increase is the first substantial one made by a subsequent run theatre since the depression. Other subsequent runs in the Fox group here may increase prices, depending on the success of the Plaza. A general increase was scheduled by the circuit here, but Loew's Midland, downtown first run, declined to eliminate its 25-cent balcony nights.

Columbia Signs White

George White, musical revue producer, has signed a long-term contract with Columbia. He will leave for Hollywood this week to start the first of a series of annual "George White's Scandals."

Ticket Taxes Up 2 Million In One Year

(Continued from page 1)

where tax revenues dropped \$16,700.

Tax collections from box-office admissions, by states, as compared with those of the fiscal year 1936, are shown in the appended table:

State	1937	1936
Alabama	\$57,054.69	\$38,029.13
Alaska	19,657.10	16,837.55
Arizona	19,458.58	14,760.19
Arkansas	36,228.23	25,814.32
California	1,548,935.21	1,319,741.78
Colorado	99,541.97	102,527.19
Connecticut	180,432.27	165,128.52
Delaware	5,246.56	6,762.34
Dist. of Columbia	272,787.53	254,411.15
Florida	254,487.67	223,424.03
Georgia	77,236.74	62,773.73
Hawaii	54,968.70	65,550.15
Idaho	17,105.39	14,249.82
Illinois	1,399,274.90	1,220,739.07
Indiana	301,733.99	283,313.12
Iowa	69,268.24	53,197.39
Kansas	39,181.80	38,075.84
Kentucky	62,969.89	79,670.51
Louisiana	92,467.74	74,321.25
Maine	33,590.06	30,939.54
Maryland	296,496.64	247,119.74
Massachusetts	1,102,043.72	994,444.34
Michigan	547,504.57	509,707.74
Minnesota	145,581.63	140,488.50
Mississippi	10,854.14	10,468.88
Missouri	357,003.75	289,202.24
Montana	20,618.32	21,879.47
Nebraska	61,696.06	56,156.87
Nevada	10,466.98	10,153.95
New Hampshire	29,778.96	41,640.98
New Jersey	462,576.87	409,723.74
New Mexico	13,826.14	12,259.73
New York	6,884,565.10	5,778,956.06
North Carolina	77,829.22	71,482.13
North Dakota	2,502.49	3,698.41
Ohio	444,177.04	371,856.53
Oklahoma	82,780.21	74,675.46
Oregon	70,594.28	61,824.91
Pennsylvania	959,044.66	844,119.20
Rhode Island	71,146.83	70,709.39
South Carolina	31,409.01	25,734.40
South Dakota	9,095.51	9,759.78
Tennessee	75,225.14	74,137.72
Texas	491,167.06	435,256.22
Utah	23,554.00	24,195.96
Vermont	7,987.08	6,849.37
Virginia	112,024.78	102,508.13
Washington	157,723.90	100,507.62
West Virginia	20,663.21	18,411.15
Wisconsin	134,904.77	76,368.03
Wyoming	17,178.22	11,029.86
Total	\$17,367,439.19	\$15,001,741.49

Wall Street

Board Losses Continue

	Open	High	Low	Close	Net Change
Col.	18 1/2	19	18 1/2	19	1/2
Cons.	2 1/2	2 1/2	2 1/2	2 1/2	0
Cons., pfd.	8 1/2	8 1/2	8 1/2	8 1/2	0
E. K.	173 1/2	173 1/2	173 1/2	173 1/2	0
G. T. E.	18 1/2	18 1/2	18 1/2	18 1/2	0
Loew	66 1/2	66 1/2	65 1/2	65 1/2	-1/2
Loew, pfd.	104 1/2	104 1/2	104 1/2	104 1/2	0
Para.	17 1/2	17 1/2	16 1/2	16 1/2	-1/2
Para. 1.	119 1/2	119 1/2	119	119	-1/2
Para. 2.	15 1/2	15 1/2	14 1/2	14 1/2	-1/2
Pathe	7 1/2	7 1/2	7 1/2	7 1/2	0
RKO	5 1/2	5 1/2	5 1/2	5 1/2	0
20th Fox	27 1/2	28	27 1/2	27 1/2	0
20th-pfd.	34 1/2	34 1/2	34 1/2	34 1/2	0
W. B.	10	10 1/2	10	10	1/2

Curb on Decline

	Open	High	Low	Close	Net Change
G. N.	2	2 1/2	2 1/2	2	-1/2
Tech.	23 1/2	24	24 1/2	23 1/2	-1/2
Trans Lux.	3	3	2 1/2	2 1/2	-1/2
Univ.	2 1/2	2 1/2	2 1/2	2 1/2	0

Warner Bonds Drop

	High	Low	Close	Net Change
Loew	99 3/4	99 3/4	99 3/4	0
Para.	100	100	100	0
RKO	92	92	92	0
W. B.	87 1/2	87	87	-1/2

(Quotations at close of Sept. 25.)

Radio Treaty For Mexican Bands Sought

LOS ANGELES, Sept. 26.—Local radio interests are seeking to have the F. C. C. through the State Dept. undertake a reciprocal treaty with Mexico to prevent usurpation of wave bands by powerful stations built near the border in Mexico.

Barred from advertising over United States stations, patent medicine interests have become interested in erecting Mexican stations of sufficient power to be heard through parts of the United States.

It is understood that several stations have complained to the F.C.C. concerning the proposed building of XERB, 100,000-watt Mexican station at Tia Juana, which is scheduled to start Oct. 21 but which is tied up in litigation.

It is estimated that the station, if started, will be heard over the entire western half of the United States, resulting in conflict with network affiliates and independent stations over frequency ratings.

Executives of local radio outfits, which would be among the hardest hit by the new station's power, are figuring out possible angles on which to base their plea for the treaty to end conflict on the airlines.

A. H. Samuels Joins WOR as a Producer

Arthur H. Samuels has been engaged by WOR as executive producer, a newly created post in the program department. Samuels will specialize in the production of several current and new WOR-Mutual sustaining programs.

Samuels for the past seven years has been editor-in-chief of *Harper's Bazaar* and *House Beautiful*, and previously was associate editor of the *New Yorker*. He will assume his new duties at WOR Oct. 1.

KDKA Signs Two More

PITTSBURGH, Sept. 26.—Two new commercials have just been sold by KDKA to the Duquesne Light Co. of Pittsburgh. The first is a 15-minute program called "Songs of Long Ago," featuring the mixed quartet of Helen Bell Rush, Dick Fulton, Viola Byrgerson and Adam McNaughton; the organ and harmonium and "Abbie and Henry." It goes on every Friday night at 7:45.

The other is a 15-minute period of organ music by Bernie Armstrong every Wednesday at 7:45 P. M.

Carborundum Back on Air

The Carborundum Co., one of radio's oldest sponsors, will return its familiar band series to CBS, Saturdays from 7:30 to 8 P. M., beginning Oct. 16. The contract is for 26 weeks. Batten, Barton, Durstine & Osborn is the agency.

KJBS Adds Two Accounts

SAN FRANCISCO, Sept. 26.—New accounts using KJBS include the Carolina Pines Lumber Co. and the Rapid Transit Committee of San Francisco.

Radio Personals

DOT HAAS of the Fanchon & Marco office planned to Washington Saturday to join the Al Pierce gang. She will return with the troupe in time for tomorrow night's CBS broadcast from New York. . . . Norman Campbell, general manager of Radio Orchestra Corp., has been presented a son; mother and child are doing nicely. . . . Frank Fishman of ROC is en route to Hollywood to arrange for a commercial radio show for band leader Archie Bleyer, whom he manages. . . . Hope Hampton will appear as guest star on the WHN "For Men Only" program tonight. . . . Patricia Ryan has been booked for an appearance in the Rainbow Room through the NBC artists bureau. . . . Benny Leonard and Fred Coots will appear on "Twenty Years Ago—and Today" over WOR tonight. . . . Bing Crosby, who has been absent from the air for almost three months, will return to the Kraft "Music Hall" Oct. 7. . . . Dan Seymour has been signed as announcer for the Tony Wons and Benny Goodman shows, through Jimmy Appell of the CBS artists bureau.

Busy Hearing Week Scheduled for FCC

WASHINGTON, Sept. 26.—The F. C. C. calendar of hearings for the current week follows:

Sept. 27, before an examiner: Applications of Leon M. Eisfeld, Burlington, Ia., and Sherman V. Coultas, Milton Edge and Hobart Stephenson, Jacksonville, Ill., for new 1,310-kilocycle, 100-watt stations.

Sept. 28, before an examiner: Applications of Jules J. Rubens for a 1,040-kilocycle, 250-watt daytime station at Aurora, Ill.; Southern Broadcasting Corp. for a 1,500-kilocycle station at Bogalusa, La., 100 watts night, 250 watts day; KSLM, Salem, Ore., for change of frequency from 1,370 to 1,360 kilocycles and increase of power from 100 to 500 watts, and WBLY, Lima, O., for increase of power from 100 to 250 watts.

To Hear Savannah Plea

Sept. 29, before an examiner: Applications of Seaboard Broadcasting Corp. for a 1,310-kilocycle station at Savannah, 100 watts night, 250 watts day; Earl Weir for a 1,370-kilocycle, 100-watt station at St. Petersburg, Fla., and WMAZ, Macon, for increase of day power from 1,000 to 5,000 watts.

Sept. 30, before the broadcast division: Applications of Johnson City Broadcasting Co., Johnson City, Tenn.; Knoxville Journal Broadcasting Co., Knoxville, and Richard M. Casto, Johnson City, Tenn., for 1,200-kilocycle stations, 100 watts night, 250 watts day, and WSOC, Inc., for a 600-kilocycle station at Charlotte, N. C., 250 watts night, 1,000 watts day.

Oct. 1, before an examiner: Applications of Colonial Broadcasting Co. for a 620-kilocycle, 1,000-watt station at Morristown, N. J., and Sims Broadcasting Co. for a 1,210-kilocycle station at Phoenix, Ariz., 100 watts night, 250 watts day.

New Shows On the Air

"Fortune Stories"

The first of the air adaptations of the "Fortune Stories," detective yarns written by H. C. Bailey, is a noisome, dime-novelish affair, surfeited with meaningless menace and shrieks. Reggie Fortune might be a great detective on the printed page, but his gumshoeing activities on the air are somewhat asinine.

The story concerns a young boy, Michael Carey, who is accused of attempting the murder of Jenkins, a chauffeur formerly in the employ of the family. His mother and stepfather do not come to his aid, however, and this arouses the suspicion of Reggie Fortune, the detective hero. Investigating, he finds the mother in a hospital about to undergo a serious operation. The stepfather has disappeared. From this point on the plot becomes so complicated that even the author of the story, had he been listening, would have had trouble trying to follow it. Reggie Fortune, however, never the one to allow the complexities of a plot to befuddle him, finally solves the mystery.

"Fortune Stories" are offered Fridays from 10:30 to 11 P. M. on the NBC-Blue.

Kopper's Coke Program

The new Koppers Coke Co. musical program hits a pretty high water mark of light entertainment and should prove popular with listeners. Eddie Duchin's superlative orchestra is featured, and he is ably supported by a duo of vocalists, Stanley Worth and Patty Norman, and Roger Whitman, who chats informally on general household problems.

The few breath-taking moments during the half-hour air occupancy of the show were provided by Duchin when he offered piano solos of "Indian Love Call" and a medley of "fireside" tunes. There is little doubt that the youthful maestro, were he to elect to enter the field of serious music as a piano soloist, would rate among the finest. Competent music critics have long voiced this belief.

The series is offered Fridays from 7:30 to 8 P. M. on the NBC-Red.

BANNER.

New Transcribed Series

"Young Widder Jones" is the title of a new transcribed series which will be heard over 20 stations, coast-to-coast, Mondays through Fridays, beginning today. The series will be heard locally over WOR, from 4:15 to 4:30 P. M. The series is sponsored by Sterling Products, through Blackett-Sample-Hummert, Inc.

Harris Buys "Show Shopper"

PITTSBURGH, Sept. 26.—Walt Frammer's daily "Show Shopper" program on WWSW has just been purchased by the Harris Amusement Co. to plug its 16 theatres in this district. The show, in which Frammer is assisted by his wife, Nan Grayson, goes on every day except Saturday and Sunday, at 5:45 P. M. and is a combination of news, gossip and pre-reviews.

Announcers' Guild Meets In N.Y. Soon

(Continued from page 1)

membership David Ross, Ted Husing, Paul Douglas, Andre Baruch, Fred Uttal, Del Sharbutt and Andrew Stanton. Many other applications have been received.

Although A.G.R.A.P. opened its organization to actors and singers before A.F.R.A. was started, the membership in Actors Equity of many in these crafts caused a great many to go with A.F.R.A. However, the enrolment of actors and singers in A. G. R. A. P. has been continuing and it is anticipated that bargaining for these crafts will begin shortly.

Bargaining is in progress at WAAT, Jersey City, and WORC, Worcester. Organization has been completed at WPEN, Philadelphia, and WFBL, Syracuse. Bargaining will be completed at 11 other stations within the next few days, according to A. G. R. A. P., which states also that enrollment has started in 12 other stations, and that individual memberships have been received from 40 other stations.

AGRAPH Has N. Y. Majority

The addition of WBNX, WNEW, WOV and two other stations which have not yet completed their organizations gives A.G.R.A.P. a majority of the stations in New York City. WABC, WOR, and WMCA have completed bargaining and have contracts. The guild also has control of sound effects technicians of CBS, and bargaining is in progress for WABC and WBBM, the latter in Chicago. Sound effects technicians of WJZ and WEAH are in the guild and now bargaining.

The first inroad among NBC announcers has been made at KYW, Philadelphia. The guild will start bargaining for this group within the next few days. And with the admission of WCAU, Philadelphia; WEEI, Boston, and WBBM, Chicago, A. G. R. A. P. now has a majority of the CBS announcers.

Sponsor Marquette Games

MILWAUKEE, Sept. 26.—Wadhams Oil Co. is sponsoring the entire Marquette University football schedule of nine games over WISN with Alan Hale at the mike. Broadcasts will be directly from the field of play, including five games to be played away from home.

Taking Ohio State Games

COLUMBUS, Sept. 26.—The Ohio State University home football games will be aired over WCOT under sponsorship of Griffin A. B. C. Shoe Polish Co., with Bob Seal, former university student at the mike.

Sam Kerner Leaves Agency

HOLLYWOOD, Sept. 26.—Sam Kerner, producer of the Olsen and Johnson show, has resigned from the Hick & O'Donnell agency and will leave this week for New York on unannounced film and radio business. Ted Sherdeman of the NBC production staff has taken over the show.

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First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 75

NEW YORK, TUESDAY, SEPTEMBER 28, 1937

TEN CENTS

Report Para. Studying New Air Program

Cowan Making Tour in Search of Material

HOLLYWOOD, Sept. 27.—Paramount, it is reported reliably, is lining up a new radio program to take the air this fall to replace the now silent "Para-

Additional developments in radio yesterday on page 8.

Reviews of the resumed and new air shows—they came in droves over the weekend—on pages 9 and 10.

mount on Parade," which folded last spring after several weeks of effort.

Ruby Cowan, Paramount's radio contact man, left this week for New York, and other eastern and midwest cities on a three-week jaunt which,

(Continued on page 8)

Para. Trustee Suit Taken Off Calendar

The Paramount trustee's suit for an accounting and damages from officers and directors of the company from 1927 to 1931 was taken off the N. Y. Supreme Court calendar yesterday as a result of the settlement of the action agreed upon last week. Trial of the second suit, which was scheduled for yesterday before Justice Isidor Wasservogel, and which listed former financial associates of the company as defendants, was postponed to Oct. 29 to permit closing of settlement negotiations.

The first suit sought the recovery

(Continued on page 7)

Goldwyn "Hurricane" To the Astor Nov. 5

"Hurricane" is understood to be set for a two-a-day run at the Astor, beginning Nov. 5. The picture is one of Samuel Goldwyn's big ones on his 1937-38 schedule for United Artists and is said to have cost approximately \$2,000,000.

Loew's, which has a six-month lease on the theatre which will expire the end of next month, is negotiating with the receivers of the property to renew on a short term lease.

"The Firefly" garnered \$7,737 in the fourth week at the Astor on a two-a-day policy.

"Lost Horizon" Holds Pace At Box-Offices of Country

A cross-section glance at the box-office reports at key city theatres over the country for the past week indicates that "Lost Horizon" is holding the place it attained last week as one of the real money pictures of the period, with "Thin Ice," "Double or Nothing" and "100 Men and a Girl" chief among the other pictures more than earning their way.

In Boston, "Lost Horizon" pulled \$16,000 at the Orpheum and \$15,000 at Loew's State, in both cases going \$4,000 over average. "Thin Ice" was strong with \$11,500 in its third week at the RKO Memorial.

"Lost Horizon" stepped into first place in Montreal, with \$12,000 at the Palace, \$1,000 over average. "Souls at Sea" took a good \$10,000 at the Capitol.

In Cleveland, "Thin Ice" led at the

Allen in its second week, with \$7,500, and was held a third week. "Dead End" was good at Loew's State with \$17,000. "Topper" was strong in its second week.

"Double or Nothing" on a dual with "Footloose Heiress," topped par at the Omaha in Omaha, taking \$8,300. "Topper" dualed with "London at Night" was good.

"Lost Horizon" did well in its second week at the Earle in Washington, with a take of \$6,000. "100 Men and a Girl," at RKO Keith's in its second stanza, held up well, and will continue.

A slow Minneapolis week was headed by "Double or Nothing," which took \$10,500 at the Minnesota. Nothing else in that city or the twin St. Paul could get by the par figure,

(Continued on page 7)

Production Falls Off to 40 in Work

HOLLYWOOD, Sept. 27.—As nine pictures finished and only six started, production dropped from 43 last week to 40 for this week. Seventeen are in final stages of preparation, and 74 are being edited.

The starts were: Paramount, "Daughter of Shanghai"; RKO, "Bringing Up Baby," "Having Wonderful Time" and "She's Got That Swing"; 20th Century-Fox, "Charlie Chan at Monte Carlo," and Universal, "A Prescription for Romance."

The tally by studio:

Columbia finished zero, shooting three, preparing three, editing seven; Goldwyn, zero, one, zero, two; Grand National, two, zero, zero, four;

(Continued on page 7)

Empire's Absorption Of "U" Nearly Ready

TORONTO, Sept. 27.—Absorption of Canadian Universal Films, Ltd., has been practically completed by Empire Films, Ltd., although the Universal exchanges thus far have continued intact. I. J. Allen is now general sales manager, not only for product handled by Empire but of Universal as well. Clair Hague, for years in charge here for Universal, will continue to approve contracts.

Allen, until recently, was branch manager for Empire at Montreal and before that was in charge at Vancouver. Empire now is handling Universal, Republic, Educational, Canadian Cameos and 36 British and independent features.

No Decision Yet on Dallas Case Appeal

Defendant distributors in the Government action to outlaw contracts used by Hoblitzelle Dallas theatres regulating admissions in subsequent runs are undecided on whether or not to appeal from Federal Judge W. H. Atwell's decision handed down last Saturday holding the contracts to be in violation of the Sherman anti-trust laws, it was stated yesterday by Louis Phillips of the Paramount legal department, on his return from Dallas.

It was pointed out that the defendants have 60 days in which to move for an appeal and that no decision will have to be made immediately. There is a good probability, however, that

(Continued on page 6)

Ontario Loss from Epidemic \$300,000

TORONTO, Sept. 27.—The infantile paralysis epidemic has brought an estimated financial loss of \$300,000 to the theatres of Ontario over a period of five weeks just at the time when showmen are launching their new season attractions. The end is not yet in sight, either, as the disease is still prevalent in Toronto, although the peak has been passed in other centers and various restrictions have been raised.

Intimation has been made that Famous Players Canadian Corp. alone has lost \$250,000, the loss in Toronto's large downtown theatres being estimated at \$10,000 per week. This

(Continued on page 10)

Kuykendall to Sound Majors On Practices

Asserts Federal Probes Caused by Inaction

The attitude of distribution companies toward a voluntary trade practice agreement which would include conciliation machinery for hearing exhibitor complaints, will be determined by Ed Kuykendall, M. P. T. O. A. president, during his current stay in New York. Kuykendall arrived here yesterday from his Columbus, Miss., home.

The M. P. T. O. A. head said that no determined drive for concessions would be made unless distribution companies indicated a willingness to attempt to solve with exhibitor representatives some of the trade practices which he declared were responsible for the increasing litigation and Governmental investigation within the industry. Kuykendall stated that the M. P. T. O. A. "has not lost interest" in attempting to obtain specific trade practice regulations within the industry, but had no desire to force the issue at this time unless distribution executives were aware of the

(Continued on page 7)

Discuss Settlement Of Cocalis-Fox Case

Attorneys for 20th Century-Fox and Sam D. Cocalis yesterday and late last night were working on a settlement of the distributor's suit against the exhibitor for overages on six pictures, after the case came to trial before N. Y. Supreme Court Justice Aaron Steuer and a jury. There is a possibility that an agreement will be reached this morning before the court convenes. Louis Nizer is representing 20th Century-Fox and

(Continued on page 6)

Jersey Allied Seeks National Convention

Allied of New Jersey has made a bid for the national Allied convention next year, slated to be held between January and March. If the proposal is accepted it is planned to hold the sessions in Atlantic City.

Irving Dollinger, newly elected president of the local unit, said yesterday he is planning to hold one meeting a month in the various New Jersey counties.

In a move to get full strength be-

(Continued on page 7)

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

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◀ Purely Personal ▶

MYRON SELZNICK is accompanying his brother DAVID O. east. The entourage now on the way includes JANET GAYNOR and her mother; JACQUES DUVAL, French playwright and author of "Tovarich"—in play form—and WALTER WANGER who, it seems, just left for Hollywood.

LIONEL ROYCE, European player signed by M-G-M, who arrived here on the Paris Saturday, and VIVIENNE BERNSTEIN, sister of FELIX BERNSTEIN, M-G-M Austrian manager, will be married at City Hall on Thursday.

SI FABIAN and JOHN J. O'CONNOR, lunched together at the Tavern yesterday which led to reports that the RKO Albee in Brooklyn may shortly go into the three-theatre pool operated by FABIAN in Brooklyn.

EDWARD GOLDEN, general sales manager for Monogram, is due to return from Toronto, where he is conferring with N. L. NATHANSON, on Thursday.

RODNEY PANTAGES left yesterday for the coast by train. He is expecting another addition to the family by New Year's.

HERB OCHS, southern and western division sales head for Warners, returned yesterday from a two-week swing of exchanges.

CLIFF WORK, western division head for RKO theatres, left by plane for San Francisco over the weekend.

L. JACK SCHLAIFER, western division sales head for U. A., has returned from an extended stay in Chicago.

M. B. SHANBERG, former Kansas City theatre operator and now a resident of Miami, is in town.

MONTE PROSER may return from the coast the end of the week.

LYNN FARNOL was host yesterday to W. G. VAN SCHMUS and SAM MARX at the Rainbow Room. MARX took a few extra minutes to visit stroll around, drinking in the sight. Tomorrow; he returns to the Goldwyn studio. And in a month he expects to be a father.

LEWEN PIZOR, who has been ill in Temple University Hospital, Philadelphia, for the past week, was reported improving yesterday and is expected to leave the hospital before the end of the week.

THOMAS BECK, featured player for 20th Century-Fox, is en route east via Baltimore. He will attend the 29th wedding anniversary of his parents in his home town before coming to New York.

CHARLES K. GORDON, Paris and New York stage producer, will join a Hollywood studio as a producer. The contract is being negotiated through Everett Crosby.

MARION CLAIRE, who is featured in Sol Lesser's latest, "Make a Wish," leaves Thursday for Chicago for another operatic season.

BEN WASHER, eastern press representative for Goldwyn Prod. now expects to entrain west tomorrow.

ED LEVY, M. P. T. O. A. secretary, is in town from New Haven for a few days.

Captain, Kids in Tint

HOLLYWOOD, Sept. 27.—In line with its policy expanding the use of sepia-platinum tinting, M-G-M today stated that the cartoon series "Captain and the Kids," will be done entirely in tint, the first time it has been used for cartoons.

Coast Guild Hearing Delayed to Thursday

LOS ANGELES, Sept. 27.—William J. Walsh, attorney for the National Regional Labor Board, over the weekend postponed the hearing on the Screen Writers' Guild petition from Monday until Thursday.

In the petition, the guild seeks to be made the sole collective bargaining agency for film writers. The fact that the special trial examiners were unable to be present today led to the postponement. Notices were sent to all subpoenaed studio executives over the weekend.

Selznick International, Major Pictures and Walter Wanger have joined the Paramount contention that the Regional Labor Board has no jurisdiction over the film industry. While not so inclusive as the Paramount list of objections, the three companies' letters were in the same vein.

Fleischer Settlement Near

A tentative agreement has been reached by the Commercial Artists & Designers' Union with the Fleischer Studio on major phases of a settlement of the four-month-old strike of the union, with a final agreement believed to be possible by today or tomorrow, it was stated yesterday by spokesmen for both sides. The agreement would provide for recognition of the union as the representative of all but the Fleischer animators, who have asked that they be permitted to designate their own representative.

Other concessions involving wage and hour and other beneficial considerations are also involved, with what was described as only "minor points" remaining to be settled.

Illinois Allied to Talk Labor

CHICAGO, Sept. 2.—Labor problems, which include a new contract with the projectionists' union, will be discussed by members of Illinois Allied meeting here tomorrow.

Attention will also be given to the elimination of duals and to the matter of rising film rentals which are said to be in some cases 50 per cent above last year's prices.

Aaron Saperstein today told MOTION PICTURE DAILY that solutions to all the problems are confidently expected.

Stagehand Pact Ready

The new contract between stage producers and Theatrical Protective Union No. 1, the stagehands' organization, restoring 1932 wage cuts, is scheduled to be signed this week following approval of the new pact by the union membership on Sunday.

The two-year agreement increases the pay of department heads to \$82.50 weekly, from \$75, and that of stagehands from \$50 to \$54 a week. The contract is retroactive to Sept. 6.

Giannini on Directorate

LONDON, Sept. 17.—Dr. A. H. Giannini and Oscar Deutsch, of Odeon Theatres, have been elected to the board of United Artists, Ltd., in place of Arthur Kelly and Phillip Guedella.

such old time stars as Mary Pickford, Pearl White and Douglas Fairbanks.

Returns in the poll have come in from college fraternities, army posts and social clubs and show a high ratio of valuable comments and suggestions.

Kincey Says Warner Theatre Taken Over

CHARLOTTE, Sept. 27.—Official announcement by H. F. Kincey, president of North Carolina Theatres, Inc., that his company will begin operation Oct. 1 of the Warner Broadway has been made here.

The Broadway, the second largest theatre in the city, will be operated along the plan now maintained for the Imperial and will present both stage shows and pictures. The Imperial will take the place of the State when it is given up, according to present plans.

Don Nichols, manager of the Broadway for Warners, is said to be slated to continue.

H. F. Kincey said that he would be able to announce plans in detail in a few days. It is understood that considerable redecorating will be done.

Joseph Bernhard, Warner theatre head, yesterday again denied the report that the deal for the Broadway, Charlotte, had been closed. It was admitted that negotiations are under way, but that nothing final had developed yet.

G. B. Men See, Hear About New Pictures

An outline of new product, a screening of two new pictures and short speeches by Clinton M. White, George Weeks, Arthur Greenblatt and Al Margolies highlighted the one-day eastern sales regional by G. B. Sunday at the home-office.

White discussed the new lineup and told the branch managers that additional men are being put on to bolster the local sales staffs. Greenblatt said he expected to start on a tour of eastern exchanges under his supervision in about 10 days.

Weeks made a short speech and told about his resignation, at the same time wishing White luck in his new post: Margolies discussed publicity and campaigns for "Non-Stop New York" and "Dr. Syn," which were shown earlier in the day.

Two British Actors Die

LONDON, Sept. 17.—Ion Swinley, well known Shakespearean actor, and Clifford Heatherley, character player, have died. Both had made film appearances.

Gable and Loy Still Lead St. Louis Poll

ST. LOUIS, Sept. 27.—In the tabulation of over 22,000 of the replies to the preference questionnaires distributed among St. Louis theatre patrons in a study conducted by Fanchon & Marco and the Star-Times, Clark Gable still leads the masculine stars, Myrna Loy the feminine stars and Shirley Temple the child stars, while the overwhelming choice for type of film is musical comedy, with comedy second. In all, approximately 50,000 replies have been received and the complete tabulations of the survey will be available in a day or two.

Patrons of first run houses show a preference for stage shows, with emphasis on name bands in conjunction with pictures. The age group appears to be concentrated for the most part between the ages of 16 and 25, and is about evenly divided between men and women. The final questionnaires were distributed last night in the 30 F. & M. houses participating in the study. More than 200 actors, 225 actresses and 90 child stars' names appear on the list of names submitted.

Many votes have been received for

Variety Club

Cincinnati

CINCINNATI, Sept. 27.—The new social season will get under way Oct. 2, when HARRY BLACKSTONE, magician, playing a local engagement, will regale the barkers and their guests with his bag o' tricks.

H. C. BISSELL, member of Cleveland Tent No. 6, was registered among the visitors here last week.

H. J. WESSEL, chief barker, has received an orchid from National Chief Barker JOHN H. HARRIS for sticking to the by-laws in admitting to membership only men in or identified with the amusement industry, in which other tents have been lax.

Kansas City

KANSAS CITY, Sept. 27.—On Oct. 4 Variety Club will hold a stag dinner at its clubrooms on Flm Row to inaugurate the opening of the stag season, and talk over plans for a big dance the club will give about the middle of November.

Pittsburgh

PITTSBURGH, Sept. 27.—The annual election of officers will take place immediately after JOHN H. HARRIS' Monday night dinner on Oct. 18.

As a result of the recent drive for new men, only 10 more memberships remain on the club roster.

The birthdays of JULES LAPIDUS, ART MORRONE and GEORGE HEID will be celebrated at Family Night, Oct. 8.

IRVING DIETZ, who handles all of the fight pictures in this territory, is the latest non-resident member.

The HARRY KALMINES brought out the record gathering of the year for Family Night with 122 in attendance. While JIMMY BALMER broke the Monday dinner mark.

Southio Raises Scales

HAMILTON, O., Sept. 27.—Tracy Barham, general manager Southio, has increased admissions five cents at the three local houses, and the four which the company operates at nearby Middletown. The new scales range from 15 cents to 40 cents. Admission for children has been advanced from 10 to 15 cents for Sundays and holidays.

Boost Seattle Prices

SEATTLE, Sept. 27.—Admission rates at John Danz's Palomar will be increased this week. Matinee prices of 15 cents until 5 P.M. will be raised to 25 cents. The present evening and Sunday rate of 25 cents will be advanced to 40 cents. The present policy of first run pictures and five acts of vaudeville will be continued.

Pittsburgh Scales Up

PITTSBURGH, Sept. 27.—The first rise in admissions scales among downtown theatres has just been made by the Alvin. Going from 40 to 50 cents top at night with "Lost Horizon" as an experiment, the management has decided to make the boost permanent.

That puts the Alvin in the same bracket as the Penn, the Stanley charging 60 cents with a combined stage and screen policy. The only 40-cent houses now among the first runs are the Fulton and the Warner.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"There Goes the Groom"

(RKO)

HOLLYWOOD, Sept. 27.—Take a money-mad, doting mother and a half-baked son; mix well with two beautiful daughters, one a golddigger and the other a sweet lovable girl; combine them with a fabulously wealthy young man who is mildly insane; sprinkle well with laughs, slapstick and what is called sophistication; serve on a screen. That is RKO's recipe for "There Goes the Groom," and it has been brought forth for entertainment-hungry and comedy-thirsty palates and the delight of exhibitors—a madly hilarious concoction and a highly entertaining confection for any theatre's serving.

The brands of the ingredients are of high quality—Burgess Meredith, as the rich young man; Ann Sothorn, the sweet girl; Mary Boland, the ambitious mother; Louise Henry, the selfish girl and others of perhaps less popularity but of suitable calibre. The mixer was Director Joseph Santley and the head cook was Producer Albert Lewis. David Garth furnished the basis for the recipe. Icing and embellishments were written in by S. K. Lauren, Dorothy Yost and Harold Kusell. All their efforts were combined in frothy perfection of which it may be said that theatre operators may serve this cake and eat it, too.

In brief, the concoction presents the story of lovesick Dick Matthews who, upon returning from a three year stay in Alaska, finds that his girl had not waited for him. He proposes to her younger sister and she accepts. Incidents during the preparations for the wedding by her mother sicken him, so he feigns amnesia. After hilarious attempts to cure him by association of ideas, Betty discovers his ruse, and tells the doctor. Then he is thrown into ice water and otherwise roughly handled, the final fadeout coming when Betty exposes her selfish family and marriage is again agreed upon.

Running time, 66 minutes. "G."

"Idol of the Crowds"

(Universal)

HOLLYWOOD, Sept. 27.—A zipping action picture with the background of the world's fastest game—ice hockey, "Idol of the Crowds" brings John Wayne in a new type of characterization experimented with in his previous vehicle, "I Cover the War," and apparently found successful by Producer Trem Carr. He again gives the erstwhile serious-minded, action-picture star comedy lines to inject a sprightliness in this otherwise serious melodrama which combines in good taste elements of the old-fashioned hokum about the clean country lad fighting the efforts of big time gamblers to make him throw the championship hockey matches for his personal profit.

As Wayne's next to the last picture for Universal, he is presented as a farm boy who turns to professional ice hockey to raise sufficient money to expand his chicken ranch. Becoming an overnight sensation and the mainstay of the Panthers team, Wayne is approached by the gamblers who wish him to lose the game. Having been refused, they attempt to have Sheila Bromley use her appeal on him, but the plan fails when the pair fall in love. Charles Brokaw, gambling chief, sends his henchmen to injure Wayne, but his little pal, Billy Burrud, is the victim. Wayne pretends to be injured in the second game of the three-game cup series, is taken to a hospital and put under covers until the last half of the final game, when he suddenly appears on the rink, and his team wins the decision.

Credit for the original story goes to George Waggner, who was assisted on the screenplay by Harold Buckley. Arthur Lubin turned in a competent job of directing and kept the story moving at a fast pace.

Running time, 60 minutes. "G."

Rosenberg Heads Club

SEATTLE, Sept. 27.—Al Rosenberg, vice-president of Hamrick-Evergreen circuit, has been elected president of the Northwest Film Club, succeeding L. J. McGinley of Universal. Other officers are: Neal East of Paramount and Fred Mercy, Jr., of Mercy Theatre Circuit, vice-presidents; Ed Lamb of RKO reelected secretary-treasurer; and B. F. Shearer, Pete Higgins, Herndon Edmond, Roy Peacock, Neal Walton and Frank Christie, trustees. Joe Cooper will head the entertainment committee.

Bloom Leaves Regal

TORONTO, Sept. 27.—Dewey D. Bloom has resigned as manager of the special exploitation department in the British Films division of Regal Films, Ltd., here, and has left for Hollywood to seek new connections.

Weeks Has 3 Offers

George Weeks, general sales manager, who has resigned from G.B., effective Nov. 1, yesterday said he is considering three offers. He will not take a vacation abroad, as previously announced.

Short Subjects

"Paramount Pictorial 7-3"

(Paramount)

Czechoslovakia, the colorful southwest and the new styles affected by the ladies in the night spots make up this issue. The first subject is well filmed and cut material revealing the remarkable strides the central European people have made since they became an independent nation. The southwestern scenes are in fine color and beautifully filmed. David Ross delivers fitting narration. The last sequence shows flashes of Broadway and the night spots with various models self-consciously showing off their habiliments. It is an interesting reel. Running time, 10 mins. "G."

"I Likes Babies and In-finks"

(Fleischer-Paramount)

Popeye and Pluto toss each other about the artist's drawing board in an effort to stop Sweet Pea's heart-rending bawling. They resort to many highly imaginative tricks but to no avail. Finally Popeye swallows a can of onions instead of the usual spinach and the aroma of his breath brings the entire cast to tears, all except Sweet Pea, who thinks the situation is funny and ceases his crying. Plenty of laughs and originality. Running time, 7 mins. "G."

"Hula Heaven"

(Paramount)

Eddie Peabody can play anything with a string on it and do it with a degree of novelty. Here he is a guest at a party thrown by a Hawaiian chief and he chips in and does his bit. His versatility on the banjo, guitar and violin provide pleasant musical entertainment with a hula-dancing background. Running time, 11 mins. "G."

"Bashful Ballerina"

(Educational)

An obvious farce-burlesque featuring Imogene Coca as a student of the ballet. Miss Coca emotes through a series of situations in a manner reminiscent of Beatrice Lillie. The plot is one of those trite things in which two ballet maestros pass off the clumsy Miss Coca on each other in an effort to spoil the other's production. Miss Coca, in her effort to "express" something, provides all the merriment. The film should have fair reception. Running time, 18 mins. "G."

Saville Joins M-G-M

LONDON, Sept. 27.—M-G-M British has signed Victor Saville as producer and director and Griffith Jones to an actor contract. Both are long-term deals. Greer Garson, feminine stage star, has been signed to a Metro Hollywood contract.

Paul Rotha Arrives

Paul Rotha, English film writer and producer of documentary films, arrived here yesterday on the *Europa*. Rotha will spend the next five months as a special assistant to the director of The Museum of Modern Art Film Library.

Discuss Settlement Of Cocalis-Fox Case

(Continued from page 1)

Bruce Bromley of Cravath, De Gersdorf, Swaine & Wood is counsel for the defendant.

The first day's testimony centered chiefly about the determination in advance of operating expenses for the theatres involved. Harry H. Buxbaum and Joe Lee of the local 20th Century-Fox exchange and E. C. Grainger, former eastern division sales head for the distributor and now film buyer for Feiber & Shea, testified yesterday.

The distributor is seeking \$20,000, which it claims is due the company on a separate accounting of the six pictures, while the defendant contends that the overage clause in the standard contract provides for a cumulative accounting. The suit was dismissed before trial more than a year ago, but the Court of Appeals reversed the decision of the lower court and ordered a new trial.

Neil F. Agnew, Jules Levy, Gradwell L. Sears and Matthew Fox are scheduled to testify today in the event the suit is not cleared from the calendar by agreement.

No Decision Yet on Dallas Case Appeal

(Continued from page 1)

The decision will be made as soon as the distributors' attorneys have had an opportunity to confer with home office officials, which will be within a few days.

The court decree, which is expected to order immediate discontinuance of the use of the contracts, has not been entered yet.

Para. Club Votes Today

The annual election of officers of the Paramount Pep Club will be held at the home office today. Charles Gartner is the unanimous choice for president and will continue for another term.

Central Finishes Tenth

VANCOUVER, B. C., Sept. 27.—Central Films, Ltd., with studios at Victoria, B. C., has completed its 10th picture, "Murder is News" and will start its 11th production for release by Columbia under the quota. Kenneth J. Bishop, president of the company, left today for Hollywood to confer with Columbia officials.

On Film Committee

CHARLOTTE, Sept. 27.—J. E. Hobbs, Universal branch manager here, has been named chairman of a committee of film men to supervise production of a picture to be used by the community chest in its forthcoming campaign. Other members are Ralph McCoy, Lester C. Sipes, B. Bishop, Merritt Davis and Roy Smart.

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Out Hollywood Way

HOLLYWOOD, Sept. 27.—Warner's now have 58 writers adapting what the studio estimates is \$5,000,000 worth of story properties for the 1937-'38 season. This total of writers is the greatest in the history of the studio.

RKO's "Radio City Revels" is now in the casting stage. ANN MILLER has drawn the feminine lead, joining a tentative cast of BOB BURNS, MILTON BERLE, VICTOR MOORE, HELEN BRODERICK, BUSTER WEST and MELISSA MASON. "Danger Valley" has been chosen as the title of the third JACK RANDALL musical western for Monogram. DON BLANDING, the vagabond poet of the tropics, has been signed as technical adviser on "Stowaways in Paradise," his novel which SOL LESSER has bought for the next BOBBY BREEN vehicle.

For the first time in many years, a Hollywood studio will send a location unit to Cuba. Paramount will send a crew next month to shoot scenes for "Lady in the Tropics" with ISA MIRANDA. Paramount is to make another historical epic, "Millions for Defense," to be based on Stephen Decatur's victory over the Barbary pirates of the Mediterranean, all of which ties up with current submarine piracy in that vicinity, but the incidents will deal with the period shortly after the War of 1812. GEORGE RAFT, FRANCES FARMER and RAY MILLAND, the first two of whom were in "Souls at Sea," are tentatively set for leads. DARMOUR has started shooting on "Murderers Welcome," a PHILIP WYLLIE Liberty Magazine story, for which JACK HOLT, KATHERINE DEMILLE, CRAIG REYNOLDS, GRANVILLE BATES, PURNELL PRATT and LUIS ALBERNI have been cast. Coronet pictures, producing the Buck Jones westerns for Columbia, has moved from Grand National studios to permanent quarters at Selznick International. RKO will have a total of 51 speaking parts in "Having Won-

derful Time," GINGER ROGERS starring vehicle.

Contracts—M-G-M gave JEAN CHATBURN, wife of FRANK ORSATTI, a new contract before she and ORSATTI left for New York. Also drawing new contracts at M-G-M were HUGO BUTLER, writer, for one year, and JOHN NICKOLAUS, laboratory department head, for five years. Paramount extended the contracts of DOROTHY HOWE, JOYCE MATHEWS and LOLA JENSEN, stock players. RKO lengthened the pacts of LEE PATRICK, DIANA GIBSON, CYNTHIA WESTLAKE, players; VICTOR BARAVELLE of the music department, and ERNEST PAGANO, writer. M-G-M has placed TED PEARSON, radio singer and musician, under term contract after New York screen tests, and has given him a part in "Navy Blue and Gold."

Directors—Selznick International, apparently having given GEORGE CUKOR, who is to direct "Gone With the Wind" next year, a leave to do an outside picture. HARRY LACHMAN draws the directorial assignment on Columbia's "The Night Before," from a PAUL GALLICO story. MARY ASTOR and RICHARD ARLEN have the leads. GEORGE ARCHAINBAUD will direct Paramount's "They Knew What Happened."

Story Buys and Writers—Paramount has purchased the play, "Linger Longer Lettie," which CHARLOTTE GREENWOOD used as one of her most popular vehicles, and the studio will place MARTHA RAYE in the top role. BETTY LAIDLAW and ROBERT LIVELY have been assigned to do the continuity and dialogue on "Honolulu Honeymoon," which ZION MYERS will produce for Grand National.

Sales Tax Appeals Will Be Heard Soon

ALBANY, Sept. 27.—The Court of Appeals, which reconvened for its fall term today, is scheduled to hear two appeals by New York City officials involving several millions in sales tax revenue. The appeals involve appellate court rulings that merchandise ordered in New York City, but delivered from plants outside the city is not subject to the sales tax.

New York film distributors at one time considered the advisability of moving their exchanges from the city to escape payment of the tax.

Charlotte to Fight "Forced" Ad Sales

CHARLOTTE, Sept. 27.—The M.P.T.O. of North and South Carolina is preparing a protest against the alleged "forcing" of accessories with new season pictures in this city and vicinity.

A recent survey by the organization, which is headed by Charles W. Picquet, disclosed that the practice is not general throughout the exchange territory and is being opposed on the grounds that it is discriminatory against Charlotte exhibitors.

Omaha Organization To Boost Vaudeville

OMAHA, Sept. 27.—Twenty acts of vaudeville will be presented at the City Auditorium Oct. 30 and 31 by the Midwest Talent Ass'n, recently organized here with the aim of reinstating vaudeville in 70 midwestern theatres and providing jobs for 3,000 persons.

Dante Piccotte is president; Harry Brader, vice-president; Margaret Arthur, secretary; Emilie Allen, treasurer, and Max Kaplan, business agent.

U. A. Party Eastbound

David O. Selznick, Walter Wanger, Myron Selznick, George Cukor, Jacques Duval and Barbara Keon will arrive here next Monday by train for conferences with John Hay Whitney. Selznick's principal concern is plans for "Gone with the Wind." They will be here about three weeks.

Produce Short in Texas

HOLLYWOOD, Sept. 27.—Louis Lewyn and Basil Wrangell of M-G-M's short subject department are in Dallas to produce a musical short with a Texas Centennial background.

Moss Opens Rebuilt House at Cedarhurst

B. S. Moss has opened the New Central, Cedarhurst, L. I., which was partially destroyed by fire last May. The theatre has been rebuilt. The 49th St., at 49th St. and Broadway, will be opened by Moss Nov. 1.

Bernard Shapiro has taken over the Gem on Eighth Ave., formerly operated by Consolidated Amusements. Ben Levy is now operating the Lincoln, Brooklyn, which up to a short time ago was booked by the Brandt circuit for Max A. Goldbaum.

Casey & Wheeler expect to open the new Playhouse, Princeton, N. J., soon. It is a 1,250-seat house. Sloane & Smith, who operate the Washington and St. Cloud at Washington, N. J., have acquired the Belvedere, Belvedere, N. J. The Hawthorne, Hawthorne, N. J., has been transferred by William Herman to Rapf, Rudin & Lederer.

The Beacon is not included in the group of Upper Broadway houses recently taken over by the Skouras circuit. Theatres now being operated by the circuit include the Thalia, Olympia, Stoddard, 77th St., Symphony and Carlton.

Ambassador Pictures Asks 2nd SEC Delay

WASHINGTON, Sept. 27.—A second request for deferment of the effective date of its registration, filed Aug. 25, has been asked of S. E. C. by Ambassador Pictures.

The company's registration covered a proposed issue of 1,176,000 shares of \$1 par capital stock, of which 600 shares are to be offered publicly. The first request for continuation was filed Sept. 9.

Fred Stanley Resigns

HOLLYWOOD, Sept. 27.—Fred Stanley, publicity director for Columbia for two months, is out of the post and George Brown, of the Biow Agency of New York, is taking his place.

Wall Street

Uptrend on Board Again

	Open	High	Low	Close	Net Change
Col.	19	19½	18½	19½	+ ½
Cons.	2½	2½	2½	2½	— ½
E. K., pfd. .	173¼	177	171¼	177	+3½
G. T. E. . .	17¼	18½	17¼	18½	
Loew's	67¼	69½	65½	69	+3¼
Loew's, pfd.	104¼	104½	104½	104½	
Para.	17½	18½	16½	18	+1½
Para. 1.....	121	126	119	125½	+6
Para. 2.....	15¼	16	14½	16	+1¼
Pathe	7¼	8½	7¼	8½	+ ½
RKO	5½	6	5½	6	+ ½
20th-Fox ..	27½	28½	27½	28½	+1¼
20th, pfd. .	34½	34½	34	34½	+ ½
Univ., pfd. .	44½	44½	44½	44½	+6½
Warner	10½	10½	9¾	10½	+ ½

Curb Generally Up

	Open	High	Low	Close	Net Change
G. N.	2½	2½	2	2	
Sentry	¾	¾	¾	¾	+1/16
Sonotone ..	1½	1½	1½	1½	— ¾
Technicolor	24½	25¼	23¾	24½	+ ½
Trans-Lux	3	3	2½	3	+ ½
Univ. Corp.	2½	2½	2½	2½	

Bonds Off

	High	Low	Close	Net Change
Loew's	99½	99½	99½	— ¼
Paramount B'way	67	67	67	
3s '55	68	67	67	
RKO 6s '41 pp....	87	88	88	—4
Warner Bros. 6s	85½	84	84	—1
'39 wd	85½	84	84	—1

(Quotations at close of Sept. 27)

Kuykendall to Sound Majors On Practices

(Continued from page 1)

need for such regulation and were prepared to act immediately. This will be determined, he said, within the next few days.

Asked for his opinion of the M-G-M studio show which goes on the air beginning Nov. 4 with General Foods sponsorship, the M. P. T. O. A. president said that he believed all radio programs using outstanding Hollywood names "will hurt theatre attendance." He added that no specific protests had been received from M. P. T. O. A. officers or units and that there was little likelihood that the organization would inject itself into Metro's radio activities before it was determined whether the program actually does compete with theatres and, if so, to what extent.

Kuykendall said that he had heard few complaints against Hollywood radio programs from exhibitors recently and attributed this to a general belief among theatre men that as much has been done to safeguard their interests as is possible, and that if special cases arise in the future, special action may be warranted.

Will Attend Variety Outing

Kuykendall plans to go to Philadelphia for the Variety Club outing Oct. 1 and will go from there to Memphis for the semi-annual convention of the Tri-States T. O. A., Oct. 3 and 4.

The M.P.T.O.A. head also plans to attend the annual convention of the Northwest Exhibitors' Ass'n at Seattle, Oct. 22, and may attend the convention of the M.P.T.O. of North and South Carolina at Pinehurst Dec. 6. The attitude of exhibitor leaders in various parts of the country on the current need for trade practice regulation may also be sounded by Kuykendall in the course of his projected coast to coast tour.

Production Falls Off to 40 in Work

(Continued from page 1)

M-G-M, zero, seven, two, four; Monogram, one, zero, one, two; Paramount, zero, six, three eight; Principal, zero, zero, one, one; Republic, one, three, two, three; RKO, zero, seven, zero, three; Roach, zero, zero, one, zero; Selznick, zero, one, zero, one; 20th Century-Fox, one, three, two, eight; Universal, one, three, zero, one; Wanger, zero, zero, zero, three; Warners, three, six, two, 27.

In the short subjects field, one started at Columbia, another at M-G-M. Two finished at Columbia. Two are shooting, one at M-G-M, the other at Roach. Two are preparing and 13 are being edited.

Shift Cincy Opening

CINCINNATI, Sept. 27.—The RKO Palace has changed from Friday to Thursday openings. It is understood that changes are contemplated for the Albee and Shubert, thus providing three different opening days in the week.

"Lost Horizon" Holds Pace At Box-Offices of Country

(Continued from page 1)

except "Gow," with a personal appearance of Capt. A. E. Salisbury, at the World.

Business was weak in Houston, but three films managed to equal, but not exceed average: "Dead End," at Loew's State; "Double or Nothing," at the Majestic, and "Walter Wanger's Vogues of 1938" at the Metropolitan.

In Detroit, "The Toast of New York," aided by a Major Bowes unit on the Michigan stage, did well with \$26,000, up by \$6,600. "Wife, Doctor and Nurse," with a stage show at the Fox, took a good \$24,500, over par by \$4,500. "Stella Dallas" drew a strong \$12,500 at the Madison.

The Midwest in Oklahoma City came through with a good \$5,200 with "100 Men and a Girl." "Thin Ice" also bettered par, taking \$5,200.

Frisco's "Big City" Strong

San Francisco was led by "Big City" at the Paramount on a dual with "Talent Scout," the bill drawing \$16,000, \$3,000 over average. "The Life of Emile Zola" at the St. Francis was good in its two-day run, and "Wife, Doctor and Nurse," dualled with "Footloose Heiress" held up at the Warfield, but the rest could not make the grade.

In Chicago, "100 Men and a Girl," shared high honors with "Lost Horizon," the former taking \$28,500 at the Palace, and the latter \$42,000 at the Chicago, both well over average. "Topper" was strong at the Roosevelt and "Stella Dallas," in its second Oriental week, showed well.

The best comparative gross in Kansas City was taken by "100 Men and a Girl," at the Tower, with \$11,200, over par by \$3,400. "Broadway Melody of 1938" was good for \$12,400, up \$900 at the Midland, but the rest were weak.

Milwaukee Likes "Horizon"

"Lost Horizon," paired with "Walt Disney's Academy Award Revue," at the Fox Palace in Milwaukee, took \$7,000, over average by \$2,000. No other house was able to exceed par.

Holding its pace in the second week, "Lost Horizon" at the Liberty in Seattle drew \$8,900 and was moved to the Fifth Avenue to continue its run. "Thin Ice," paired with "One Mile from Heaven" at the Fifth Avenue, was a strong holdover and was moved to the Music Box.

"Dead End" took a good \$17,000 at the Earle in Philadelphia and appears set for three weeks. "Lost Horizon" was good for \$14,000 at the Boyd.

In New Haven, "Double or Nothing" was dualled with "Reported Missing" and took \$7,000. The film was held. "Lost Horizon" was \$1,000 over par at Loew's Poli, with \$9,000.

Julius Evans to Goldwyn

Julius Evans, producer of the WPA Caravan Theatre, has resigned that post to become eastern play representative for Goldwyn Prod. He succeeds Mrs. Beatrice Kaufman.

Dorothy Modisette will be in charge of surveying the books here.

"Greatest Jews"

Chicago, Sept. 26.—David Sarnoff and Paul Muni are included in a list of 120 "greatest living Jews" prepared by Ivrim, honor society of Jewish students in this city. The compilation is international and collectively is described as a Jewish Hall of Fame.

Jersey Allied Seeks National Convention

(Continued from page 1)

hind the organization, a membership drive is under way. According to Dollinger, it is expected to get as many independent exhibitors as possible in the fold in the next two weeks.

George Gold, and not Louis Gold, has been elected to the directorate.

A meeting between committees of Allied and the I.T.O.A. is expected to be held shortly for the purpose of discussing a merger of both local organizations. No date has been set. A meeting, slated for yesterday, to decide on the date, was called off when two of the Allied men failed to appear.

The next general meeting of Allied will probably be held Oct. 5. The I.T.O.A. gathering is scheduled for Oct. 6 at the Astor.

Para. Trustee Suit Taken Off Calendar

(Continued from page 1)

of sums "in excess of reasonable compensation" paid to officers during the designated period and sought an accounting from the directors for losses alleged to have been incurred by Paramount in the redemption of its stock at guaranteed prices which had been issued for expansion purposes. The settlement terms of this action are scheduled to be presented to Federal Judge Alfred C. Coxe for approval in the near future. If Judge Coxe's approval of the settlement is not obtained the suit can be restored to the state court calendar, attorneys stated.

The second suit, settlement of which is still in process, seeks the recovery of profits alleged to have been made by the defendants through participations in a Paramount employees' stock purchase plan, and of sums said to have been lost by Paramount through such participations.

Paramount London Meet Ends

LONDON, Sept. 27.—Paramount's foreign sales meeting ended here yesterday, with representatives from Continental Europe and Great Britain present. The two-day session concluded with screenings of "Ebb Tide" and parts of "The Buccaneer" and "Wells Fargo." The meeting, held at Grosvenor House, was attended by more than 100 men, and was presided over by John Cecil Graham, in charge of Great Britain, and Fred W. Lange, in charge of Continental Europe. Adolph Zukor and John W. Hicks, Jr., foreign head, also attended.

Messages were read to the delegates from Barney Balaban, president; Neil Agnew, William Le Baron and Cecil B. DeMille.

EXTRA LUXURY



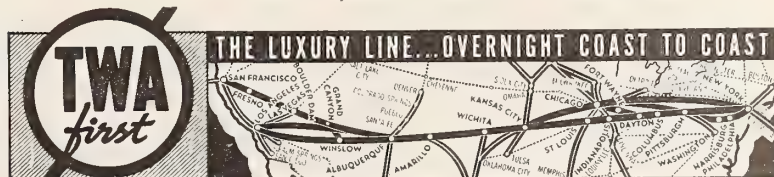
\$10,000 MORE PER PLANE

... only on TWA TWA Skysleepers are first ... \$10,000 extra lavished on their luxurious interiors ... 17 seats in planes licensed for 25 ... separate club lounge and sleeping compartments ... air conditioned ... sound proofed ... wider seats, richly upholstered ... softest full-length beds ... Travel TWA first—the nation's Luxury Line.

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Radio Personals

BEN HALL, assistant radio editor of *Billboard*, and Helen Morgan, freelance writer, were married over the weekend. . . . Rocky Clark, radio editor of the *Bridgeport Post*, is visiting the city. . . . The "Four Ink Spots" have been booked by CRA for a personal appearance stay in Binghamton, N. Y., starting Oct. 2. . . . Lucy Monroe has been engaged to make a return guest appearance on the "Hit Parade" Oct. 9. . . . Margaret Sullavan has been signed to support Tyrone Power in his series opener Oct. 3 for Woodbury-Jergens. "Death Valley Days," sponsored by the Pacific Coast Borax Co., will celebrate the seventh consecutive year on the air Oct. 1. . . . the second Kate Smith show, a week from Thursday, will offer Sam Jaffe, Ruth Gordon, Dennis King and Paul Lucas in a pre-stage opening of the Jed Harris production, "Doll's House." . . . Nat Brusiloff's orchestra has been signed for the band spot on the forthcoming Barbasol program over Mutual. . . .

+
Al Span, CBS sound effects expert, left for Hollywood yesterday to serve as effects technician on the Phil Baker series. . . . General Manager John McCormack and Sales Manager Bill Williamson of WKRC, Cincinnati, are visiting here. . . .

Chicago Town Pump

CHICAGO, Sept. 27.—"Lord Elgin of London calling Elgin, Ill.," was the name of a broadcast over CBS on Sunday. Program emanated from the BBC studios in London. . . . Sam Francis and Jay Berwanger, gridiron stars, are the latest to join the array of sports celebrities which John Van Cronkhite is offering for radio engagements. . . . Irene Beasley will be heard over WBBM on the "Linda's First Love" program starting Oct. 4. . . . Cal Tinney, Campana comedian, is still holding down his job as hog editor of the *Oologah Oozings*, his hometown newspaper. . . . A survey is being made to determine the value of education by radio as it has been used during the infantile paralysis epidemic here. If the idea has proven satisfactory it may become a part of Chicago's educational system. . . . "Rube Appleberry" starts over WGN Monday. It stars Lawrence Reed in the title role with Paul Fogarty, the author, and Gordon Sprague as members of the cast. . . . Pat Flanagan is back at the WBBM mike broadcasting the baseball games after being laid up for several days. . . . "Lights Out" returns to the airwaves by popular demand. The mystery-drama series has been off the air for two months. Arch Oboler is the author.

Wayne King, "the world's wealthiest bandleader," is making his first night club appearance, since he started in radio, at the Empire Room of the Palmer House. . . . Jack Fulton, CBS tenor, is one of those chaps who foists trick golfballs on his pals when they are on the links. Franklyn McCormack is the latest victim. . . . Fran Striker of WGN-MBS does three radio scripts a week, each one 3,200 words in length, besides writing a monthly installment for a pulp paper magazine story which is 25,000 words in length.

A.F.M. and Web Executives Negotiating Musician Pact

The first of a series of discussions between the A. F. of M. and network executives took place at Federation headquarters yesterday for the purposes of evolving a standard form of contract for musicians in the key network cities—New York, Chicago, and Los Angeles.

Yesterday's meeting was confined merely to a discussion of the situation, it was said at the Federation. Another meeting will be scheduled later this week.

Mark Woods, of New York, and Niles Trammell, of Chicago, represented NBC. Edward Klauber, Lesley Atlass, Melford Runyon and Lawrence Lowman, Jr., all vice-presidents, upheld CBS interests.

Signs Philadelphia AFM Pact

PHILADELPHIA, Sept. 27.—WPEN-WRAX is the first of the local stations to sign a music pact with the A.F.M. Sharing time on the same wavelength, operated by John Iraci predominantly for foreign language audiences, the union agreement calls for 12 musicians at \$60 weekly, playing both commercial and sustaining programs four hours daily.

Vancouver Musicians Stop Remote Control

VANCOUVER, Sept. 27.—Dance orchestras which have been broadcasting by remote control over Vancouver stations have gone off the air, under orders from the Musicians' Union.

E. A. Jamieson, union secretary, states that in the past musicians have been allowed to give their services by remote control without payment. He says the union has instituted a new regulation setting a minimum wage scale of \$1 per man per half hour for remote control broadcasting. The ruling will cut off the majority of remote control dance broadcasts in Vancouver, as they are, at present, used as sustaining features only.

WHK-WCLE to Feed Mutual

WHK-WCLE, Cleveland, will feed five local sustaining periods to the Mutual networks, beginning Oct. 4. The programs are "Singland," "Girl Meets Boy," "Don't Look Now," "Black and White," and a musical show featuring Lou Rich's orchestra and a mixed chorus.

Tidewater Takes Games

SAN FRANCISCO, Sept. 27.—The Tidewater Associated Oil Co. has signed to sponsor the outstanding intercollegiate west coast football games over split NBC Blue and Red networks. Nineteen games will be offered. Lord & Thomas is the agency.

Signed for 104 weeks on the NBC-Pacific Coast Red is a new series, "I Want a Divorce." The Sussman Wormser Co. will sponsor. Emil Brisacher & Staff, Inc., is the agency.

Renew "Cavalcade of America"

"Cavalcade of America" has been renewed for an additional 52 weeks, effective Oct. 6. The series, sponsored by the DuPont Co., is broadcast over 45 CBS stations, Wednesdays from 8 to 8:30 P. M. Batten, Barton, Durstine & Osborn is the agency.

Air Warner Party

Harry M. Warner will play host to 65 Congressmen and their wives on the Warner lot in Hollywood, Oct. 1, and the event will be broadcast over the Mutual network that date, from 4:30 to 5 P. M.

CBC Will Go on Air For 12 Hours Daily

TORONTO, Sept. 27.—The Canadian Broadcasting Corp., will increase its schedule of direct broadcasting from six to 12 hours each day, effective Oct. 3. This means a considerable reduction in time for local and commercial programs over the Canadian network.

With the completion of 50,000-watt stations by the commission at Vercheres, Que., and Hornby, near Toronto, the Canadian corporation plans to step up its daily schedule from 12 to 16 hours each day on a gradual scale. The new station at Vercheres will be devoted to French-language programs.

Baker Goes to Coast For Benton & Bowles

William R. Baker, Jr., partner and vice-president of Benton & Bowles, has been named head of the Hollywood headquarters of the agency and will assume his new duties there early in October.

Baker's appointment to Hollywood has been brought about principally by the signing last week for the General Foods M-G-M radio program.

Baker joined Benton & Bowles in 1933 as an account executive on the General Foods account. He was appointed vice-president in 1935.

Adam in Football Series

PITTSBURGH, Sept. 27.—The Adam Hat Co. has signed with WWSW for three five-minute spots every Saturday afternoon during the football season to broadcast up-to-the-minute football scores. Joe Tucker, the station's sports announcer, will handle the account and the times are 5:15, 6:15 and 7 P. M. Another WWSW football account has Al Abrams, sports writer for the *Post-Gazette*, on every Friday night with predictions of the following day's scores for the Duquesne Brewing Co.

Crosley Ball Chairman

CINCINNATI, Sept. 27.—Powel Crosley, Jr., president of Crosley Radio Corp., has been named honorary chairman of a citizens committee in charge of the Navy Day ball to be held at the Netherland Plaza Oct. 30.

Wally Frank to Try Radio

Wally Frank, Ltd., Pipes and Tobaccos, will increase its advertising appropriation to include radio. A test program is being prepared. Bachheimer, Dundas & Frank, Inc., is the agency.

Report Para. Studying New Air Program

(Continued from page 1)

according to a studio explanation, will have the purpose "of listening to certain novelty types of radio entertainment that can be lined up to see what picture possibilities performers might have." However, the announcement continued, "This promotional-scouting trip will not conflict with anything that the Paramount talent department is doing."

It is understood here that Cowan is definitely seeking material for screen and radio, with the possibility that the studio, having many of its top names already tied up on other broadcasts—such as W. C. Fields, Dorothy Lamour, and others—is killing two birds with one stone, drafting already proved radio material for the films, but keeping in mind their possibilities for a studio created ether program.

Part Time in New York

Cowan plans to spend about a third of his time in New York, and, en route back to the studio, will stop at Philadelphia, Baltimore, Washington, Pittsburgh, Cincinnati and possibly St. Louis and Kansas City. It may be, also, the purpose of his trip to contact various radio and exhibitor interests in these spots for opinions on the probable new program.

RKO also is becoming interested in a possible deal for a radio show exploiting its talent, having signed Frank Healy as studio radio contact man, as told exclusively in *MOTION PICTURE DAILY* last Tuesday. Healy's initial duties, however, will be confined to getting the maximum benefit out of radio programs using RKO talent and music.

Columbia Artists to Expand Its Services

Columbia Artists, Inc., a division of CBS, has extended its managerial activities to include the contracting of talent in the writing, producing and directing fields, marking the first time that Columbia Artists has assumed as part of its regular operation the handling of talent other than performers and announcers.

Lawrence W. Lowman, vice-president in charge of operations of CBS, yesterday stated that management contracts have already been signed with Brewster Morgan, Irving Reis, Earl McGill, William Robson and Nila Mack. Other names will be announced shortly, he said.

CBS to Start New Program

The CBS Department of Talks will inaugurate a new weekly series of news and reviews combining news reports and an analysis of the events beginning Oct. 3 from 10:30 to 11 P. M. H. V. Kaltenborn, Bob Trout and Pierre Bedard will provide the talks. The CBS symphony will round out the programs with musical interludes.

Lux Gets Huston, Sutherland

Walter Huston and Nan Sutherland will be presented in a radio adaptation of "The Copperhead" on the Lux "Radio Theatre" over CBS Oct. 4.

Reviews of New Air Shows as Fall Season Sweeps In

"Vick's Open House"

The agency nitwit who prevailed upon Jeanette MacDonald to offer those two ridiculous anecdotes about her experiences with film directors Robert Leonard and "Woody" Van Dyke in her series opener for the Vicks Chemical Co. Sunday night should be dipped into a bucket of the client's cold compound. Miss MacDonald sounded more like Dolly Dimple at the mike than the adult personality we've always believed her to be. We pass mercifully over her closing remark: "Good night—don't catch cold." That floored us, and we still haven't recovered.

Miss MacDonald's anecdotes were of the "cute" variety usually found in film fan magazines and prattling, childish nonsense. This will convey the idea:

On the lot while recording a song for one of her pictures, the chirp of a cricket was detected in all the voice play-backs. The cricket was finally located and destroyed. The next day, believe it or not, Miss MacDonald and the others of the cast reported for work armed with those toy crickets of the tin variety. They had a hell of a time, according to Miss MacDonald, clicking the little instruments every time she recorded. Poor Bob Leonard was so, so distracted!

One Not Enough

The other anecdote revolved about a practical joke Van Dyke played on Miss MacDonald while on location, and vice versa. He tossed her into a swimming pool, costume and all, and she, in turn, sneaked up on "Woody" and returned the compliment.

The nonsense disposed of, Miss MacDonald was in glorious voice and each of her offerings, selected from her pictures, was thoroughly enjoyed. Her numbers included "Indian Love Call," "Italian Street Song," "Carry Me Back to Old Virginia," "Gianina Mia," "Rose Marie," and "Coming Through the Rye." Josef Pasternak's orchestra and a chorus were fine. "Vick's Open House" is offered Sundays from 7 to 7:30 P. M. over CBS. Morse International is the agency.

"Romantic Rhythms"

The Chevrolet program returns to the air a very much inferior show to the one heard in seasons past. Seymour Simon's orchestra, Barry McKinley, baritone, and Sally Nelson,

contralto, comprise the new talent. They hardly measure up to Rubinoff, Virginia Rea and Jan Peerce, previous Chevrolet standard bearers.

The show is preeminently an orchestral one, with the vocalists contributing only incidental choruses. Presaged as being one of the season's rare finds, Simon's orchestra proved to be a pleasing, although highly standardized, unit. There are many like it in radio.

"Romantic Rhythms" is the new program title, and in keeping with it the offerings were all Tin Pan Alleyish love laments. The tunes included "Always," "Remember," "What'll I Do," "Afraid to Dream," "Can I Forget You?" "Make Believe," "First Time I Saw You," "I Wonder Who's Kissing Her Now," "Whispers in the Dark," and others of that calibre.

The series is offered over CBS, Sundays from 6:30 to 7 P. M. The agency is Campbell-Ewald.

"Interesting Neighbors"

The F. W. Fitch Co. has taken Jerry Belcher's sustaining series, "Let's Go Visiting," changed its title to "Interesting Neighbors," and is now presenting it as the company's network feature. Save for the fact that it is now necessary to listen to commercial blurbs, the show is just as interesting as it always has been. Belcher has an uncanny knack of coming up with good programs that wean sponsors to it after periods of sustaining tryouts.

The opening sponsored show emanated from Elgin, Ill., and the home of Dr. Charles Edward Sharp who maintains a school for pupils of 70 years old, or more. From this unique institution, Belcher presented a quartet, the youngest member of which was 70, the oldest 85, and interviews with several of the inmate "scholars." Interest in the show was sustained throughout.

"Interesting Neighbors" is offered Sundays from 7:45 to 8 P. M. on the NBC-Red. L. W. Ramsey Co., Davenport, Ia., is the agency.

WGAR-WHK Dedications

From CBS and NBC, listeners tuned to stations linked to these networks learned all there is to know, past and present, about the city of Cleveland. The programs were dedicatory ones, CBS welcoming WGAR to its network; NBC bidding WHK to its ranks.

It takes strong resolution to keep tuned to any dedicatory program and Sunday's station salutes were no better, nor worse, than any of that variety.

WGAR offered its best local attractions to the CBS audience—Norbert Brown's station orchestra, vocalists Johnny Allen and Bert Kramer, and one or two other Cleveland favorites. John F. Patt, vice-president and general manager of WGAR spoke briefly about the station's background.

The WHK salute was more varied, coming from the station itself, Chicago, New York and Hollywood. New York contributed an excellent skit featuring Burgess Meredith; Vivian della Chiesa was heard from Chicago;

Werner Janssen's orchestra from Hollywood.

WGAR joins CBS as a unit with 500 watts night power, 1,000 watts by day. WHK comes to NBC's Blue with a day and night power of 1,000 watts.

BANNER

"Tom Mix Straight Shooters"

Tom Mix returns from a summer of performing with a circus. He is at the festive board when the sheriff arrives and asks to see him privately, you know. That starts off the train of events. This ether brand of cow-wrangling is effective and draws the interest of the youngsters. There is much of that well known western drawl and talk to give the story color. The T M Bar ranch operates for Ralston Purina Co. through the Kenyon & Eckhardt agency. It is heard every weekday from 5:45 to 6 P. M. over the NBC-Blue.

P.

"Jack Armstrong"

A radium deposit, whatever that is; the jungle interior of New Guinea and the search for the lost "Captain Hughes" are vital to this children's program which is sponsored by General Mills and plugs Wheaties. As it is aimed at juvenile listeners it will find many ears. Much of the dialogue is of the question and answer variety. There are clever sound effects and the performers do their stuff without a hitch. It is to be heard every weekday from 5:30 to 5:45 P. M. over the NBC-Red network. Blackett-Sample-Hummert is the agency.

P.

"Doctor Friendly"

Five times a week for the next 26 weeks, Mondays through Fridays from 4 to 4:15 P. M. the troubles of Mary Hall and her brother will be aired. Her problem is how to get back into the good graces of "Middletown," which is every small town. It is revealed that she went to a reform school for two years on a forgery rap. On her return she is faced with Henry Black, his heart the color of his name. He will have none of her and does his bit at every turn to drive her from his fair hamlet. Aligned on Miss Small's side are Dr. Friendly and Dr. Ames, the former a great surgeon seeking rest and the latter a young country doctor. In the first installment the two champions best Black by taking the girl and her brother to live in the surgeon's house. Black practically has a mortgage on every Middletown house but Friendly's.

That is the start of this series. The performances are convincing in their way and the program should give the women at home something to occupy their minds. It is sponsored by Kruschen Salts. Stack-Goble is the agency. It goes out over the WLW line from WHN.

P.

"The Romancers"

The Sunday evening lounge-about-the-house has another good program to

occupy his time in "The Romancers." The 15-minute period offers tastefully done solos and mixed singing backgrounded with organ music. The program returned to the air Sunday night sponsored by the Weston Biscuit Co. Adelaide French directed.

The selections on the initial program were standard, often-played numbers such as "Ziguener" from Noel Coward's "Bitter Sweet," and "Rose of the World" from "The Rose of Algiers." Mary McNeil, Willard Amison, Eric Rolf and Louise Wilcher, the latter at the console of the organ, performed the vocals and accompaniment in a pleasant and satisfying manner.

"The Romancers" is heard on Sundays from 9:15 to 9:30 P. M., over WOR.

P.

"Rye Krisp Presents Marion Talley"

Marion Talley returned to the air on Sunday with a varied repertoire for her 30-minute program starting at 5 P. M. on the NBC Red. The program, emanating from Hollywood, is sponsored by Rye Krisp.

Miss Talley's selections were in a popular vein, keyed to general audience likes as well as to those of the operatic star's personal following. The program included some impressive choral work, rounding out a thoroughly pleasing musical half-hour. Josef Koestner and his orchestra furnished the music.

Ralston Purina is the sponsor. The agency handling the account is the Gardner Advertising Co., St. Louis.

K.

"The Shadow"

Orson Welles made his debut as "The Shadow" with the resumption of the Blue Coal Co. mystery program on WOR and the Mutual network Sunday from 4:30 to 5 P. M. The part was capably handled and maintains the high interest level of this series.

The initial episode contained its full share of mystery and suspense, was well dramatized and held the listener's interest to the end. The unravelling of the problem presented by the conviction of an innocent man for the murder of a policeman during a bank holdup, just before he is to go to death in the electric chair, is told in a fast-moving, punchy script. The Shadow's success in uncovering the one clue left behind by the murderer and springing the trap which results in his capture provides this episode

(Continued on page 10)

Queen's Mail

St. Louis, Sept. 27.—Venida Jones, KMOX and CBS organist, recently selected by listener vote as the most popular midwestern organist, received a letter addressed merely to "The Queen of the Console, U. S. A."

The address was lettered over a carefully drawn picture depicting an American eagle.

Welsh to Resume

Bill Welsh, sports editor for KFEL, Denver, is getting ready to defend his top honors among mountain region football forecasters, a distinction he earned during the 1936 season when he made a higher percentage of correct choices than any other selector in the mountain regions. He predicted results of 250 games, for a season's percentage of .775.

Pictures Improving, Says Legion Officer

Rev. John J. McClafferty, executive secretary of the National Legion of Decency, speaking on the subject "The Movies Move" on the "Church of the Air" over CBS, recognized a marked improvement in the moral tone of American films since the inception of the Legion and voiced an appeal to Catholics and non-Catholics alike to aid "decent producers to produce decent films."

Father McClafferty quoted statistics showing that of 1,119 features reviewed in the 19 months prior to February, 1936, less than one per cent were given the classification of wholly objectionable. In the 12 months from Feb., 1936, to Feb., 1937, of 750 features reviewed and classified in the weekly list of the National Legion of Decency, he said, only one American made picture was placed in the "wholly objectionable" category. Father McClafferty said that in the seven months of the current year from Feb. to Sept. 5 American made pictures were so classified.

Two Stations Seek Changes from F.C.C.

WASHINGTON, Sept. 27.—Application for a change of frequency from 1,200 to 1,300 kilocycles has been asked of the F. C. C. by WJBL, Decatur, Ill.

A change of frequency from 1,210 to 1,240 kilocycles and an increase of power from 100 watts night, 250 watts day to 500 watts night, 1,000 watts day, has been asked by WHBF, Rock Island, Ill.

To Feature Oklahoma Fair

OKLAHOMA CITY, Sept. 27.—The Oklahoma network of eight stations will carry many commercial and interesting sustaining programs during the week of the Oklahoma State Fair, Sept. 25 to Oct. 2, in Oklahoma City.

A new series, "The Rhythm Girls," will be one of the broadcasts from the fair grounds. The "Ross Rhythm Rascals," string band, will also give their programs from the fair grounds and will be featured at other periods during the week.

Throughout the eight days of the fair the Oklahoma Network will broadcast sidelights from the state exposition grounds at various times over KTOK here.

Award Police Radio Contract

OKLAHOMA CITY, Sept. 27.—A \$20,000 contract for a 1,000-watt radio transmitter to direct operations of the state highway patrol was awarded recently to Hales-Mullaly, Inc., Oklahoma City, Oklahoma RCA representatives.

The transmitter will operate on a frequency of 1,626 kilocycles assigned by the F.C.C. and will enable radio directions from headquarters to blanket the state.

KGB Gets Heat Program

SAN DIEGO, Sept. 27.—The Consolidated Gas and Electric Co., will sponsor a new series of 15-minute programs over KGB Mutual Don Lee outlet, starting Sept. 28. The programs, a series of true stories on early modes of heating, will be narrated by Howard Nugent, and aired Tuesdays and Fridays at 8:15 P.M., P.S.T. Ed. Davidson is the agency.

New Shows on the Air

"The Shadow"

(Continued from page 9)

with an unusual device for the solving of crimes. Ruthrauff and Ryan is the agency.

Varady of Vienna

Ted Weems, whose orchestra offers pleasant music in the modern, but not too modern manner, is featured in this program, the soloists being Elmer Tanner and Harry Como, the former a whistling specialist, the latter a crooner of ordinary capabilities.

A number of popular numbers were rendered, with Tanner especially effective. The best of them was a modern interpretation of "In a Persian Market," and a song vocalized by Tanner called, "I'm the Sound Effects Man," which was amusing and well delivered. Weems's "hit of the week" was "Harbor Lights." The announcer was Pierre Andre and his cosmetic commercials were brief and wholly unobtrusive. It is a pleasant musical program.

The program is heard over WOR on Sunday afternoons from 1:30 to 2 P.M., sponsored by Varady of Vienna and placed by Baggaley, Horton and Hoyt, Inc., Chicago.

A.

"Garden of Memories"

Dedicated to the selling of the beauty and appointments of two memorial parks in New Jersey, this program offers a pleasant Sunday afternoon period of good music, although it borders perhaps a bit too closely on the heavily sentimental. Richard Maxwell, tenor soloist, has a pleasant voice. Too many of the musical numbers, which featured strings and an organ, were hymnal in character.

The commercials were well spoken and unobtrusive, but it appeared unnecessarily bad taste to tell the listening audience that a book containing fine bits of literature would be given free to residents of several New Jersey counties, but that letters from other communities would not even be acknowledged.

The program is heard over WOR on Sunday afternoons, from 1 to 1:30 P.M., sponsored by the Restland and Graceland Memorial Parks and placed by the Hudson Advertising Agency.

A.

Henry Busse and Orchestra

Nothing unusual in this program to get dial tuners at 11:45 Sunday mornings to turn to WEA and the NBC Red. Henry Busse, his orchestra and Donald Huston furnish the entertainment and Lola Marro and a male announcer deliver talks on the qualities of the oil which pays for the show.

In the opening program, the following numbers were played: "Why Talk About Love," "Remember Me," with Huston singing; "Tea for Two," with Busse soloing on a muted trumpet; "Josephine" and a closing tune which was not given by name, but with Busse trumpeting to the strumming of guitars.

The sponsor is the J. W. Marrow Mfg. Co., for Mar-O-Oil shampoo and consumed more than three minutes of the opening 15 for the usual sales

To Cover Opening

The premiere of Kate Smith's new program Thursday night over CBS will be covered by WNEW, marking it is believed, the first instance of one station ballyhooing a program from another. The WNEW broadcast will be offered from 7:30 to 8 P. M., and will feature interviews of celebrities attending the premiere. At 8 and 8:30 P. M. CBS will carry the regular show.

ballyhoo. The agency is Baggaley, Horton and Hoyt, Inc., Chicago.

O.

"Look for the Woman"

Peggy Grady got off to a bad start with the first of this new series. She was nervous, her voice pitched too high and the incidents she referred to in most cases anything but newsy and interesting.

Deltah Cosmetics, sponsors of this 15-minute program over WOR, are offering prizes for the best news events of the week in which women figure. The contest closes Wednesday and indicates that whatever happens in the last three days of the week is not news, or something that can't be fitted into the program the last few days.

The wife of this reviewer listened in, too, but unless the program is made real interesting here is one radio fan that will turn to another station.

"Look for the Woman" is offered Sundays from 11:15 to 11:30 A.M. over WOR. The Arthur Rosenberg Agency handles the account.

O.

"Fighting Crime"

In the third of the "Fighting Crime" series, a sustaining program of the CBS Dep't of Talks, Thomas E. Dewey, special investigator for the City of New York and now Fusion and Labor candidate for district attorney, held the stage.

His was an extremely interesting and informative 15-minute discussion, in which he described crime as a national industry. Criminal syndicates today, he said, have more brain than brawn and are set up like regulation industrial enterprises in which the "big shot" is president and in which the "business" is routinized in the form of departments from "strong arm to legal." Dewey, who has made a noted career in exposing rackets in this city, declared the approach of law enforcement on crime today must be different; that it is not sufficient to be content with the apprehension of an individual criminal. He described the new approach as one which calls for the uncovering of the organization behind the lone hand bandit and added the method of prosecution must be altered to meet this hitherto unknown circumstance.

The "Fighting Crime" series, originally held to four talks, is to be extended. It is heard from 6:45 to 7 P. M. each Saturday.

Ka.

Ontario Loss from Epidemic \$300,000

(Continued from page 1)

means that many regular patrons have missed big productions which had been saved for season openings, but the neighborhood theatres are counting on a harvest in the weeks to come when they play the same pictures. Suburban theatres have also been hit, of course, the case being cited of an important outlying house having a total take of \$4.90 for the matinee one Saturday. This theatre caters to youngsters and the usual Saturday matinee gross is around \$200.

Because of the improvement in the local health situation, the medical authorities at London, Ont., have raised the ban on the admission of children to theatres and, elsewhere, there has been a gradual return to normal.

Expect Omaha Termination

OMAHA, Sept. 27.—The city health department is expected to lift the order barring theatre attendance by children under 18 because of the infantile paralysis epidemic by Oct. 2, two days before schools open.

A survey of exhibitors shows losses during the six-week ban have ranged from 25 to 60 per cent. Downtown theatres suffered less heavily than neighborhoods, about half of which closed during midweek because of the epidemic.

Chicago Ban Lifted

CHICAGO, Sept. 27.—The grade schools here opened today after being closed for three weeks as a result of the epidemic of infantile paralysis. Children seven years of age and over may now attend the theatres.

It is estimated that the ban on attendance cost theatres \$800,000.

Bexley O., Bars Children

COLUMBUS, Sept. 27.—As a precautionary measure due to infantile paralysis, children under 16 are barred from the Bexley, in suburban Bexley, and opening of schools has been deferred.

Ad Mat Costs Increase

TORONTO, Sept. 27.—Operating costs for Canadian theatres went up another notch when the film exchanges decided that a raise in the price of press book ad mats to exhibitors would be necessary because of the increase in the cost of materials and labor. Effective immediately, the charge for ad mats has been increased from 15 cents to 25 cents per column width regardless of depth measurement. A two-column mat now costs 50 cents instead of 30 cents while one of three columns will be 75 cents as against the previous charge of 45 cents.

Enters Denial in Suit

OKLAHOMA CITY, Sept. 27.—The Midwest Enterprises Co. has filed a petition in Federal District Court disclaiming any part in the filming of a house being sawed in half here. Mrs. Fern Chadwick has asked \$25,000, naming Midwest, Universal, Warner Theatres and Standard Theatres Corp.

Plan Six for Odeon

LONDON, Sept. 17.—A building contract for £240,000 has been placed for six Odeon theatres in Scotland, the first to be erected at Ayr.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 76

NEW YORK, WEDNESDAY, SEPTEMBER 29, 1937

TEN CENTS

Para. Plans British Films On Big Scale

*To Start in 6 Months,
Declares Zukor*

By BRUCE ALLAN

LONDON, Sept. 28.—Adolph Zukor, on his arrival from the Continent, reaffirmed Paramount's intention to engage in large scale British production.

"We will start within six months and the pictures we will aim to make will be of the same quality as our Hollywood product and on a scale justifying world distribution," he said.

Paramount, selecting subjects suitable for filming against British back-

(Continued on page 11)

Erpi to Continue in England, Says Bach

LONDON, Sept. 21.—W. A. Bach, managing director of Western Electric Co., Ltd., in an official statement, defined the future policy of the company, in view of rumors that Erpi is retiring from the sound reproducing field in the United States. He

(Continued on page 11)

Metro May Abandon House in Budapest

By ENDRE HEVESI

BUDAPEST, Sept. 18.—M-G-M, the only American company with a theatre of its own here, is reported considering the abandonment of the house when the present lease expires next summer. It is reported that the company will allow the Royal Trust to

(Continued on page 6)

Soaring

Al Mingalone, Paramount News cameraman, went aloft at Old Orchard Beach yesterday, in a saddle attached to 32 bunched balloons, to catch some odd shots for the reel. But the rope which attached the balloons to a tree parted, and Mingalone went for a ride. Father James A. Mullins tried with a rifle.

Mingalone hit 2,000 feet, dropped his camera, was too weak to use the gun in his pocket, and finally landed, unhurt, at Vay's Mills, 13 miles away.

"Lab" Deal with Korda Revives Talk of M-G-M Financing Him

London, Sept. 28.—The laboratory at the Denham studio, home of London Films, is about to undergo a change in ownership. A contract is poised whereby Metro British and 20th Century-Fox each will acquire one-third of the shares. The present owners are Continental bankers, chiefly, plus Alexander Korda.

Those along Wardour St., London's Film Row, who are familiar with the deal are speculating if this does not tie in with the story reported in *Motion Picture Daily* on Sept. 7 that M-G-M had arranged to extend finances to Korda through the British-American Bank.

Today, preparation for "Dangers in Mourning," Victor Saville's next, was stopped on word of his new deal with Metro. The latter company may get rights to "The Citadel."

Rolan Leaves Time For Post with RKO

Ralph Rolan, vice-president in charge of promotion for March of Time since its inception, resigned yesterday to join RKO on Oct. 4 as special executive. He will work with Jules Levy, general sales manager, and S. Barret McCormick, advertising and publicity director.

Prior to joining March of Time, Rolan was on the *Cleveland Plain Dealer*. He is now president of Ampa. His former duties at March of Time will be divided among Otis P. Swift, who will handle publicity on the reel, William Geer and John Wood.

Duals Out, Prices Up in Kansas Spots

KANSAS CITY, Sept. 28.—"Goodbye Double Bills!" was the caption of an advertisement placed by the Fox Plaza this week when it turned away from an unsuccessful four-week experiment with doubles and launched singles at an admission increased from 25 to 35 cents, and thereby joined the general move for increases.

Another Fox Midwest suburban, the Rockhill, this week advanced from 15 to 20 cents, and may go to 25 cents.

Other admission boosts include C.

(Continued on page 11)

Benny's Program Is Renewed 144 Weeks

The Jack Benny program for Jello has been renewed for 144 weeks, effective Oct. 3, at which date Benny will return to the series. The series is offered from 7 to 7:30 P.M. over 86 NBC Red network stations.

The comedian several months ago was signed to a three-year contract guaranteeing his exclusive services to the General Foods Corp. Young & Rubicam is the agency.

Milwaukee Meeting To Discuss Scales

MILWAUKEE, Sept. 28.—A citywide meeting of exhibitors has been scheduled for Oct. 4 to discuss possibilities of a general increase in admission prices and the re-writing of a zoning and clearance plan.

Also slated for discussion is the matter of bargaining with the local projectionists' union. The present contract expires Oct. 31 and an effort will be made to determine whether local members of the I. T. P. A. will deal separately with the union or through a citywide committee including circuits as well as independents.

Settlement Reached In Cocalis-Fox Suit

A settlement for \$10,000 was reached yesterday in the suit by 20th Century-Fox against Sam D. Cocalis in the accounting of overages on a number of pictures. The original complaint was for \$9,200, but because another picture was played after the complaint was filed, the amount was increased to \$12,400.

Under terms of the settlement the defendants conceded that percentage pictures sold in a group should be accounted for individually. This was

(Continued on page 11)

Sidney, Thau West On M-G-M Programs

Louis K. Sidney, operating head of WHN, will leave by plane for the coast Saturday with Benny Thau, who is scheduled to arrive from Europe tomorrow on the *Normandie*. While on the coast, Sidney will work on the new M-G-M air show of General Foods for Maxwell House coffee.

Sidney said yesterday that no star has been set for the first program, but that details will be completed later.

MPTOA Gives Hint of Move Toward Allied

*Legislation Final Move,
States Kuykendall*

Support of Allied or any other group of exhibitors will be welcomed by the M. P. T. O. A., if distributors continue an attitude of non-cooperation in solving industry problems, Ed Kuykendall indicated in a statement issued yesterday.

That this cooperation might even lead to an acceptance of Allied's legislative moves aimed at Government control was hinted.

Kuykendall's reference to Allied support read: "M. P. T. O. A. welcomes the support of Allied or any

(Continued on page 6)

Allied of Michigan To Meet Oct. 12-13

DETROIT, Sept. 28.—The annual convention of Allied of Michigan will be held at the Hotel Statler Oct. 12-13. The complete program has not been arranged, but it is expected that Abram F. Myers and other national and regional leaders will be here and

(Continued on page 11)

Universal 3-Month Loss Is \$627,933

Universal Pictures, Inc., and subsidiaries report a net loss of \$627,933 for the third quarter of the current fiscal year ending July 31. This is after all charges, Federal and foreign income taxes, and depreciation.

It compares with a net loss of \$579,379 in the same period a year ago.

Has to Wait

The tumult occasioned by the hammering and sawing on the eighth floor of the Warner Bldg. has died; the carpenters and joiners have departed, and in their place there stands the new and elaborate office of Joseph Bernhard, fragrant with the aroma of knotted pine paneling, wax-finished throughout. The only item lacking is the occupant, general manager of the Warner circuit.

Bernhard is at home with a heavy cold and his thrill will have to wait.

Additional Developments in Radio—Page 11

MOTION PICTURE
DAILY

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SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.

STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.

TOKYO: 850 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

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Ascap Meeting Routine

The board of directors of Ascap yesterday resumed its monthly meetings, which were suspended for the summer. Only routine business, including the hearing and approval of various committee reports occupied the directors, it was said yesterday. No action was taken on the organization plan to seek labor union status, and it was indicated that the matter would not be considered at the present time.

"Zola" Openings Set

"The Life of Emile Zola" has been set for 11 popular price openings over the weekend. The theatres are at Pottsville, Altoona, Albany, Canton, Colorado Springs, Kansas City, Utica, New Castle, Cleveland, Charleston and Parkersburg.

A TRAILER ON
EVERY PICTURE

Produced by Experienced Showmen

HOME OFFICE: ADOLPH POLLAK
630 - 9th Ave., N. Y. C. General Mgr.

Insiders' Outlook

By RED KANN

WHILE Benito is dabbling at the international canvas in larger and bolder strokes, the Associated Press reports from Bostock, Germany, that Mussolini, the father, is not too busy as Mussolini, the dictator, to keep a paternal eye on the American jaunt of Vittorio. The dispatch from Germany understands Il Duce was not eager about his son's jaunt because of possible Communist and anti-Fascist demonstrations. Vittorio, however, is safely in Hollywood. He is, of course, comfortably settled in Hal Roach's home, which, of course, must be a large and extended establishment. He attended a circus on Sunday. The international tension, through family eyes this time, has eased. Il Duce's worries, as a father, seem to have lightened. . . .

There is something to catch the eye in Junior's first act upon arrival on the coast. He went to a circus: And that seems a reasonable enough thing to have done. Probably Roach, as host, accompanied him and that fits even closer. It ties in so very neatly with RAM—the "R" from Roach and the "M" from Mussolini—and the hazy agenda which that poorly defined company has set out to fulfill. A great deal, naturally, has been printed about the first visit of a Mussolini to this country. It was news. But if you will indulge what may focus in the spotlight of immodesty, we should like to refer for a spell to the interview with the amazing Roach which MOTION PICTURE DAILY published following his arrival last week. . . .

Nothing aware of the circus Mussolini attended, it could not have been half the circus Roach let himself in for. By dint of careful reading, the conclusion might be drawn he was to make pictures with Vittorio in Italy. How many and with whom? How much and when? When Mussolini learns all there is to learn about production after two weeks of studios and parties in Hollywood? Pertinent questions all, vaguely and foggily answered. The impression emerged that Roach dimly thought he had a big idea, but a big idea about what was something he did not,

or could not, answer. Could not, appears much more like it. . . .

Mussolini and Hitler in Germany, giving the world a renewed case of the ague. Vittorio and Hal in Hollywood, giving the American film industry what ought to be a sweating bee of its own. Ludicrous, you might think, to draw a parallel. But is it? Dictators cannot afford to countenance rebuffs. Mussolini, Duce and father, will not look kindly upon any hit-and-miss success for Vittorio and his film aspirations. If not for the son's sake, then for the sake of the father's ego. Any films, if any are made, by Roach and young Mussolini in Rome are very apt to confront the American industry with the embarrassing matter of distribution here. Unofficial as Vittorio's enterprise may be, it is official enough that he is his father's son; the rest might be filled in by anyone who may have read thus far. The possibility thereby becomes a powder keg for any large American company to envision in the face of Fascist ideology which raises no enthusiasm here and the flirtations of Fascism and Nazism which induce even less. . . .

For film deals come and go. And so may Roach's. But where the ordinary transaction may leave no scars except to one or the other of the parties involved, this reckless lark of Roach's is vastly different. A breakdown or a rift for no matter what reason and regardless of fault suggests an American industry imperiled. In Italy. And in Germany as well as in Japan and in other countries where the Mussolini-Hitler-Nipponese military sphere of influence sounds its impact. No one individual has the right to consort with such a danger for his industry. Yet this is what Roach, unthinkingly or otherwise, has done. He has turned Metro nervous. He is seemingly unaware of the damage he may do his own product in this market. He has aroused and angered the sensibilities of many liberal-minded men in the business. He has brought over a Mussolini, a product of a freedom-destroying despot. Roach in 1937! A big idea, but a big idea about what? . . .

Criterion May Shift

The Criterion yesterday was reported to be planning to drop films for a vaudeville and stage band policy. Efforts to confirm the story with Harry Charnas were unavailing.

Pathe Board to Meet

Pathe's board of directors will hold a regular meeting this afternoon. Routine matters are scheduled. O. Henry Briggs, president, who recently returned from the coast, will preside.

Capitol Gets Time
To File an Appeal

Federal Judge Alfred C. Cox yesterday allowed the Moredall Realty Corp., owners of the Capitol, until Sept. 30 to file its record on its appeal to the U. S. Circuit Court of Appeals against the decision in favor of Edward Sheldon and Margaret Ayer Barnes.

Sheldon and Barnes, playwrights, obtained an order for an accounting of profits in the U. S. District Court against the exhibitor because of an alleged infringement of their play, "Dishonored Lady" in the M-G-M picture, "Letty Lynton," which was shown at the Capitol 84 times. The accounting was sent to a special master for hearing, but was stayed pending the appeal. An accounting of the profits by M-G-M still pends.

Delay Warner-Gielow Suit

Trial of the \$500,000 plagiarism suit of Irving Gielow against Warners was postponed by Federal Judge Alfred C. Cox in the U. S. District Court yesterday for 30 days to permit examination before trial of Robert Montgomery and William Elfeldt in California.

Gielow claims infringement of his play, "Give Me This Night," in "Flirtation Walk." Two songs, "I Can't Believe" and "Mr. and Mrs. Is the Name" are also alleged to be infringements. Warners asked for the examination of Montgomery because of his familiarity with the story on which the picture was based. Elfeldt wrote and arranged the music for the picture. An accounting of the profits and a permanent injunction are asked in addition to the damages.

Appeal Vice Film Ban

BALTIMORE, Sept. 28.—The appeal taken on the injunction against the showing of "Smashing the Vice Ring" came before Judge Eli Frank in City Court here today after the jurist had viewed the film and conducted a preliminary hearing yesterday. Owners were invited to make changes and re-submit the film to the censors.

Montague Lunch Host

Abe Montague, Columbia general sales manager, was host at a fish luncheon at Roth's yesterday to 32 company officials. He had caught the fish over the weekend. Among those present were: Jack Cohn, N. B. Spingold, A. Schneider, J. C. McConville, Louis Weinberg, Louis Barbano, Rube Jacker, H. C. Kaufman, Bernard Zeeman, Vincent Borelli, George Josephs, Leo Jaffe, Milton Hannock, Maurice Grad, M. J. Weisfeldt, Irving Sherman, Sam Liggett, Leonard Picker, Irving Moross, Floyd Weber, Bill Brennan, Nat Cohn, Irving Wormser, Saul Trauner, Hal Hode, John Kane, Al Seligman, Ben Schwalb, Hy Daab, Frank McGrann, Jack Meyers and Mort Wormser.

Para. Pep Club Elects

Officers of the Paramount Pep Club for the new year, elected yesterday, are: Charles L. Gartner, president; Carl Clausen, vice-president; William Clark, treasurer; Elizabeth Scheuer, secretary. Elected to the board of governors for two-year terms were: Arthur Israel, Jr., T. X. Jones, Richard F. Murray, William J. O'Connell, Esther Jablow, Leonore Kornstein, and for one year, Tess Klausner.



To Gladys George
as "Madame X"



3 BIG HITS



GLADYS GEORGE
as "MADAME X"
(Warren William · John Beal)

**OCT.
1st**

**OH BOY!
SKIP WITH
JOY!**

Hollywood Reporter:—"Triumph. Deeply moving performance. Women will give it tribute of tears, assuring substantial box-office returns."

Motion Picture Daily:—"In common with the commercially comparable 'Stella Dallas' and 'The Prisoner of Zenda,' 'Madame X' possesses rare quality of favorable familiarity. Expected to give gratifying account of itself at the box-office. Gladys George lifts herself into cinema immortality."

Film Daily:—"Mother love drama filmed with telling effect should score at the B. O."

Daily (Coast) Variety:—"Amazing the vitality, inexhaustible its appeal. Its known power to stir compassion and admiration has kept it, and now makes it again, assured box-office. Gladys George's stellar performance ranks with the best. A finely wrought screen play."

Box-Office Magazine:—"Sure-fire magnet for the feminine trade."

IN A ROW! OH!



JOAN CRAWFORD
"THE BRIDE WORE RED"
 (Franchot Tone - Robert Young)

**OCT.
8th**



WILLIAM POWELL
MYRNA LOY
"DOUBLE WEDDING"

**OCT.
15th**

Hollywood Reporter:—"M-G-M's 'Bride Wore Red' superb entertainment. Crawford at best in absorbing drama. Even in a season marked for its exceptional tide of excellent pictures, there must be some which stand out as a little ahead of the rest. 'The Bride Wore Red' is one of these, a picture in which all the elements—drama, color, music, performance, direction and production—unite with a splendid perfection to provide superior entertainment. Once more, M-G-M has given to Joan Crawford and her superlative supporting cast the full tide of its production powers and the result is certain box-office and new laurels for everyone concerned. There isn't a weak spot in the cast. Joan Crawford offers one of her finest characterizations, with delicately shaded nuances which are a delight."

Showmen's Trade Review:—"Latest Crawford picture an exploitation bet for big business everywhere. Will please all classes of audiences."

Preview Report to Circuit Heads from Stanley Brown, Manager West Coast Theatre, Long Beach:—"It is the 'It Happened One Night' of 1937. Uproariously funny. Best these two stars ever appeared in."

Daily (Coast) Variety:—"Broadside of entertainment. Will have no trouble cashing in all spots. A riotous holiday."

Motion Picture Daily:—"Furious fun. An attraction that will add much to Fall programs. Assurance of profit."

Hollywood Reporter:—"A comedy hit to delight large audiences and play profitably from top to bottom."

Showmen's Trade Review:—"Finest comedy of the year. Guaranteed laugh getter for any audience."

Film Daily:—"Romantic comedy packs heavy total of laughs and box-office punch. William Powell and Myrna Loy have a field day."

Motion Picture Herald:—"One of the funniest and refreshing farces that has come along in a long time. The crowd seemed to be of the opinion that 'Double Wedding' was just the kind of a prescription the doctor would have ordered."

◀ Purely Personal ▶

GEORGE BROWN, new coast publicity head for Columbia, yesterday was given a send-off party at the Tavern by home office publicity and advertising men. He left for the coast by plane in the afternoon.

VICTOR MCLAGLEN and **BRIAN DON-LEVY** sail today on the *Berengaria*. They have parts in "A Yank at Oxford" which M-G-M is producing in England.

TOM CONNORS, M-G-M eastern sales manager, is recuperating from an appendicitis operation at the Bar-Ridge Sanitarium, Brooklyn.

BOB GOLDSTEIN returned from London on the *Berengaria* yesterday and already is talking about another trip as nearby as November.

ARTHUR LEE, vice-president of G. B., flew to Washington yesterday on a visit to his company's exchange. He will return today.

JOE MOSKOWITZ is plotting a Hollywood trip very shortly now. **IRVING HOFFMAN** again will be his traveling companion.

DICK MERRILL, flyer, will leave Oct. 1 for conference with **LORD BEAVERBROOK** in London on a flight to an undisclosed destination.

CHARLES A. MORLA has joined Monogram's foreign department as assistant to **NORTON V. RITCHEY**.

CHARLES R. ROGERS plans to leave for the coast either Friday or Saturday.

RICK RICKETSON is still around town and will leave in a day or so for his headquarters in Denver.

CRESSON E. SMITH left yesterday for Dallas.

JOAN BENNETT arrived by plane from the coast yesterday.

AMERICAN FLAGSHIPS to LOS ANGELES



MERCURY SKYSLEEPER
OVERNIGHT—3 STOPS ONLY
THRU SERVICE—NO CHANGE OF PLANES
SOUTHERN ALL-YEAR ROUTE

MERCURY—Lv. 5:10 pm; SOUTHERNER—Lv. 9:00 pm.
Call your Travel Agent, or VANDERBILT 3-2580
Ticket Offices: 45 Vanderbilt Ave. and
Rockefeller Center, 18 W. 49th St.

**AMERICAN
AIRLINES INC.**

The Newsreel Parade

Movietone News

Vol. 20, No. 5
(20th Century-Fox)

Sports by Ed Thorgeresen, fashions by Vyvyan Donner and Helen Claire, a fish story with Lew Lehr and Lowell Thomas' narration of the news of the day all combine to make an exciting and entertaining subject.

Included in the world events are scenes of the war-stricken Shanghai area depicting the plight of the natives, President Roosevelt at Cheyenne, Wyo., and a mock aerial attack of Berlin's main district.

New styles in dress for women are on parade with black and silver as the predominating colors. Lehr's talk on a chimpanzee fishing is a whopper.

Daniel J. Doherty's election as commander of the American Legion, Vittorio Mussolini saying a few words before departing for Hollywood and scenes of John D. Biggers assuming his new job of directing an unemployment census are among the highlights of the news.

Among the sports events are the first pigskin games by Navy against William and Mary at Annapolis and Ohio State against Texas Christian at Columbus. Then there is the motorboat race on the Potomac for the President's cup with Notre Dame taking the coveted prize. The amateur fisticuffs for the benefit of the American Legion is a slam bang affair from start to finish, and that's just how this reel finishes.

Running time, 10 mins.

O.

News of the Day

Vol. IX, No. 203
(M-G-M)

The release is varied enough to be interesting. President Roosevelt is shown speaking from the rear of a train in Wyoming and some of the Yellowstone Park backgrounds are strikingly beautiful.

The Shanghai scenes show action, but not of the kind that has been provided lately. Japanese troops use artillery on a roof, fire engines battle futilely to stop conflagrations. Another fire scene was made in Vienna. It's spectacular.

Young Vittorio Mussolini doesn't shine as an actor. He is shown being interviewed in a hotel room and alighting from a plane in California. A football sequence made in California is exceptional. The light was so strong, the play so open that the telescopic lens almost makes the players recognizable.

Jean Paul King will start an argument among those who have always thought finis was "finnis" or "feenee." He pronounces it "feye-nis," and, believe it or not, that's the way the dictionary has it.

Running time, 8½ mins.

J.

"Paramount News"

No. 16

(Paramount)

President Roosevelt visiting the Northwest, the war in Spain, European military maneuvers and war preventative measures, a quick resume of personalities, styles and drinking customs of 10 years ago; the American Legion winding up its convention with

the election of a new national commander, the arrival of Vittorio Mussolini, scenes about war-torn Shanghai and the best plays of last weekend's football games make up this issue of the reel.

The material is generally interesting. The China scenes are well filmed. The comment on each sequence is ably handled and is in keeping with the general trend of the action.

Running time, 10 mins.

P.

Pathe News

Vol. 9, No. 20
(RKO)

There is plenty of thunder and action in this number of the Pathe reel, with two spectacular fires, a flash at the war in China and a demonstration of fast army tanks in action.

The number opens with the Shanghai war scenes, taken by a Japanese cameraman, and is concentrated, perhaps too much, on the push of the Japanese army in north China, picturing the successive victories of the Mikado's troops, with no indication of Chinese defense. It looks a trifle one-sided.

A \$500,000 gasoline blaze in San Francisco and the destruction by fire of the famed old Rotunda in Vienna make for lively material. There is plenty of action, as well, in the defeat of Texas Christian by Ohio State, and in the girls' track meet at Trenton, both of which Clem McCarthy handles incisively. For the rest, the Army demonstrates amazing flexibility and strength in the 60-mile-an-hour tanks, the President visits Yellowstone against beautiful scenery, and young Mussolini opines that he will like America.

Running time, 8 mins.

A.

Universal Newsreel

Vol. 9, No. 601
(Universal)

Two exclusive shots appear in this subject, one taken by Cameraman John Henry of society girls riding motor scooters at Oakland, Cal., and the second featuring Don Stevens, Hollywood office boy for Universal, who manipulates a glider plane with a stunt man switching from an auto to the plane at Muroc Dry Lake, Cal. George Krainukov and Howard Winner are at it again with new scenes of the Sino-Japanese warfare. The scenes pictured show Chapei in flames after bombings and refugees taking to the waterways as a means of escape.

Other clips show President Roosevelt at Yellowstone Park, Vittorio Mussolini boarding a TWA plane at Newark, en route to the coast to study production; Daniel Doherty taking over the commandship of the American Legion at the convention in New York; a giant oil blaze with firemen trying to save six big tanks from spreading into the heart of the San Francisco business section; the R. A. F. piracy control at Portsmouth, Eng., taking off in search of pirate submarines, and the army tank maneuvers at Indiantown Gap, Pa.

Graham McNamee furnishes the descriptive lines and does a good job at it.

Running time, 8 minutes.

O.

MPTOA Gives Hint of Move Toward Allied

(Continued from page 1)

other exhibitors to a definite practical plan to regulate commercial abuses and prevent injustices. We have always been ready and willing to work with any other branch of the industry or faction of exhibitors sincerely interested in working out our problems."

The opening half of Kuykendall's two-page statement is devoted to a review of the efforts of the past two years to secure voluntary concessions from distributors. No effort has been made at coercion by this organization, Kuykendall says, and no effort was made to conceal the plain fact that unless the industry could and would solve its commercial problems voluntarily it will ultimately be done by legislation, "however unsatisfactory that method may prove to be."

M-G-M May Abandon House in Budapest

(Continued from page 1)

take over the house. The Royal Trust supplies film for 12 first runs and subsequents. In return, the trust is expected to release M-G-M product in all of its theatres, thus giving the American company a considerably wider market than it enjoys at the moment. If the deal goes through, only two independent houses will be left in Budapest, all the rest being operated by Istvan Gero's Royal Trust.

LaGuardia at Screening

Mayor LaGuardia will be guest of honor at a reception today given by Louis de Rochemont, March of Time director, in the Jade Room of the Waldorf-Astoria.

The new issue of the reel, which features the highlights of the Mayor's career, will be filmed.

Spyros Skouras to Sail

PARIS, Sept. 28.—Spyros Skouras is here from New York and tomorrow will leave for London.



UNITED'S NEW SLEEPERS ARE REALLY DIFFERENT!

★ Only United limits its giant sleepers to 12 passengers, offers 2 separate dressing rooms and lavatories for men and women, and a courtesy lounge compartment for all passengers. Only United provides de luxe Sky-lounges during waking hours, sleepers at night.

TICKETS: United Offices, Travel Bureaus, Telegraph Offices

UNITED AIR LINES

A vibrant, stylized illustration of a city street at night, likely New York City. The scene is filled with a large crowd of people, a yellow taxi, and a sign for 'THE THEATRE'. Overlaid on the image is the text 'and the praise still thunders!' in a large, red, bubbly font with a yellow outline. The background shows a cityscape with buildings and a street sign for 'W 42 ST'. The overall mood is celebratory and energetic.



“On all counts, one of the peak shows of Hollywood’s show parade. It will streak out in front and stay there” —RED KANN editorial, in Motion Picture Daily . . . “A picture that will be the talk of the movie universe” —BILLY WILKERSON editorial, in Hollywood Reporter . . . “Most enthusiastic audience Hollywood has seen in eight months” —Morning



Telegraph . . . "Approaches the essence of universal entertainment" —**Motion Picture Herald . . .** "Check this up for extra playing time and overwhelming grosses" —**Box Office** . . . "In the money" —**Jay Emanuel Publications** . . . "Smash hit; spells M-O-N-E-Y at box office" —**Film Daily . . .** "A record breaker" —**Showmen's Trade Review.**



*They're all telling you
to clear your schedule
for a record run of*

**WHAT A MARVELOUS THRILL FOR
A SHOWMAN, WITH A PICTURE
LIKE THIS IN THE BAG! . . .
HAPPY THOUGHTS OF SWELL-
ING CROWDS, PILING INTO
THEATRES WAVE ON WAVE!
. . . NOT ENOUGH SEATS!
. . . LOBBIES TOO SMALL!
. . . TAPES STRETCHED
TO BREAKING POINT!
. . . CASHIERS DIZZY!
. . . USHERS WORN
TO A FRAZZLE
—AND EVERY-
BODY HAPPY
BECAUSE THE
MONEY'S ROLLING IN!**



Wednesday, September 29, 1937

Radio

Direct Transmission Of Television Gains

LONDON, Sept. 21.—An increase of direct transmissions of outside events of news interest is a feature of immediate television program plans disclosed by the BBC.

There are to be scenes on three successive days of the activities of the King George V dock, and of the famous Gallion's Reach of the Thames. Football is to be demonstrated, with illustrations of team tactics, by the Arsenal team, and the North London exhibition will be broadcast on Oct. 13, with detailed illustrations of household time saving equipment.

Ballet figures in two early programs, "Carnival" being scheduled for performance by the Vic-Wells company and "Portsmouth Point" and "Siesta" by a specially assembled troupe. An opera, "La Serva Padrona," will be presented.

Pay Tribute by Television

LONDON, Sept. 21.—Sir Bernard Pares broadcast a tribute to the late Dr. Masaryk in the television program from the Alexandra Palace. It is the first time vision has been used on an occasion of this sort.

WLW Line Exchange To Be Daily Feature

Due to increased commercial demands on the WLW Line, a constant exchange of sustaining and sponsored programs of the line will now be a daily feature with WHN both receiving and sending broadcasts from the various stations in the link.

The new policy starts this week and includes stations WBAL, Baltimore; KQV, Pittsburgh, WFIL, Philadelphia; WLW, Cincinnati, and WHN, New York.

Program Flashes

"Camel Caravan"—The Jack Oakie portion of the Camel program blew hot and cold alternately but principally it was indifferent. The Goodman swing band blew hot throughout.

"General Johnson"—Gen. Hugh S. Johnson in a typically "Johnsonesque" talk blistered the airways with a 15-minute commentary on war and its horrors. He is a Grade A radio asset.

"Famous Jury Trials"—Famous courtroom cases (using fictitious names) over WOR and WGN. Plenty of suspense.

"Flicker Fancies"—Drivel over WNEW purporting to be inside Hollywood. For the lower primary classes.

"Bachelor's Children"—Again the kindly, helpful old doctor. Morning advice distributed from CBS.

"Little Orphan Annie"—The NBC-Red offers the comic strip character well prepared and naturally attractive for the children.

"Young Widder Jones"—She of the title role is struggling to keep the wolf from the door and to decide on one of two suitors. Well performed. Mutual network.

These programs will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Times Are Changed For NBC Programs

Changes in broadcasting time for two programs over NBC have been effected.

The Pontiac Motor Co.'s "Variety Show," originally scheduled to be heard over the Blue from 8 to 8:30 P.M., beginning Oct. 1, will be heard at that date and time for the first broadcast. The following week, however, it will be offered regularly Fridays from 9 to 9:30 P.M.

"Grand Central Station," for the Lambert Pharmaceutical Co., slated to begin on NBC last night, will not begin until Oct. 8, when it will be heard Fridays over the Blue from 8 to 8:30 P.M., the period which Pontiac will vacate.

McAvity Discussing Warner Air Program

HOLLYWOOD, Sept. 28.—Tom McAvity, head of the radio department of Lord & Thomas, is here from New York to map final details of an agreement under which Warner talent and studio facilities will go to American Tobacco Co. in a national web show designed to replace the Lucky Strike "Hit Parade" show. The show will be built around Dick Powell as master of ceremonies and will include previews of new Warner product.

R. E. MacAlearney on WQXR

Robert Emmet MacAlearney, former city editor of the *New York Post* and *Herald Tribune*, has been added to WQXR's staff as a news commentator. MacAlearney is now heard Monday through Friday from 6:45 to 7 P.M.

Beginning Oct. 2 over WQXR, John Gassner, dramatic critic of *The Forum*, will present a series titled "The Week in the Theatre." He will be heard from 5:45 to 6 P.M.

Earle Ferris to Coast

CHICAGO, Sept. 28.—Earle Ferris, president of Radio Features Service, left here today en route to Hollywood to confer with his staff there on the opening of four major programs for which he handles exploitation. The programs are Jack Benny's, Joe Penner's, Phil Baker's, and the "Silver Theatre," all of which open on Sunday.

Two New Jewish Series Set

The Zion National Kosher Sausage Factory will sponsor a variety show on WMCA beginning Oct. 4 from 8:30 to 9 P.M. Jewish stage stars will be featured.

Another Jewish program over WMCA will be sponsored by Junket. Titled "Voice of Jerusalem," it will start Sept. 30 from 8:15 to 8:30 P.M.

To Start New WNEW Sports

Earl Harper will commence a new nightly series of sports broadcasts over WNEW at 10:45 P.M. Oct. 2. The series will be titled "The Sportscope."

Allied of Michigan To Meet Oct. 12-13

(Continued from page 1)

many important business matters brought up for consideration, among them appointment of a general manager to succeed H. M. Richey, who recently resigned to become director of public relations for Co-Operative Theatres of Michigan.

In a pre-convention statement just issued by Ray Branch of Hastings, four-time president of Allied and chairman of its state affairs committee, he declares that "Allied of Michigan is far from being a passing organization, but rather that it is much strengthened from the standpoint of its state personnel."

"I firmly believe by the time we hold our annual meeting we will have a greater number of members than we ever had before," he concluded.

N. E. Allied Claims "Strike" Progresses

BOSTON, Sept. 28.—A claim that only 10 per cent of the members of New England Allied have contracted for Paramount's new product was voiced at a meeting of the organization held here today.

Members are being asked to make individual buying deals and to continue the protest moves aimed at Paramount.

Duals Out, Prices Up in Kansas Spots

(Continued from page 1)

H. Potter's Baltis, now 20 cents two nights a week, Sunday and Monday, where it used to be straight 15 cents.

At Arkansas City, Kan., the Fox Burford went from 20 and 25 cents to 35 cents on the weekend change, remaining 25 cents the last half of the week. The Starr, now Fox controlled, which has been five and 10 cents, went to 10 and 20 cents; and the Howard, W. D. Fulton's theatre, advanced from 15 cents to 20 cents. Children's admissions now are uniformly 10 cents. They have been, at times, five cents.

Paramount Planning Big Films in Britain

(Continued from page 1)

grounds, would send over stars and production units from Hollywood, added Zukor.

During the next few weeks Zukor will study the British studio situation. It is Paramount's intention to lease space in one of the modern plants.

A combination of Continental scenes with others shot in England was another possibility foreshadowed by Zukor.

Flash Previews

"Lancer Spy"—Striking production values brings this World War spy melodrama into the division of first class entertainment of its kind.

"Outlaws of the Orient"—Jack Holt in a typical action film, centered about the depredations of Chinese brigands hampering an oil development. Lively fare.

These pictures will be reviewed in full in a forthcoming issue of MOTION PICTURE DAILY.

Settlement Reached In Cocalis-Fox Suit

(Continued from page 1)

the argument presented by Louis Nizer of Phillips & Nizer, representing the distributor in the action. Also, Cocalis personally must endorse the checks for payment.

The settlement was arranged yesterday morning after a conference between Nizer and Bruce Bromley, attorney for the defendant, in the chambers of N. Y. Supreme Court Justice Aaron Steuer.

Negotiations are now under way to settle a similar suit against Consolidated Amusements. The figures involved are to be determined by accountants who are going over the books.

When the case came before the N. Y. Supreme Court last year, the court held by four to one that collective accounting should be enforced and dismissed the suit. Later, the Court of Appeals held seven to nothing in favor of individual accounting and ordered a new trial.

Testifying in the action on Monday were Harry H. Buxbaum, Joe Lee and E. C. Grainger. Gradwell L. Sears, Jules Levy and John J. O'Connor were experts on the case, but were not called to testify.

Erpi to Continue in England, Says Bach

(Continued from page 1)

pointed out that Erpi has been a licensing rather than a manufacturing company and that its decision to license other concerns to make certain parts of equipment has no significance here.

The percentage of British sound equipment made by W. E. is so high, says the Bach statement, that it is only necessary to import equipment when demand exceeds British manufacturing facilities, which ordinarily take care of British demands in strict accord with the specifications of the Bell Telephone Laboratories and Electrical Research Products.

Wall Street

Board Gains Continue

	Open	High	Low	Close	Net Change
Col.	19 1/2	21	19 1/2	20 3/4	+1 1/4
Cons.	2 1/2	2 1/2	2 1/2	2 1/2	0
Cons. pfd.	8	8 1/2	8	8 1/2	+ 1/2
E. K. E.	177	178	175	175	-2
G. T. E.	18 1/4	19 1/2	18	19	+ 1/2
Loew's	69	71 1/4	69	70 5/8	+1 5/8
Loew's, pfd.	105 3/4	105 3/4	105 3/4	105 3/4	+1 1/4
Para.	18 1/4	18 1/2	17 1/2	18 1/2	+ 1/2
Para. 1.	126 1/4	130 1/2	126	130 1/2	+5
Para. 2.	16 1/2	16 1/2	16 1/4	16 1/2	+ 1/2
Pathe	8	8 1/2	8	8 1/4	+ 1/4
RKO	6 1/2	6 3/4	6 1/4	6 1/4	+ 1/4
20th-Fox	29 1/2	29 3/4	28 1/2	29 1/4	+ 3/4
20th, pfd.	36 1/2	36 1/2	36 1/2	36 1/2	-1 1/2
Univ.	40	40	40	40	-4 1/2
Warner	11	11 1/2	10 1/2	10 7/8	

Curb Increasing

	Open	High	Low	Close	Net Change
G. N.	2 1/4	2 1/4	2 1/4	2 1/4	+ 1/8
Tech.	26	26	25 1/2	25 3/4	+ 7/8
Trans-Lux	3	3 1/4	3	3 1/8	+ 1/8

Warner Bonds Rise

	High	Low	Close	Net Change
Loew's	99 1/4	99	99 1/4	- 1/4
Paramount Pict.	100	99 3/4	100	- 1/4
6s '55	100	99 3/4	100	- 1/4
Warner Bros. 6s	87	85 1/2	86	+1 1/2
'39 wd	87	85 1/2	86	+1 1/2

(Quotations at close of Sept. 28)

19 MONOGRAM FEATURES *Available NOW!*

Less than six months old, the New MONOGRAM has completed almost HALF of its schedule of 42 pictures for 1937-38

MAGNETIZE YOUR MARQUEE WITH

DICK MERRILL in
"ATLANTIC FLIGHT"
"Solid B. O. . . adult patrons will enjoy it and younger generation avidly devour it." Film Daily

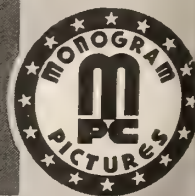
JACKIE COOPER in
"BOY OF THE STREETS"
(In Production)

MOVITA and WARREN HULL in
"PARADISE ISLE"
"A natural for word of mouth, beautifully photographed." Variety

ANNE NAGEL and WARREN HULL in
"A BRIDE FOR HENRY"
"Lively laugh-getter based on inherently good comedy idea...sound production values." Variety

MICKEY ROONEY in
"HOOSIER SCHOOLBOY"
"Swell heart-throb stuff and plenty of action . . . Mickey is sensational." Film Daily

JACK RANDALL Sensational sing-
ing cowboy in
8 OUTDOOR DRAMAS
"Randall shows great promise of climbing to the top." Hollywood Reporter



Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 42. NO. 77

NEW YORK, THURSDAY, SEPTEMBER 30, 1937

TEN CENTS

Utilize Radio To Boost B.O. In Michigan

United and Butterfield Share Exploitation

DETROIT, Sept. 29.—Radio is again in action as a ticket-selling medium throughout the Michigan territory. The first of the new season's radio previews was broadcast by United Detroit Theatres on "Double or Nothing" for the engagement of that film at the Michigan starting Oct. 1.

These radio previews, which were first instituted by United Detroit in

Additional developments in radio yesterday on pages 12-13-14

cooperation with Robert M. Gillham, director of advertising for Paramount, are broadcast simultaneously on five Detroit stations and aired throughout the state on the Michigan network of nine stations.

The program originates at the studios of WXYZ, Detroit. It runs a half hour and is a combination of both drama and music, with an orchestra of 30, a chorus of 16 voices, several solos and a dramatic cast of from eight to 15, depending on the character of the dialogue taken from the Hollywood script. The story is told up to the point of arousing curiosity with dia-

(Continued on page 13)

W.B.-Lucky Program About Set—McAvity

HOLLYWOOD, Sept. 29.—Final consummation of the Warner Bros.-American Tobacco Co. air deal awaits merely the waxing of the proposed program and the approval of the show by the tobacco company, Tom McAvity, radio department head of Lord & Thomas, today told MOTION PICTURE DAILY. He revealed

(Continued on page 13)

Decision in Dallas Appeal Coming Soon

A decision as to whether or not an appeal will be taken from Federal Judge W. H. Atwell's ruling that the contracts regulating admissions in use in Hoblitzelle Dallas theatres are in violation of the anti-trust laws will be made here early next week, it was stated yesterday.

Judge Atwell's decree has not been entered in the Dallas Federal Court

(Continued on page 14)

Theatre Fight

LONDON, Sept. 29.—A newsreel film showing Japanese troops marching into Shanghai last night precipitated a fight in a newsreel theatre in Leicester Square. The applause of Japanese in the theatre brought the Chinese sitting nearby into battle and other Japs and Chinese in the the house leaped into the fight. Several persons were beaten.

English Labor Opposes Alien Infiltrations

By BRUCE ALLAN

LONDON, Sept. 21.—The Trade Union Congress, meeting at Norwich, has adopted the resolutions, put forward by the National Ass'n of Theatrical and Kinematograph Employees, in favor of legislation establishing efficient British film production as a "national necessity," safeguarding British employes, and preventing "alien disarrangement and infiltration" of British cultural standards. The Ass'n of Cine Technicians was associated with the N.A.T.K.E.

That half the cotton exports of England were needed to pay for imported films was a statement made by T. O'Brien, N.A.T.K.E. secretary, who

(Continued on page 14)

British Film Plans Up to Jack Warner

By BRUCE ALLAN

LONDON, Sept. 29.—Talking to the press, Sam Morris, foreign sales chief for Warners, said the decision on major production in England was up to Jack Warner, as part of the general production policy of the company. It was an entirely separate problem from production at the Warner-First National studio at

(Continued on page 14)

Universal Decides To Reduce Expenses

A policy of retrenchment, designed to effect economies in operation, has been determined upon at Universal. It will hit the clerical force largely and in its present form, at least, is not designed to touch any employes in the upper and semi-upper brackets.

J. Albert Hirsch, advertising manager, has resigned and will be succeeded by Lew Pollock, who has been assistant.

YEAR'S FIRST RUN TAKES 73 MILLION

Total Compiled from 1936-'37 Weekly Key City Grosses as Gathered by Motion Picture Daily

Copyright, 1937, Quigley Publishing Company, Inc.

Key city first runs grossed \$73,035,993 last season, a recapitulation of box-office reports published in MOTION PICTURE DAILY reveals.

The national index is based on estimates from 30 cities for 40 weeks from the theatre week ending Sept. 4-5, 1936, to the theatre week ending June 4-5, 1937, and on estimates from 24 cities from the week ending June 11-12 to the week terminating Aug. 27-28 of this year. In June, the number of reporting cities was cut with elimination of such points as Louisville; Lincoln, Neb.; Portland, Ore., and Providence among others. It was felt, for instance, that Cincinnati, as the largest city in its area, might be construed as generally reflecting the manner in which product was going. Louisville, as a consequence, was eliminated. Likewise, since Boston and New Haven were viewed as a representative cross-section of New England, Providence was deleted.

Music Hall to Take 3 More U. A. Films

Three more United Artists films have been booked into the Music Hall. "Stand In" is tentatively dated for the week of Oct. 28 and will be followed by "Nothing Sacred," either Nov. 4 or Nov. 11. "Tom Sawyer" will be dated later.

The trio makes six of the distributor's 1937-38 product booked by the Music Hall so far.

"Double or Nothing" tallied approximately \$35,000 in the third week at the Paramount. A stage show supplements the picture. "On Such a Night" garnered \$6,500 at the Rialto and "Shanghai Express" took in about \$6,000 at the Criterion.

"Something to Sing About" at the Globe finished the first seven days with about \$8,000. "Make a Wish" was a disappointment at the Rivoli and chalked up about \$8,000 for seven days. "Life of the Party" is slated to open at the theatre Saturday.

Columbia to Resume Stage Productions

Columbia again has decided to enter the Broadway legitimate producing field, according to an announcement yesterday. No specific arrangements have been completed, but it was stated a substantial budget for a number of productions has been set aside.

About two years ago, Richard Aldrich joined Columbia as head of a newly created department. He left shortly after to produce on his own. Aldrich has just returned from a tour of the country, but whether he will put on the Columbia shows is uncertain.

Kuykendall May Act In Paramount Strike

Ed Kuykendall, president of the M.P.T.O.A., will leave here for Philadelphia tomorrow, and it is reported he may enter the Paramount buying strike situation in an effort to bring about an amicable settlement of the dispute between Paramount and the U.M.P.T.O. Kuykendall refused to discuss the matter yesterday.

He is not representing either side, it is understood, but may act as a mediator. His interest in the matter lies in part in the fact that the U.M.P.

(Continued on page 9)

Hays to Reply Soon On K. C. Clearance

A reply to the Kansas City, Kan., Chamber of Commerce request for Will Hays' intervention to obtain first run pictures for the city will be made in three or four days, it was stated yesterday at M.P.P.D.A. headquarters. Queries on the Kansas City clearance situation will have to be made in the meantime, it was said.

Ray T. Willette, manager of the Kansas City, Kan., Chamber of Commerce, was reported in a communication from that city as having been disturbed by the delay in the delivery of his letter to Hays and despatched

(Continued on page 14)

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DAILY

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JAMES A. CRON, Advertising Manager



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LONDON: 4 Golden Square, W. 1; Bruce Allan, Representative. Cable address, Quigpubco, London.

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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tomimaga, Representative.

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MOTION PICTURE DAILY'S
HOLLYWOOD PREVIEW**"Lancer Spy"**

(20th Century-Fox)

HOLLYWOOD, Sept. 29.—Actually straight melodrama of the activities of a British spy in Berlin during the World War, "Lancer Spy" has been endowed with such striking production values as to bring it into the classification of first-class action entertainment of its kind. It has speed, maintains a fine pace and is loaded with suspense.

All credit to Gregory Ratoff, who directed and had a large hand in the preparation of story and screenplay, and to George Sanders, who, in the lead, is splendid in the difficult dual role of a British naval officer and a German officer of the Lancers. The makeup transformation is excellent and the shift in personality and speech is entirely commendable. The performance marks a long step forward for Sanders.

In support are Dolores Del Rio as the German spy who falls in love with Sanders and saves his life and his mission; Lionel Atwill as the British secret service officer; Joseph Schildkraut in one of his fine characterizations as the high German staff officer, and Peter Lorre, who is excellent as the soft-spoken, crafty German intelligence officer. Virginia Field does well in a small part as Sanders' wife.

When a German officer is captured, his striking resemblance to Sanders is noted by the British intelligence. And after watching him for weeks, Sanders takes on the German's identity, is permitted to escape, and is welcomed as a national hero in Berlin. His adventures in pursuit of German high command plans make for suspense-laden drama, and his escape from Germany, after Miss Del Rio sacrifices herself for him, are a high spot in action material.

Running time, 83 minutes. "G."

Looking 'Em Over**"Ave Maria"**

(Itala Films-UFA)

A simple but sincerely acted, love story, the excellently recorded voice of Beniamino Gigli and a finished production give this imported film many pleasing and entertaining qualities. The scenario is not new, but it serves well for the insertion of Gigli's magnificent singing. The photography of Italian sequences backgrounded with the Bay of Naples is excellent.

In the opening shots it is revealed that Gigli, as Tino Dossi, a famous tenor, mourns for a dead girl, his first and only love. He is persuaded to give a concert in Paris, however, by his manager. The manager later gets drunk in a cafe where Kathe von Nagy is singing and tells Gigli's secret to Miss Nagy and Harald Paulsen. They plot to reap publicity by this knowledge. There is also a hint of blackmail. Miss Nagy manages to meet Gigli at a church. She poses as an innocent country girl with a story similar to the tenor's. They become good friends and Gigli offers to drive Miss Nagy back to her home. She is clever and works a humorous game with him, giving the appearance that her stepfather has thrown her out of his house. Gigli then takes her to his home in Italy. There romance blossoms. In the meanwhile, Gigli's manager catches up, learns of what has been taking place and sets out to tell Gigli. Gigli learns of it soon enough, but he also becomes aware that Miss Nagy has really fallen in love with him. After she is injured in an accident they are reconciled.

Miss Nagy is a talented actress and she does very well with her role. Gigli sings better than he acts. The music is played by the Berlin State Orchestra and consists of an original piece based on the title; arias from "La Traviata" and Schubert's "Ave Maria." The dialogue is in German and Italian. There are adequate English titles. Johannes Riemann directed. The music was arranged by Alois Melichar.

Running time, 89 minutes. "A."

20th-Fox Board Meets

The board of directors of 20th Century-Fox yesterday held what was described as a routine meeting.

Hold Pathe Board Meet

Pathe's board of directors yesterday held a routine meeting. O. Henry Briggs, president, presided.

Eddy Turning P. A.

Arthur W. Eddy, for 12 years with *The Film Daily* first as managing editor and latterly as associate editor, has resigned to enter the field of press agency. He will drive to the coast in a couple of weeks where a berth at a major studio is reported awaiting him.

**Sustain Argentine
Verdict on Appeal**

By N. BRUSKI

BUENOS AIRES, Sept. 29.—The Criminal Court of Appeal here has upheld the lower court decision of Judge Artemio Moreno committing for trial the members of the Argentine Film Distributors' Ass'n for violation of the anti-trust laws of the country.

The court also had imposed a bond of 15,000 pesos on the property of each member. Practically all the major American companies are members of the Argentine organization. The directorate of the association, upon whom fines probably will be levied, includes: Guy P. Morgan, United Artists; Harry Novak, Warners; Sigfried Bauer, M-G-M; John Nathan, Paramount; Charles Margen, Columbia; Monroe Eisen, Universal; Adolph Wilson, Terra; Charles Glucksmann, Radio Lux, and Judge Joly, Joly Co.

**Liberty and M-G-M
In Tieup on Shorts**

HOLLYWOOD, Sept. 29.—Details of the national exploitation campaign for M-G-M shorts with *Liberty Magazine*, which started in the Sept. 18, issue, were disclosed today. Pete Smith is seeking new material for short subject specialties, and *Liberty* is tying in with the drive in a "Whoppers" campaign.

The "Whoppers" are not to be more than 300 words in length, and, if accepted by M-G-M as production material, will get screen credit for the writer and a substantial cash award besides.

Liberty has agreed that if any of the "Whoppers" are used for the basis of a Smith short, it will give a minimum of three full pages publicizing the picture, with additional space in affiliated magazines, and will use radio, newsstands and carrier boys for further promotion. Pete Smith, Fred Quimby, general M-G-M shorts manager, and Fulton Oursler, *Liberty* editor, will act as judges in the contest.

Darrioux Reception

Danielle Darrioux, French film player who will arrive today on the *Normandie* will be greeted as she comes up the bay by M. C. de Ferry de Fontnouville, French consul; R. H. Cochrane, J. Cheever Cowdin and Charles R. Rogers, Universal executives. The actress will spend four days in New York before proceeding to the Universal studios in Burbank.

Delay Ziegfeld Sale

The sale of the right and title to 72 musical comedies and plays which are among the assets of the estate of Florenz Ziegfeld, which was to have been held yesterday in White Plains, was postponed to Oct. 15 by County Treasurer William S. Coffey. The postponement was taken at the request of a Hollywood group seeking to protect its interests.

No Ampa Meeting Today

No meeting of Ampa will be held today. A program of entertainment including what Ralph Rolan and Lester Thompson describe as a surprise is to be furnished next week.

**GB to Hold Chicago
Regional Saturday**

G.B. will hold the second in a series of regional sales meetings at the Hotel Blackstone, Chicago, next Saturday with Arthur Lee, vice-president, presiding.

Clinton M. White, assistant general manager, and Arthur Greenblatt, eastern division manager, will leave tomorrow. Others who will attend will be: A. H. Fischer and Max Mazur, Chicago; Harlan Starr, Detroit; Herman Booth, Cincinnati; Fred Wagoner, Indianapolis; Al Kent, St. Louis; Bill Marshall, Milwaukee; Fred Abelson, Minneapolis; Douglas Desch, Kansas City, and Bob Selig, Denver.

Following the meeting, White will go to Des Moines and Greenblatt will go to Cincinnati.

"Zola" in Flying Start

Warners reported "The Life of Emile Zola" had a \$5,100 opening day at the Fox, Philadelphia, yesterday and had outdistanced the opening of "Maytime," "Anthony Adverse" and "Thin Ice" at the same theatre. It was the first popular price engagement for the Muni film.

◀ Purely Personal ▶

NED E. DEPINET and "DEAC" AYLESWORTH among those at "21" yesterday. But that was not all. HERMAN ROBBINS and GEORGE DEMBOW were lunching with ED KUYKENDALL. RALPH ROLAN, now about to join RKO, was with DON MERSEREAU. SAM MARX, in one corner, cupped his lips to say he was returning to the coast today, when yesterday originally was the day. DOROTHY MACKAILL also was there, as was DUDLEY MURPHY. SAM DEMBOW was host to M. B. SHANBERG, who already is thinking seriously about plans to reopen his Miami Beach residence. KUYKENDALL starts on his cross-country trip Friday with JAY EMANUEL's annual golf tournament in Philadelphia, then Memphis, then New Orleans, then Seattle and other western cities. Those stories about a feature with JOE LOUIS, the night club entertainer, not the pugilist, incidentally concern EDWARD SHANBERG, who is M. B.'s brother.

JULES LEVY, WALTER BRANSON, RICARDO CORTÉZ, FRANK C. WALKER, ED FAY, JOHN NOLAN, WILLIAM SUSSMAN, E. C. GRAINGER, A. W. SMITH, JR., MONROE GREENTHAL, KARL KRUGER, EDWARD SCHNITZER, SAM RINLZER, LEO JUSTIN, BILL CORUM, JACK PEARL, BEN WASHER, JACK GOETZ, AL YOUNG, ALAN FRIEDMAN, BOB BENJAMIN, MARC LACHMAN, PAUL GULICK, and many others including TRUMAN TALLEY and LEW LEHR, gathered at the Tavern yesterday for lunch.

CHARLES BOYER and PAT PATERSON are due from the coast tomorrow and a flock of publicity men are expected to meet them at the train. BOYER is a star on the WALTER WANGER roster and recently finished a part in "Madame Walewska" for M-G-M and a role in "Tovarich" for Warners. His wife has just completed a part in "52nd Street." And, to top it off, "Mayerling," in which BOYER appears, is current at the Filmarte.

OWEN DAVIS, JR., will celebrate a triple event on Oct. 6, his birthday, the release date for "Luck of Roaring Camp," in which he is starred, and also the starting date for his road tour in "Yes, My Darling Daughter."

JANET GAYNOR, who leaves the coast tomorrow with DAVE SELZNICK and WALTER WANGER and their parties, will stop over at Chicago for a few days before coming to New York.

JED PROUTY and KENNETH HOWELL, who play father and son, respectively, in the Jones Family series, are vacationing here. PROUTY shortly will head for New England, HOWELL for Europe.

LEW WERTHEIMER, newly appointed executive assistant to JOSEPH M. SCHENCK; BENNY THAU and HOWARD STRICKLING will arrive today on the *Normandie*.

LOUIS B. MAYER, DOUGLAS FAIRBANKS, JR., DANIELLE DARRIEUX,

Looking 'Em Over

"Outlaws of the Orient"

(Columbia)

Make it an oil field in the Gobi Desert of China instead of a cattle ranch, make the menace a gang of double-crossing Chinese brigands instead of cattle rustlers, put the hero in a flying suit instead of chaps and on foot and in a plane instead of on a cow pony, and you have "Outlaws of the Orient," which is the usual western type of material in a different setting.

Otherwise all the ingredients are there. The fight of the hero to save the oil field and his brother, the one from the depredations of bandits and the other from liquor and a job too big for him, the inclusion of a slight romance between the brother and the girl, the renunciation of the fiancée who won't wait, while the hero goes to the rescue, all are present and accounted for.

The result is routine, but occasionally exciting action material, considerably unconvincing, of course, but probably satisfactory for the fans who like their film fare fast.

Jack Holt is his usual he-man self in the lead, supported by Mae Clark, as the girl; Harold Huber, as the Chinese bandit chief; Ray Walker, whose comedy is not too comic, and James Bush, as the weak younger brother, who finds love and himself. Ernest B. Shoedsack directed from a screenplay by Charles Francis Royal and Paul Franklin, and a story by Ralph Graves.

Running time, 61 minutes. "G."

FERNAND GRAVET, SONJA HENIE, JACK BUCHANAN and RAMON NOVARRO also are due today on the *Normandie*.

PAUL LUKAS, who has been appearing in pictures in London, arrives on the *Roma* today and later will appear in "A Doll's House" on the stage, of course.

MARK GOLDMAN, Pittsburgh branch manager for G. B., returned to his office yesterday after attending the regional sales conference here.

OTTO BOLLE sailed yesterday on the *Berengaria* headed for South Africa where he will open an office for 20th Century-Fox.

GENE and HARRY MARCUS, independent exchange operators in Salt Lake City and Denver, are visiting for a few days.

FELIX JENKINS, general counsel for 20th Century-Fox, will leave tomorrow via American Airlines for the coast.

JACK BUCHANAN is coming over for a lead in "Between the Devil," another in the rising crop of stage efforts.

JACK COHN will sail tomorrow on the *Normandie* for London. He said yesterday he's going for "a weekend."

ROBERT GILLHAM is in Hollywood on one of his periodic visits. Gone for about two weeks more.

BILL SUSSMAN is back from a tour of 20th Century-Fox exchanges under his supervision.

HARRY COHN, NATE SPINGOLD and GEORGE WHITE will leave today for the coast by plane.

LIONEL ROYCE, European film player under contract to M-G-M, today will marry VIVIENNE BERNSTEIN,

Austrian newspaperwoman, at City Hall.

MIKE MARCO, associate producer for Universal, is due from the coast in two weeks.

MILTON MAYER of RKO returned yesterday from Detroit.

JOHN D. CLARK left yesterday for Hollywood by train.

HARRY C. ARTHUR got back yesterday from St. Louis.

STEPHEN AMES and MRS. AMES are at the Ritz Tower.

Charles Werner Dies

ST. LOUIS, Sept. 29.—Charles Werner, 74, pioneer of the industry here, died of a heart ailment. He is survived by his widow, two daughters and two brothers.

Mrs. Mary Schiller Dead

Mary Schiller, mother of Col. E. A. Schiller, died late Tuesday night at her home. She was 86. Funeral services will be private. In addition to the Loew executive, two other sons, Arthur and David, survive.

John J. Jacob Passes

CINCINNATI, Sept. 29.—John J. Jacob, 49, president of the Andalus Theatre Co., which operates the Andalus, a suburban house, died at the Good Samaritan Hospital after a five-week illness. He is survived by his widow, two daughters and four sons.

John O. Krause Dead

NEW ORLEANS, Sept. 29.—John O. Krause of Loew's State is dead of a heart attack. He was 50 years old. He had been with Loew's State for 12 years.

Para. Bowling to Start

The annual bowling tournament of the Paramount Pep Club members will get under way Monday at the Capitol Alley. More than 10 teams of five men each will compete for this year's championship.

Short Subject

"March of Time"

(RKO)

A focal figure in the current political spotlight, the war boom in the scrap metal business and a phase of English liquor control make up the body of this issue, No. 2 of Vol. 4, and the combination provides an interesting and significant pictorial study, done in the usual and, by now expected, excellent Time style.

Far and away the highlight, chiefly by reason of current excitement, is the pictorial record of the highlights in the rise of Mayor Fiorello H. LaGuardia. The Mayor, aided by Police Commissioner Valentine, Special Prosecutor Dewey, Secretary of Interior Ickes, department heads and others, reenacts scenes indicative of his remarkable reformation of the character of the government of New York, dating from the original spanking of Tammany four years ago, through his smashing of racketeers, slum clearance, park, bridge and playground building. LaGuardia enters into the film making with verve, and the result is interesting and important.

Using the novel and entertaining device of focusing upon an Elizabeth, N. J., junk dealer, the next episode points to the significant increase in the scrap metal market, with war the obvious reason for the boom, and the resulting prosperity for America's 250,000 junk dealers. Seen is the method of crushing miscellaneous scrap into compact bundles for various countries, especially Japan.

The last sequence describes the effect of the DORA (Defense of the Realm Acts) in England, which mount to a type of prohibition and have caused the growth in the country of evasion of the sort which made the American speakeasy popular not many years ago.

Running time, 19 mins. "G."

Wall Street

Board Trading Uneven

	Open	High	Low	Close	Net Change
Col.	20	21	20	21	+ 1/4
Col., pfd.	38 3/8	38 3/8	38 3/8	38 3/8	+ 1/4
Cons.	2 1/2	2 1/2	2 1/2	2 1/2	
Cons., pfd.	8 1/4	8 1/4	8 1/4	8 1/4	- 3/8
E. K.	170	175 1/4	170	175 1/4	+ 1/4
E. K., pfd.	158	158	158	158	- 2
G. T. E.	18 3/4	19	17 3/4	19	
Loew's	69	71 3/8	69	71 3/8	+ 3/4
Para.	17 1/2	18 1/2	17 1/4	18 1/2	+ 3/8
Para. 1.	125	125	124 1/2	124 1/2	- 6
Para. 2.	16	16 3/4	16	16 3/8	+ 3/8
Pathe	7 3/4	8 1/4	7 3/4	8 1/4	- 1/8
RKO	6 1/4	6 1/4	6	6 1/4	
20th-Fox ..	29 1/2	29 1/2	28 1/2	29 1/2	+ 1/4
Univ., pfd. .	39 1/2	40	39 1/2	40	
Warner ...	10 1/2	11 1/8	10 1/2	11	+ 1/8

Fractional Curb Movement

	Open	High	Low	Close	Net Change
G. N.	2 1/4	2 1/4	2	2	- 1/4
Sentry	3 1/8	3 1/8	3 1/8	3 1/8	
Sonotone ..	1 1/2	1 1/2	1 1/2	1 1/2	+ 1/8
Tech.	25 3/4	25 3/4	24 1/2	25 1/2	- 1/4
Trans-Lux .	3	3 1/4	3	3 1/4	+ 1/8
Univ.	4	4	4	4	- 1

Most Bonds Off

	High	Low	Close	Net Change
Loew's	98 3/4	98 3/4	98 3/4	- 1/4
Paramount 3s	55 66 1/8	66 1/8	66 1/8	- 3/8
Paramount 6s	55 84 1/4	84 1/4	84 1/4	- 2
RKO 6s '41 pp.	91 1/4	91	91 1/4	+ 3/4
Warner 6s '39 wd	86 1/2	85 1/2	85 1/2	- 7/8

(Quotations at close of Sept. 29)

MOTION PICTURE
DAILY

This riotous addition to the lengthening train of open-faced comedies **had a pre-view audience in stitches after the first three minutes and had it sewn up for keeps at the finish.** Errol Flynn, Joan Blondell, Hugh Herbert, Edward Everett Horton, May Robson, Allen Jenkins, Dick Foran and Beverly Roberts are the principal contributors to the gurgling gaiety of the goings-on, but no fair accounting of the acting assets would

(DAILY) **VARIETY** (DAILY)

Delightfully whimsical, this romantic comedy with its basting of farce musters so many sure-fire entertainment elements and enough marquee weight to provide excellent business prospects and insure any class of customers solid amusement! Altogether, 'The Perfect Specimen' is a most satisfactory piece of craftsmanship and showmanship. The romance, itself a piece of fine funning, is exquisitely un-

And they're both raving indications way that WARNER BROS. have come

ERROL FLYNN

in

The **PERFECT SPECIMEN**

Supported by

JOAN BLONDEL

HUGH HERBERT • EDW.
DICK FORAN • BEVERLY R
ALLEN JENKINS • Directed

EVERETT HORTON
ROBERTS • MAY ROBSON
by MICHAEL CURTIZ



Screen Play by Norman Reilly Raine, Lawrence Riley
and Brewster Morse and Fritz Falkenstein



be complete without mention of minor comedy bits honed to razor-edge by Harry Davenport and Tom Henning. It would not be Hoyle to skip notation of the four screen playwrights who translated the chuckling Samuel Hopkins Adams *Cosmopolitan* story into terms of breakneck action. They are Norman Reilly Raine, Lawrence Riley, Brewster Morse and Fritz Falkenstein. Director Michael Curtiz presided over the proceedings with his usual unerring understanding and associate producer Harry Joe Brown has a bright new feather for his cap. The laughter of the audience will be practically constant throughout the last half-hour!

folded by Errol Flynn and Joan Blondell. The production, carried out by Harry Joe Brown, under Hal B. Wallis' executive guidance, smartly capitalizes on all its possibilities.

Flynn does a splendid job of romantic funning. Miss Blondell continues to add to her honors as an actress and a comedienne, displaying most agreeably her versatility and charm.

Hugh Herbert will regale his addicts with characteristic gooferies as an alimony husband and poet and Edward Everett Horton gets a heavy share of solid laughs!

of the wonderful
thru for you with

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CIMEN

L
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Written by Samuel Hopkins Adams, author of
'It Happened One Night'! • A First National Picture



Brighton Theatres May Close Sundays

LONDON, Sept. 21.—The closing of Brighton houses on Sundays, as a protest against the increase of the compulsory charity levy on receipts on that day, was advocated at a meeting of the local C. E. A.

Brighton had unconditional Sunday opening before the passing of the Sunday Entertainments Act, which imposed the payment of £1,050 by Brighton exhibitors jointly. Now the local Council is considering making the levy 8.75 per cent of Sunday takings.

If the closing threat is carried out, it will be accompanied by an appeal for public support, on the grounds that a service demanded by the community has been rendered impracticable by official action.

Any action in Brighton would probably be imitated in other districts. There is considerable resentment against the act which makes Sunday opening conditional on a charity contribution, the trade argument being that the exhibitor is entitled to profit if he supplies a legal entertainment.

Complete 'Yank' Casting

LONDON, Sept. 21.—Ben Goetz has signed Vivien Leigh and Griffith Jones for the principal British roles in "A Yank at Oxford," MGM's first at Denham. Robert Taylor and Maureen O'Sullivan, American leads of the picture, will be supported from Hollywood by Tully Marshall as well as Lionel Barrymore. British castings already include Edmund Gwenn, C. V. France, Edward Rigby, Robert Coote and Noel Howlett.

Jubilesta Drew 200,000

KANSAS CITY, Sept. 29.—The nine-day Jubilesta, Municipal Auditorium show which closed here over the weekend after displaying more than \$100,000 worth of entertainment, drew over 200,000 attendance, and left exhibitors' box-offices limp from exhaustion.

The event probably will be held again next fall.

Music Corp. of America, which handled the show, placed big "thank you" ads in both papers.

Goldburg Leaves Firm

HOLLYWOOD, Sept. 29.—Jessie J. Goldburg, back from England and the Continent where he represented Burroughs-Tarzan Enterprises and the Citizens National Bank of Los Angeles in the sale of the European rights of the film company, has severed his partnership arrangements with Ben S. Cohen and George W. Stout.

Harris Buys 2nd Site

PITTSBURGH, Sept. 29.—Another piece of property, upon which a new 1,200-seat house will be erected, has just been acquired by the Harris Amusement Co. The lot is in the North Side district, at Perrysville Ave. and East St., and is this circuit's second real estate deal in as many months.

G. N. Changes Title

HOLLYWOOD, Sept. 29.—"Swing It, Sailor" will be the release title of the Grand National film previously known as "He Wanted to Marry."

\$73,035,993 Estimated Take Of Key First Runs in '36-37

(Continued from page 1)

first runs in 24 cities grossed an approximate \$15,253,054, to a combined total of \$73,035,993.

The 24 cities from which records were maintained without a break throughout the 1936-37 year are these:

Boston, Buffalo, Chicago, Cincinnati, Cleveland, Denver, Detroit, Houston, Indianapolis, Kansas City, Los Angeles, Milwaukee, Minneapolis, Montreal, New Haven, New York, Oklahoma City, Omaha, Philadelphia, Pittsburgh, San Francisco, St. Paul, Seattle and Washington.

Estimates for the period follow:

Week Ending	No. Theatres	Gross
Sept. 4-5	163	\$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2-3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,600,044
Oct. 30-31	177	1,625,216
Nov. 6-7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4-5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1-2	178	2,037,040
Jan. 8-9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5-6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5-6	169	1,596,679
Mar. 12-13	168	1,671,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2-3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387
April 23-24	176	1,718,379
April 30-May 1	175	1,714,841
May 7-8	167	1,506,702
May 14-15	168	1,590,530
May 21-22	163	1,527,579
May 28-30	169	1,471,862
June 4-5	171	1,466,911
June 11-12	141	1,295,708
June 18-19	139	1,250,325
June 25-26	138	1,360,751
July 2-3	137	1,319,381
July 9-10	139	1,315,153
July 16-17	137	1,258,802
July 23-24	140	1,286,472
July 30-31	138	1,497,364
Aug. 6-7	138	1,424,122
Aug. 13-14	140	1,498,561
Aug. 20-21	143	1,483,069
Aug. 27-28	142	1,559,054
Total		\$73,035,993

Circuit Replaces Scott

KANSAS CITY, Sept. 29.—Glen W. Dickinson has named Ted Siler to replace Jack Scott, son of Ward Scott, district manager of 20th Century-Fox, as manager of the Dickinson at Hiawatha, Kan. Jack Scott will take a short vacation and then return to Kansas University for the fall term.

LeRoy Buys "4th Estate"

Mervyn LeRoy has purchased "The Fourth Estate," newspaper story by Saul Elkins and Sally Sadlin.

Circuit Acquires Three

MONTREAL, Sept. 29.—United Amusement, Ltd., here, subsidiary of Famous Players Canadian Corp., has added three theatres in the Greater Montreal district, the Maska and Corona in Ste. Hyacinthe and the Victoria in St. Lambert, across the St. Lawrence River from Montreal.

Plan Monogram Drive

Monogram will start a sales drive named after Eddie Golden in the near future. Money prizes will be awarded offices reaching quotas.

Booth Rules in B. C. Postponed for Year

VANCOUVER, B. C., Sept. 29.—New Government regulations, which would allow one qualified operator and an apprentice, instead of two men as at present, have been postponed for a full year.

The delay was granted by the Provincial Government on protests by the projectionists' union. Regulations were to have gone into effect Jan. 1, 1938, and have been postponed until Jan. 1, 1939.

At present projectionists and theatre owners are negotiating new contracts, and a strike was threatened by the projectionists. The deadline for the strike was to have been Sept. 18, but was delayed until Oct. 4, when N. L. Nathanson, Famous Players Canadian executive, is expected. The number of operators in a booth was the chief point of contention, and it is now expected that the new contracts will be negotiated satisfactorily.

Table Sunday Measure

CAMBRIDGE, O., Sept. 29.—An ordinance to legalize the showing of pictures on Sunday was tabled at its final reading by the City Council after having been passed by a 4 to 3 vote at two previous readings. The measure, vigorously opposed by church and religious groups, was designed to "prohibit the showing of pictures before noon and between 6:30 and 8:30 P. M. on Sundays."

There is a possibility that the proposal will be submitted to a referendum.

Sunday Films Banned

GOLDSBORO, N. C., Sept. 29.—The Board of Aldermen has decided that Sunday films will not be permitted in Goldsboro.

Palette Asks Pact End

LOS ANGELES, Sept. 29.—Another of the growing number of suits affecting film players and their agents reached court this week when Eugene Palette petitioned for cancellation of his managerial contract with John Zanft, Ltd., Inc., agency.

M-G-M Signs Huston

HOLLYWOOD, Sept. 29.—Walter Huston has been signed by M-G-M to play the lead in "Benefits Forged," a Civil War story. It will be his first film role since "Dodsworth."

Drop Doubles at N. O.

NEW ORLEANS, Sept. 29.—Double features have been discontinued by neighborhood theatres. The only shows in the city at the present time are the Strand, five and 10 cents, and at the St. Charles, at 10 and 15 cents. The St. Charles will fold tomorrow night.

Sarecky for New Serial

HOLLYWOOD, Sept. 29.—Columbia has named Louis Sarecky to supervise production of "The Mysterious Pilot," its next serial which will star Frank Hawks.

New York-Bound

LONDON, Sept. 28.—Romney Brent, David Niven, Gina Malo, J. B. Priestley and Sir Campbell Stuart sailed on the *Queen Mary* for New York today.

**Radio City Music Hall...
largest theatre in the world...
has honored COLUMBIA anew.**



A three-year contract has just been signed, giving this company the opportunity of filling one-third of the theatre's playing time during that period. FRANK CAPRA'S "LOST HORIZON" is now playing the Music Hall, inaugurating the new arrangement. It is the twentieth COLUMBIA picture to be shown at this theatre.

TO the management of the Music Hall, COLUMBIA expresses its profound gratitude for this demonstration of confidence.

... *And* almost immediately after "LOST HORIZON"
... **TWO MORE COLUMBIA HITS**
will come to the Radio City Music Hall



IRENE DUNNE
CARY GRANT

embarking on a spreeful of gleeful hysterics in "The Awful Truth", a Leo McCarey production directed by Mr. McCarey himself from the swell Vina Delmar screen play, with Everett Riskin as associate producer. . . . The grand comedy cast includes such favorites as Ralph Bellamy . . . Cecil Cunningham . . . Alexander D'Arcy.



GRACE MOORE
Melvyn DOUGLAS

as thrilling new sweethearts in "I'll Take Romance", a light-hearted honey of a vehicle for Miss Moore and Mr. Douglas. Brilliantly directed by Edward H. Griffith and produced by Everett Riskin. George Oppenheimer and Jane Murfin wrote the screen play. In the bang-up cast are Helen Westley, Stuart Erwin.

Illinois Allied Asks B & K Monopoly Suit

CHICAGO, Sept. 29.—Charging that Balaban & Katz have monopolized the theatre business here for years, Allied of Illinois is planning a legal attack on the circuit alleging that B. & K. has dictated clearance systems and arranged releases to conform to its own desires.

The attitude of exhibitors at today's meeting appeared to be determined and it is felt that they are serious in their intention to press the monopoly suit unless B. & K. agrees to eliminate duals.

A conference with members of the operators' union was held this afternoon at which a five per cent wage increase was discussed. Exhibitors are refusing to go beyond this figure.

Kuykendall May Act In Paramount Strike

(Continued from page 1)

T.O. is an affiliate of the M.P.T.O.A. Despite the fact that the exhibitor organization won a legal victory in the course of the strike, they have made no effort to picket or otherwise demonstrate. Their efforts appear to be centered about the development of a buying combine where Paramount is concerned. Kuykendall is expected to confer with Lewen Pizor, president of the Philadelphia exhibitor group, and probably will leave over the weekend for a tour of various cities in the south and Pacific northwest.

Jap Planes Strafe Cameramen of U. S.

SHANGHAI, Sept. 29.—Two Japanese planes bombed and used machine guns on a group of American cameramen here today. The men were accompanying a Chinese officer to the front near the North Station area.

The cameramen deserted their car and fled to a field, where a bomb landed within 200 yards of them. Then they were machine gunned before they could reach a dugout. There were no casualties. The men were Eric Mayell, Movietone News; Arthur Menken, Paramount News; Rudolfo Brandt, N.E.A., and H. S. Wong of News of the Day.

"U" to Sign Circuit Deal

Universal will close a deal with the McNeil Naify circuit today for the 1937-'38 lineup. It covers 62 situations. J. R. Grainger will sign for Universal, with William Heinemann and Barney Rose sitting in. R. A. McNeil and Mike Naify are acting for the circuit.

Monte Hance Resigns

PENSACOLA, Fla., Sept. 29.—Monte Hance, manager of the Saenger, has resigned, effective in about a week. His successor has not been announced. Hance came here from Biloxi, Miss., about a year ago.

John Beal in "Highway"

HOLLYWOOD, Sept. 29.—John Beal has been cast for the top role in RKO's "Highway to Hell," Helen Vreeland-Hilda Vincent story of the men who drive nitro-glycerine laden trucks through Texas and Oklahoma oil fields.

Out Hollywood Way

HOLLYWOOD, Sept. 29.—RKO will co-star GINGER ROGERS and CHARLES BOYER in an untitled story being drafted by WILLIAM SLAVENS McNUTT. EDWARD KAUFMAN will produce.

RONALD COLMAN will go over to the HAL ROACH lot to appear in "Fancy Free," an original comedy by ERIC HATCH. Add title changes: ROACH's "Love Without Reason," featuring CONSTANCE BENNETT and BRIAN AHERNE, has been re-named "Take It Easy," and Universal has changed the title of "Young Man's Fancy" to "You're a Sweetheart." TEX RITTER has left with SNUB POLLARD, AUGIE GOMEZ and DARLING WHITE CLOUD to make personal appearances at the Savoy, Louisville, and in Detroit. They are due back here Oct. 20. BEN BLUE will do a burlesque of a Parisian dance in "Paris Honeymoon," BING CROSBY vehicle at Paramount.

Casting—FRED STONE, DOROTHY MOORE and GORDON JONES top the cast of RKO's "Taking the Town" . . . GUY BATES POST and PAUL FIX in "Daughter of Shanghai," and VIRGINIA WEIDLER, child actress, in "They Knew What Happened," both Paramount . . . LOU GEHRIG has been casting in "Laughing Senior," SMITH BALLEW western for Principal. This precedes the previously announced BALLEW vehicle, "Cowboy in Hawaii," on the SOL LESSER schedule . . . FRANCIS FORD in "Mannequin," WALTER WALKER, HOWARD HICKMAN, JOHN HYAMS and FRANKIE DARRO in "Thoroughbreds Don't Cry," and GRANT MITCHELL, in "The Last Gangster," all at M-G-M . . . SHEP

FIELDS and his Rippling Rhythm orchestra to go into "The Big Broadcast of 1938," Paramount . . . MATTY FAIN in "Federal Bullets," Monogram . . . PARKYAKARKAS in "She's Got That Swing," RKO . . . RICHARD CARLE and TOBY WING in "True Confession," Paramount . . . HERMAN BING in "Every Day's a Holiday," Major-Paramount . . . WILLIAM DEMAREST in "Rosalie," and CHARLES GRAPEWIN in "The Bad Man of Brimstone," M-G-M . . . BARRY FITZGERALD in "Radio City Revels," RKO.

VERA GORDON is "Having Wonderful Time," RKO . . . TERRY WALKER has been signed as the feminine lead of Monogram's "Federal Bullets" . . . MURIEL HUTCHISON, CURT BOIS in "The Yellow Nightingale," Paramount . . . LYNNE OVERMAN takes WILLIAM COLLIER, Sr.'s place in Paramount's "True Confession."

Contracts—RENE STONE, Oklahoma tenor who made his film debut in RKO's "New Faces of 1937," has been placed under term contract at the lot . . . HARRY CAMPBELL, juvenile lead, also has been given a contract there . . . Paramount has extended the pact of FREDERICK HOLLANDER, music composer.

Writers—M-G-M has signed JOHN B. SANFORD, novelist, and DAVID HERTZ, playwright, to do the script of "The Shining Hour" . . . STUART ANTHONY has been assigned to script "Prison Farm," Paramount . . . SAMUEL GOLDWYN has loaned JOE BIGELOW to Columbia for the screenplay work on GRACE MOORE's "Easy Sailing."

"Dead End" \$7,000 In Houston Slump

HOUSTON, Sept. 29.—Three features held their own in the box-office lineup, each breaking par in a week of sub-normal business due to public schools and college openings. These were "Dead End," which had a take of \$7,000 at Loew's State; "Double or Nothing," taking \$7,000 at the Majestic, and "Walter Wanger's Vogues of 1938," grossing the same figures at the Metropolitan. Normal at each of the theatres is \$7,000 for seven days.

The Kirby with a split week program had a take of \$4,800, or \$200 under par. The pictures were "Wild and Woolly" and "Imitation of Life." Total first run business was \$25,800. Average is \$26,000.

Estimated takings for the week ending Sept. 23:

"WILD AND WOOLLY" (20th-Fox) KIRBY—(1,450), 15c-35c, 4 days. Gross: \$2,900. (Average, 7 days, \$5,000)

"IMITATION OF LIFE" (Univ.) KIRBY—(1,450), 15c-35c, 3 days. Gross: \$1,900. (Average, 7 days, \$5,000)

"DEAD END" (U. A.) LOEW'S STATE—(2,700), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"DOUBLE OR NOTHING" (Para.) MAJESTIC — (2,250), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"WALTER WANGER'S VOGUES OF 1938" (U. A.) METROPOLITAN — (2,600), 25c-50c, 7 days. Gross: \$7,000. (Average, \$7,000)

"Double" on Dual \$7,000, New Haven

NEW HAVEN, Sept. 29.—"Double or Nothing" and "Reported Missing" at the Paramount, \$7,000, above par by \$2,200. The bill was held.

"Lost Horizon," as a single feature at Loew's-Poli, took \$9,000, up by \$1,000. It was moved to the College for a second week. The holdover of "Broadway Melody of 1938" and "Think Fast, Mr. Moto" at the College took \$3,500.

Total first run business was \$23,500. Average is \$20,200.

Estimated takings for the week ending Sept. 24:

"BROADWAY MELODY OF 1938" (M-G-M)

"THINK FAST, MR. MOTO" (20th-Fox) COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. Gross: \$3,500. (Average, \$2,800)

"LOST HORIZON" (Col.) LOEW'S POLI—(3,040), 35c-50c, 7 days. Gross: \$9,000. (Average, \$8,000)

"DOUBLE OR NOTHING" (Para.) "REPORTED MISSING" (Univ.) PARAMOUNT—(2,348), 35c-50c, 7 days. Gross: \$7,000. (Average, \$4,800)

"BACK IN CIRCULATION" (F.N.) "GANGWAY" (20th-Fox) ROGER SHERMAN—(2,200), 35c-50c, 7 days. Gross: \$4,000. (Average, \$4,600)

CEA Meet Next June

LONDON, Sept. 17.—Next year's summer conference of the Cinematograph Exhibitors' Ass'n is planned for the end of June at Bournemouth.

"100 Men" Up In Chicago to \$28,500 Take

CHICAGO, Sept. 29. — Three films vied for honors despite the infantile paralysis scare. "100 Men and A Girl" at the Palace took \$28,500.

"Lost Horizon" was a strong attraction for the Chicago with a \$45,000 gross, which was \$13,000 above average. "Topper" at the Roosevelt got a nice \$15,200, well over normal. "Stella Dallas," in a second week at the Oriental was strong at \$22,000.

The U. A. with "Dead End," was satisfactory and the State-Lake, with "Naughty Marietta" as a repeat at low prices, did better than average.

Total first run business was \$154,300. Average is \$118,000.

Estimated takings:

Week Ending Sept. 23:

"LOST HORIZON" (Col.) CHICAGO — (4,000), 35c-55c-75c, 7 days. Stage: Evans Ballet and Revue. Gross: \$45,000. (Average, \$32,000)

"DOUBLE OR NOTHING" (Para.) GARRICK — (900), 35c-55c-75c, 7 days. Gross: \$6,000. (Average, \$6,500)

"STELLA DALLAS" (U. A.) ORIENTAL—(3,490), 35c-55c, 7 days, 2nd week. Stage: Vaudeville Revue. Gross: \$22,000. (Average, \$15,000)

"100 MEN AND A GIRL" (Univ.) PALACE — (2,509), 35c-55c-75c, 7 days. Stage: Block and Sully and Revue. Gross: \$28,500. (Average, \$19,000)

"NAUGHTY MARIETTA" (M-G-M) STATE-LAKE — (2,776), 20c-40c-55c, 7 days. Stage: Verne Buck and Revue. Gross: \$14,300. (Average, \$13,000)

Week Ending Sept. 24:

"MR. DODD TAKES THE AIR" (W.B.) APOLLO — (1,400), 35c-55c-75c, 7 days. Gross: \$6,300. (Average, \$6,500)

"TOPPER" (M-G-M) ROOSEVELT—(1,500), 35c-55c-75c, 7 days. Gross: \$15,200. (Average, \$11,000)

"DEAD END" (U. A.) UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 3rd week. Gross: \$17,000. (Average, \$11,000)

Date Hungarian Musical

"Hetenkent Egyszer" (Once a Week), a new Hungarian musical film, will open at the Modern Playhouse, 3rd Ave. and 81st St., Friday.

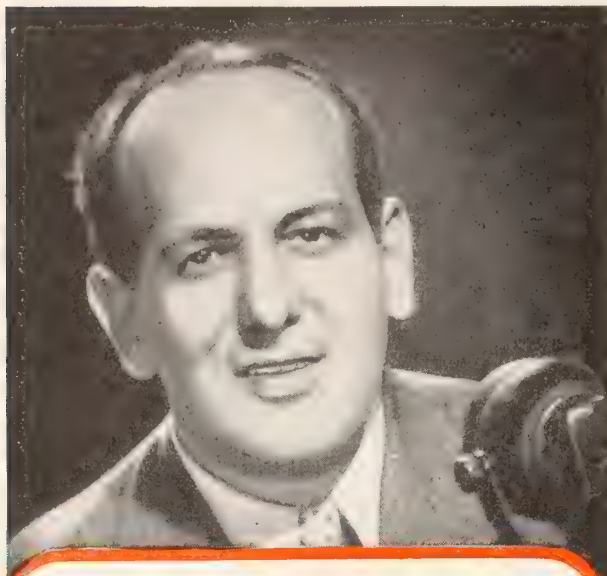


AIR EXPRESS, now speeds shipments—2500 miles overnight! Complete day and night service to 216 cities, and all points between, in the U. S. and Canada. Direct to Latin-America, Honolulu, and the Far East. For service, telephone any office of Railway Express and say "AIR EXPRESS DIVISION!"

PARAMOUNT NEWSREEL

Celebrates 10th Anniversary

Inaugurates New Departure in Screen Reporting with "Voice Staff" of Nine Nationally Known Radio Commentators, headed by Gabriel Heatter.



GABRIEL HEATTER, Chief of Paramount Newsreel "Voice Staff." Vibrant, dynamic personality. No one better than he at mixing big news with colorful human-interest stories. Selected by Women's National Radio Committee of 20,000,000 club women as Radio News Commentator No. 1. Commercially sponsored by more evening advertisers than any other news commentator on the air.

THE WHITE HOUSE
WASHINGTON

My dear Mr. Richard:

I learn with pleasure that your newsreel is celebrating its tenth anniversary.

Since the inception of newsreels, I have been a constant and interested observer of them. Their function has become more and more important.

Only through accurate and fairly presented news, regardless of its presentation on paper in print, or depicted upon the screen, can the public decide the questions of the day.

Efforts of the newsreel industry to meet these higher requirements are an asset to our country.

Very sincerely yours,

Franklin D. Roosevelt

Mr. A. J. Richard,
Editor, Paramount News,
New York, N. Y.



SIDNEY WALTON



JOSEPH BOLEY



MARK HAWLEY

Triumvirate to Cover Spot News. Trio of well known radio commentators will be the voices behind spot news for the Paramount Newsreel. These keen-voiced gentlemen are Sidney Walton, Joseph Boley and Mark Hawley. Walton at one time was identified with WBAL (Baltimore) as news editor and commentator. Later joined WHN (New York) where

he wrote and presented his own news program. Boley was staff announcer for WJAS (Pittsburgh) and later at KQV. Hawley, with considerable experience as announcer on some of America's greatest stations, is now transatlantic news commentator over WOR, with largest local audience in the country.



BOB CARTER covers horse racing. Started life as an aviator. Did about ten years of newspaper work. Has announced sports, special events and news at WODA, WNJ, WOV, WIP. Now assistant chief on WMCA.



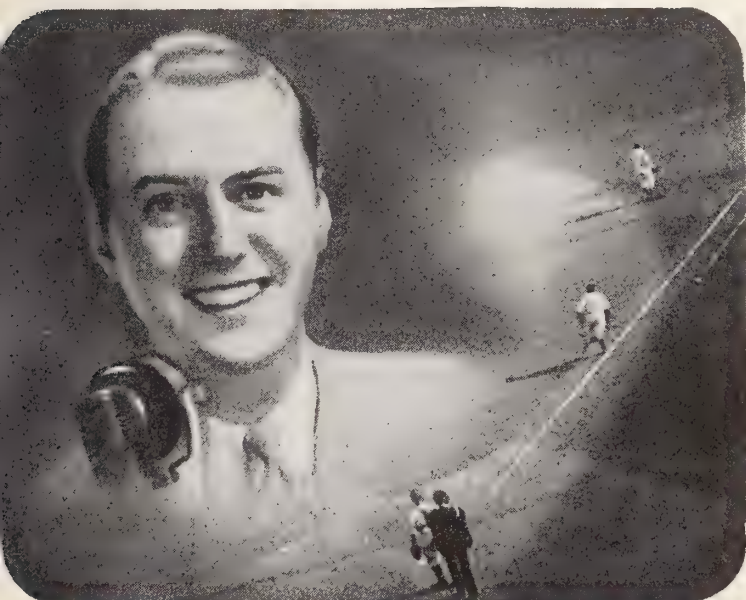
FRANK KNIGHT owns the "voice" that will report foreign stories, especially those from the British Empire. Handles important air programs for WOR and the Mutual System, and is a keen student of international politics.



GREGORY ABBOTT will specialize on disasters, war and tragedy. Has been with the Paramount Newsreel since 1931. Has also been announcer on radio stations WOR and WMCA. When he's not describing events for the newsreel, he spends his time singing and composing songs in connection with his work as a church soloist.



BILL SLATER owns the "voice" behind the football games. Has been doing sports broadcasting for more than seven years, and is rated as an expert commentator on track and field events, baseball, hockey, boxing, football, basketball, polo, swimming and tennis. For past three years has broadcast all major football games over NBC.



JOE BOLTON will cover baseball, track events, college athletics. Is sports announcer for WCAU (Philadelphia) and staff announcer at WOR (New York). Has large following for his own program—"The Man About Town." Varies the monotony of life by Mc-ing nationally sponsored radio programs.

"PARAMOUNT NEWSREEL, as always, concentrates on service"...

"Service above everything else," states Paramount Newsreel Editor A. J. Richard, as his organization starts second decade of achievement.

"We believe exhibitors and the public want news presentation to be the primary function of a newsreel. We are not departmentalizing the news. We have selected these nine specialists from radio because we feel that their voices will lend added impetus and audience interest to photographed news happenings."



A. J. RICHARD
Editor of Paramount Newsreel

FCC Approves Extension of Air Licenses

WASHINGTON, Sept. 29.—The F.C.C. has licensed the new station, WJRD, constructed by James R. Doss, Jr., at Tuscaloosa, Ala., to operate on 1,200 kilocycles with 250 watts power, daytime only.

The commission also granted a number of stations one-month extensions of license, among them WWSW, Pittsburgh; KMAC, San Antonio; WBRC, Birmingham; WHIO, Dayton; KVOR, Colorado Springs; WJBO, Baton Rouge; WNBZ, Saranac Lake; WLBL, Stevens Point, Wis.; KGBU, Ketchikan, Alaska; WGRG, New Albany, Ind., and WTNJ, Trenton.

At its weekly meeting, the broadcast division ordered hearings held on the applications of Arlington Radio Service, Inc., for a new 1,150-kilocycle, 1,000-watt daytime station at Arlington, Va.; Roberts-McNab Co., for a 1,210-kilocycle station at Livingston, Mont., 100 watts night, 250 watts day; Allen R. DuMont Laboratories, Inc., for a television station at Upper Montclair, N. J.; W. H. Kindig for a 710-kilocycle, 500-watt station at Hollywood, using the facilities of KMPC, Beverly Hills, and WMBG, Richmond, Va., for increase of power from 500 to 1,000 watts; WRTD, Richmond, Va., to change frequency from 1,500 to 1,050 kilocycles and increase power from 100 to 500 watts.

Increases Granted

Acting upon examiners' reports, the commission granted the application of WNBC, New Britain, Conn., to increase day power from 250 to 1,000 watts; WLB, Minneapolis, to change frequency from 1,250 to 760 kilocycles and increase day power from 1,000 to 5,000 watts, and WCAI, Northfield, Minn., to change frequency from 1,250 to 760 kilocycles and increase day power from 2,500 to 5,000 watts, and denied applications of the Rapids Broadcasting Co., for a new station at Cedar Rapids, and WTCN, Minneapolis, for extension of operating time. The commission also dismissed application of the Honolulu Broadcasting Co. for a new station at Honolulu.

Three New Stations Sought

WASHINGTON, Sept. 29.—The F.C.C. has received applications for three new broadcasting stations, the Sentinel Broadcasting Corp., asking for a 620-kilocycle, 500-watt station at Syracuse; the Piedmont Broadcasting Corp., for a 1,500-kilocycle, 100-watt, daytime station at Salisbury, N. C., and the Mountain Top Trans Radio Corp., for a 1,370-kilocycle station at Denver, 100 watts night, 250 watts day.

Chicago Program to Test Out Telepathy

CHICAGO, Sept. 29.—What men call "hunch," what women call "intuition" and what science calls telepathy, was divulged as the nature of the programs being broadcast over the NBC-Blue network at 9:00 P.M., C.S.T., on Sundays by the Zenith Foundation.

Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., entertained members of the press on his yacht Mizpah on Lake Michigan last Sunday night. The so-called "premiere" of this program was a feature of the party at which McDonald explained the reasons for this unusual type of program.

"We plan to entertain the public by making it think," McDonald stated. "If our program succeeds we will continue it for several years if the occasion demands. Much interest has been shown in telepathy for years, but never before has it been brought out for comprehensive consideration by the general public."

The Zenith Foundation is working out the programs under the supervision of university scientists. Listeners are asked to cooperate in order to help determine the nature of telepathy. Different experiments are being worked out each week and the idea is to dramatize them so they will be both educational and entertaining.

Last Sunday's experiment dealt with the selection of two colors, white or black. Ten senders, who concentrated on the machine-selected colors, were stationed in the studios and the radio audience was asked to write down and send in, the color they had in mind after each selection. These results will be tabulated and broadcast next week. By scientific calculation it is possible to determine the effect of such tests.

Star Radio Signs 14 Stations

Star Radio Programs, Inc., this week has signed 14 new stations for its women's program series, "Good Morning, Neighbor." Requests of several stations for the program have been declined because priority rights for the show had already been granted in their areas.

Star has just signed Edith Barnwell to write a special series of programs, the nature of which will be announced within two or three weeks.

Mutual-BBC Deal

A new agreement has been effected between Mutual and the B.B.C., thus affording Mutual on its third anniversary equal recognition with other American networks in releasing and exchanging programs in England and this country.

Tom Jackson Named Manager of WGPC

ALBANY, Ga., Sept. 29.—Tom Jackson, former program director of WRBI, Columbus, Ga., has been named manager of WGPC, in this city. Bob Finch, former manager of the Albany baseball team, has been made commercial manager of the station.

WGPC, which is one of the three links of the Woodruff-owned network, has also added James Cunningham, engineer; A. C. Smith, salesman; Robert Hallet, operator and engineer, and Hubert Bately, announcer. Ross Smitherman, who recently joined the station as announcer has been promoted to program director.

Martin Gosch Joins CBS Program Staff

Martin Gosch, formerly director of radio for Warners, joins the CBS program department in New York, effective immediately. Gosch will serve as a director and writer, according to W. B. Lewis, vice-president in charge of programs.

It is reported that Gosch will write and build a series of new comedy programs which the network is contemplating for immediate presentation on the air.

Procter & Gamble on CFCF

Procter & Gamble has signed through Weed & Co. for a 15-minute, five-day-a-week morning spot on CFCF, Montreal, in the interests of Ivory Bar Soap. The series will consist of transcriptions featuring the "Gospel Singer." The Compton agency handles the account.

Hollywood Town Pump

HOLLYWOOD, Sept. 29.—Charles L. Hotchkiss, NBC Chicago sales representative, is in Hollywood vacationing . . . Sam Hayes' "Football Prognostications" has been moved to a new hour on KHJ-Don Lee to Thursdays from 8:30 to 8:45 P.M., P. S. T. . . . KFWB's "The Black Bat" has been shifted from Wednesdays to Fridays from 8 to 8:30 P.M., P. S. T.

KMTR has inaugurated a new program calling for amateur songwriters to send their manuscripts in to be sung and played by Walter O'Friel on "The Radio Song Shop," daily except Sunday.

Mayor Shaw has started a series of weekly broadcasts from his office in the City Hall on civic affairs over KFWB . . . Al Poska's "Musical Clock" program on KEHE draws a

live audience of 300 persons every month when the studio is thrown open for audiences. The time is 6 a.m., P.S.T.

Jeanette MacDonald has received 10,000 letters from fans answering her query on what theme song her new program should use . . . Connie Frost, secretary in the William Esty Alexander, former leader of the swinging chorus on "Oakie College."

Hobler to Coast on M-G-M

Atherton Hobler, president of Benton & Bowles, Inc., will leave for Hollywood Friday to officiate at the opening of the company's new offices there and also to discuss with film executives the details of the forthcoming M-G-M radio program.

Radio Personals

WILLIAM S. PALEY, president of CBS, will arrive here aboard the *Normandie* today after spending the summer on the Continent . . . Present at the party tendered to Hildegard by NBC were John Heber, Tom Luckenbill and Tony Stanford of J. Walter Thompson; W. J. Fagan, Benton & Bowles; E. G. Sisson, Lord & Thomas; Dave Murray, U. S. Advertising; George Comptois and Joe Hill, Federal agency; John McMillan, Compton, and George W. Allen, Sterling Getchell . . . Jack Mills, music publisher, will return from a tour of the European music market aboard the *Normandie* today. . . . Vic Young's orchestra has been signed for a series of transcriptions for foreign release . . . Wendy Barrie has been chosen to support Jack Haley on the new "Log Cabin" series . . .

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FRANK AND MRS. HUMMERT have returned to New York from a European cruise. BOB GOLDSTEIN, who accompanied the HUMMERTS abroad, returned with them. . . . DAN DANIELS of the *World-Telegram* will be BOB RIPLEY's guest on the latter's program Oct. 1. . . . CHARLES FUREY of the HERMAN BERNIE office handled the booking. . . . DORIS KERR was the guest on "Town Hall Tonight" last night, through a booking by JIMMY APPEL of the CBS artists bureau. . . . PAT ROONEY and PAT, JR., will head the Fox "Professional Hour" Friday over WMCA. . . . WALT DISNEY will appear on the first of the "Baker's Broadcasts" Oct. 3. . . . "Metropolitan Additions of the Air" inaugural will feature HARTESTY JOHNSON, VIRGINIE MAURET and JESS WALTERS. . . . Film rights to "Listen In," book by MAURICE LOWELL of the NBC production department in Chicago, have been purchased by Warners. . . .

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Will Osborn's band will appear on Martin Block's "Make Believe Ballroom" over WNEW tonight . . . James Aull, publicity director of KYW, Philadelphia, is honeymooning in town. . . . Walter H. Smith, formerly of the CBS Service department, has been transferred to the artists bureau as a member of the staff.

Tries a Canadian Hookup

American Home Products will try Canadian radio this week, when the company starts a three-time-weekly 15-minute daytime show for Anacin.

The transcriptions will feature the "Easy Aces" and will be presented for a 26-week period over the following stations contracted through Weed & Co.: CJCA, Edmonton; CKWX, Vancouver; CKY, Winnipeg; CJAT, Trail; CJKL, Kirkland Lake; CFCF, North Bay; CKGB, Timmins, and CFCF, Montreal. Blackett-Sample-Hummert is the agency for American Home Products.

Dolores Del Rio on "Hotel"

Dolores Del Rio will appear as the guest star on "Hollywood Hotel" over CBS Oct. 8 to preview scenes from "Lancer Spy."

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every
Sustaining and Commercial Need

Utilize Radio To Boost B.O. In Michigan

(Continued from page 1)

logue and the high spots of both orchestral and vocal music from the film's score. Other Detroit stations airing the program include WWJ, WJR, WMBC and WJBK.

The Butterfield Circuit ties in with spot announcements at the close of the program on the local stations in Lansing, Kalamazoo, Grand Rapids, Jackson, Bay City, Battle Creek, Flint and other cities. Each localized announcement includes the opening date and name of the theatre where the picture will be shown.

Trailers on the screens of the United Detroit Theatres in Detroit and the Butterfield houses throughout the state call attention to the program, as do special newspaper ads which are used on the radio pages of all local daily newspapers.

W. B.-Lucky Program About Set—McAvity

(Continued from page 1)

for the first time that the studio heads approved of their end of the deal which would have Warner stars and musical talent and scripts on other programs.

McAvity is here lining up writers and talent for the first of the programs to be waxed for approval by American Tobacco Co. He also revealed that he would be stationed here permanently as head of radio activities of Lord & Thomas.

The Warner show, if approved, would replace "The Lucky Strike Hit Parade" on the NBC-Red Wednesdays and would be one hour long. Dick Powell and Leo Forbstein, studio musical director, would be permanent features of the program with other lot talent utilized from time to time.

Don Becker of Transamerican has taken offices at the Warner lot to help arrange the show and waxing, calling in the service of Major Nathan Levinson, studio sound department head. Recording will be finished in about three weeks.

McAvity admitted that several other film studios are seeking other outlets for their talent but said that no definite deals have been considered. His moving out here on the coast however, is an indication that Lord & Thomas will attempt to swing other huge film-radio deals.

Concerning Pepsodent, McAvity said that no successor to Amos 'n' Andy has been chosen yet but that it was possible that a film personality would get the nod.

Renew "Hit Parade"

The American Tobacco Co., through Lord & Thomas, has renewed its CBS "Hit Parade" for another 13 weeks, effective Nov. 6. The series is heard over 91 stations, Saturdays from 10 to 10:45 P. M.

Douglas Romine Joins KARK

LITTLE ROCK, Sept. 29.—Douglas Romine, formerly on KLZ, Denver, and KVOO, Tulsa, is the newest addition to the KARK announcing staff.

New Shows on the Air

Cantor and Family

Eddie Cantor, still advertising Texaco gasoline, his wife, Ida, and his five daughters, returned as the "mayor" of "Texaco Town" last night, to the huge delight of the studio audience.

This department knows better, of course, but if it didn't it would wager a quid or two that the Cantor studio audiences are hand-picked. They laugh and howl and applaud at anything the comedian says or does. No man can be that terrific. They even gave Eddie a hand when, midway in the program, he said he was about to pause to allow Jimmy Wallington to deliver a commercial.

Perhaps it is because Cantor plays up to his studio audience as much as he does. A sketch last night had Pinky Tomlin acting as a baby, and Eddie was prepared with real props—a baby cap, a high chair, even the bowl of gruel. The studio audience rocked with glee, but we didn't and neither did the audience at large, we suspect.

Present with Cantor at last night's opening were Deanna Durbin, Jacques Renard's orchestra, Wallington, and Helen Troy (Saymore Saymore). Deanna offered the difficult aria from Madame Butterfly, "One Fine Day." She rendered it beautifully. Pinky Tomlin, in addition to stooging, collaborated with Eddie in offering a song from his forthcoming picture, "Ali Baba."

"Texaco Town" is offered Wednesdays from 8:30 to 9 P. M. over CBS. Buchanan & Co. is the agency.

Eddie Duchin for Arden

Eddie Duchin, a busy young maestro with two commercials and one sustaining series, bowed in last night for the second time this week with a sponsored program—"Hour of Romance" for Elizabeth Arden cosmetics.

The series is a straightforward popular music show, with the Duchin orchestra offering melodies in a finished, beautifully orchestrated style. His numbers last night included "The Loveliness of You," "My Cabin of Dreams," "Whispers in the Dark," "Some of These Days," "Stop, You're Breaking My Heart," "Hasta Manana," and "Huguette Waltz." Stanley Worth is the vocalist. Elizabeth Arden was present to offer a toney commercial.

"Hour of Romance" is broadcast from 8 to 8:30 P. M. on the NBC-Blue. The agency is Cecil, Warwick & Legler.

"Camel Caravan"

The new "Camel Caravan," ballyhooed as radio's first "double feature" program, comes from Hollywood the first half-hour, with Jack Oakie and an extensive supporting cast, while Benny Goodman's band "swinging" from the east, consumes the final 30 minutes.

In a flash preview, this department has already stated that the Oakie portion of the show blew hot and cold alternately, but that principally its efforts were puerile. The comedy was far from being hilarious and too much time was consumed in laying the ground work for the sketch, resulting in long stretches of dialogue barren of even

a half-born chuckle. We had been led to believe that the script was the work of George Marion, Jr., who is rated as one of the better Hollywood writers, but have just learned that, for some reason or other, Marion has severed his connection with the program and that the stint was turned out by Milt Gross, the writer-cartoonist. We have great respect for Gross' ability, but his efforts will have to improve. Stuart Erwin's stint was of the infinitesimal variety and, as a consequence, it is almost impossible to determine his worth to the program.

The Goodman swing band thumps noisily and brassily, but unquestionably he has a great audience.

"Camel Caravan," sponsored by the R. J. Reynolds Tobacco Corp., is offered Tuesdays from 9:30 to 10:30 P. M. over CBS. William Esty is the agency.

General Hugh S. Johnson

General Hugh S. Johnson, never the one to observe the niceties of speech, delivered a gruff and unpretty talk on the horrors of war in his second air appearance for Grove Laboratories over NBC. His compelling personality comes over the microphone in thunderous fashion, but his voice betrays him badly.

The General started his talk by explaining in authoritative fashion the purpose behind the Rome-Berlin axis, then plunged swiftly into the causes for the wars now raging in Spain and China. His verbal picture of the ugliness of war was the highlight of his 15-minute program. Romantic illusions about war, he said, pass away quickly when one sees or has seen "the bowels of soldiers blown out." NBC censors no doubt will have to battle the General on every script, but our money is on the General.

As for the General's voice, it plays him a bad trick. We don't mean to be funny, but so help us, he sounds enough like Joe Penner, minus the trick Penner catch phrases, to be Joe's brother!

General Johnson is presented over the NBC-Blue, Mondays and Thursdays from 8 to 8:15 P. M., Tuesdays and Wednesdays from 10 to 10:15 P. M. Stack-Goble is the agency.

"Famous Jury Trials"

"Famous Jury Trials," a highly popular radio series which depicts actual court room cases save that the characters are guised with fictitious names, returned to WOR and WGN of the Mutual network Monday evening with a gory, but effectively dramatized, tale of a murder. It took little imagination to tie up the dramatization with a recent and notoriously publicized crime in the metropolitan area, wherein a mother who disappeared of an affair between her daughter and a neighbor was slain with a hatchet by the boy and girl.

The grim, rigidly routinized atmosphere of the court room is faithfully retained throughout these dramatizations, making for exciting listening. Credit for this is due to Martin H. Young, an ex-jurist, who supervises the script for the sponsor.

It's rather unfortunate that a show

as invariably enjoyable as this one is should be plagued with one of the worst cases of commercialitis extant. The commercials are excessively long and are as insistent almost as a sergeant's order to a buck private in the army. If the sponsor takes our advice, he'll shorten and tone down the sales blurbs. "Famous Jury Trials," incidentally, last season made a more than excellent showing in the *Fame* and *MOTION PICTURE DAILY* program popularity poll.

The series is sponsored by the Mennen Co. Kiesewetter & Co., is the agency. Aired Mondays from 10 to 10:45 P. M. BANNER

"Flicker Fancies in Tea Time Tempo"

Another of those Hollywood-film comment programs that is likely to sicken the discerning but which may be found engrossing by that great audience whose mental age hovers around three years. Frank Eugene handles the material.

Eugene reviews films by his own unique traffic light system using red, yellow, green and gold in that order. He devoted much of yesterday's time to Mary Astor's chance to land a leading role in Deanna Durbin's next picture. He hinted on various obstacles that may come Miss Astor's way. His method of delivery is sing-songish and he involves poetic phrases in his rhetoric that may sound well to some fans, but which otherwise ring off-key. And the first hundred listeners writing in will get a photo of Ronald Colman free. The period is a sustainer heard Tuesday and Thursday from 3:15 to 3:30 P. M. over WNEW. P.

"Bachelor's Children"

Perhaps the point in broadcasting this script period so early is to hint to the housewife that the product sponsored will come in handy as she goes about her tasks. It goes on at 9:45 A. M. and concludes at 10 A. M.

The story is one of those routine things about a kindly doctor and his circle of friends. Their problems are his and he brings general understanding to all concerned. Other medicos also enter the picture with professional and romantic interests. The story settles around "Dr. Bob's" announcement that he would like to cure Vivian White, a young woman who has been crippled for nine years. The story in ensuing broadcasts doubtless will revolve around that angle.

It is rather interesting and, no doubt, will find many listeners. Old Dutch Cleanser sponsors over CBS each morning. Roach, Williams & Cunningham is the agency. P.

"Little Orphan Annie"

The syndicated cartoon strip is a good radio serial for the children. The adventures and developments in the script are well done and handled. The sound effects fit perfectly. The sound of the train arriving and departing on yesterday's period was realistic background for the dramatic structure of the story.

Annie does it all for Ovaltine. The program goes out over the NBC-Red network from Chicago every weekday from 5:45 to 6 P. M. P.

"Young Widdler Jones"

The plight of Ellen Jones and her two children is the story in this transcribed series which is heard daily over

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New Shows On the Air

"Young Widder Jones"

(Continued from page 13)

Mutual from 4:15 to 4:30 P. M. California Syrup of Figs sponsors.

It is rudimentary stuff set in a small town. The young widow bakes cakes and makes candy to keep ahead of the wolf. She cannot repay borrowed money and her neighborly creditors lurk around her house gossiping about the proposal of marriage she received from Herbert Temple, the richest man in Simpsonville. Another suitor is Peter Turner. That briefly outlines the material which is performed well and should draw a certain amount of interest. Blackett-Sample-Hummert handles the account. P.

M-G-M "Censorship" Seen for Programs

HOLLYWOOD, Sept. 29.—The first indication of M-G-M's new policy of maintaining a watchful eye over the outside radio commitments of its players came to the fore today with Bill Bacher, producing next Sunday's Vicks program starring Jeanette MacDonald, "loaned" to Morse International Agency to produce "The Student Prince," Miss MacDonald's Sunday vehicle.

This supposedly is in line with an approximate "censorship" by M-G-M of programs in which top players appear.

A. C. A. Recognition Fight Resumes Today

The fight for recognition of the American Communications Association, a C.I.O. affiliate, to represent technical employees of CBS in owned and operated stations, currently being waged before trial examiner H. R. Korey of the National Labor Relations Board, was adjourned until today after both sides had entered stipulations.

Sidney E. Cohen, counsel to the A.C.A., said that he had entered charges against CBS, alleging that the network had given financial aid to the Associated Broadcast Technicians, allegedly a company union. The latter organization, formerly known as Associated Columbia Broadcast Technicians, now holds a contract from CBS. Cohen has asked that the A.C.A., which formerly was known as the American Radio Telegraphists Association, be certified as the collective bargaining agency of the technical staff of WABC. The hearing will be resumed this morning.

MCA Opens Frisco Office

SAN FRANCISCO, Sept. 29.—Preparing well in advance for an increase in dance bookings, expected during the 1939 Golden Gate International Exposition, offices have been opened here by Music Corp. of America.

Lyle Thayer will be local manager, located in the NBC Bldg. His assistant will be Dorsey Forest, until recently manager of Hal Kemp's band. Opening of the local office brings the M.C.A. branches to six in the United States.

English Labor Opposes Alien Infiltrations

(Continued from page 1)

also said that 80 per cent of the world trade in films was controlled by American companies. He urged the necessity of preventing "American domination" of the British production industry.

The White Paper, forecasting the Government's scheme for the new Films Act, was declared inadequate by O'Brien and by G. Elvin, for the technicians, who said British film workers had not had to square deal because of the foreign control of the industry.

There was opposition to the resolution, Secretary Bradfield of the Shop Assistants' Union, praising American films which had attacked British imperialism and revolutionary Russian films.

Findings Authoritative

The Trade Union Congress is the annual delegate meeting of all British trade unions, and its resolutions are regarded as indicating the official political policy of labor.

The endorsement of the N.A.T.K.E.-A.C.T. motion was expected. It indicates that labor members in the House of Commons may generally be found in support of the attitude, in regard to the new Films Act, expressed by the independent producers and, to some extent, by the C.E.A. Both these interests want specific protection for native production, as opposed to production in England by foreign companies, and favor increased Government supervision as one of the means by which it may be obtained.

British Film Plans Up to Jack Warner

(Continued from page 1)

Teddington, which came into the foreign field under his control.

"We are in business at Teddington to make pictures for profit. We are doing the best we know how there, to give British exhibition value to British exhibitors, and our pictures are not just made to comply with quota legislation, though it does so comply.

"The act was passed to aid British exhibitors among others and we figure exhibitors will support British films made honestly to offer exhibition value. The record of Teddington in that respect speaks for itself. It was the first attempt on the part of an American company to produce instead of buying British films and it has been a much more successful policy than if Max Milder and Dave Griffiths had had to search here, there, and everywhere for their British pictures. So far there has been no decision to make pictures in England for world distribution. If Warner does so decide it will not be half done."

The Warner Theatre, on the site of Daly's, would probably open in May, said Morris. Warners' took over the building on Sept. 29. The house will be a 2,000-seater, he said, and will follow a long-run policy with Warner products. Warner-British films would also be shown.

Thompson Hears Guild Objections

Kenneth Thompson, executive secretary of the Screen Actors' Guild, and Mrs. Florence Marston of the guild office here, yesterday heard the objections of Mentone Prod., Educational and the March of Time to signing agreement with the guild.

It was decided to bring the March of Time contention that it is a news-reel and thus not subject to the guild stipulations, before the full board of directors of the guild in Hollywood for decision. Educational's objections were described as of minor importance and will be placed before an arbitration committee, also on the coast, which will be composed of neutral representatives of the guild and the producers. No agreement could be reached in the case of Mentone, and the unit was placed on the unfair list, which means in effect that no member of the guild or any other talent organization affiliated with the guild may work for Mentone.

There was no discussion of the I.A.T.S.E. jurisdictional claims, Thompson said, and he sees no likelihood that the matter will be brought up as far as he is concerned. The guild takes the position that the situation is non-existent, since it has not been officially informed of the I.A. demands. Thompson will leave for the coast by automobile tomorrow or Saturday.

Expect Strike End Today

Final settlement of the Fleischer studio strike was delayed again yesterday, despite the fact that all major considerations involved in the settlement have been approved by both sides. The remaining minor details will be ironed out and the agreements signed today, it was predicted by representatives of both the studio and the striking Commercial Artists & Designers Union.

Delay 306 Conference

A meeting between representatives of major circuits and Local 306 to discuss new terms for the next two years in the operators' agreement was postponed yesterday until early next week. Meanwhile, projectionists have been given a 10 per cent increase, retroactive to Sept. 1.

Rosenzweig-Gulkis To Build 2 Houses

Dave Rosenzweig and Julius Gulkis will shortly begin construction of two new theatres on Long Island. Both will be 600-seat houses.

The first will be built at Parsons Boulevard near Grand Central Parkway in Jamaica, and the second will be at Northern Boulevard and 238th St., Flushing. Plans for the first have been completed and A. Sandbloom is now drafting those for the second.

The two new additions will make eight houses in which Rosenzweig will be interested.

Randforce will open the new Rainbow in the Ten Eyck development in Brooklyn late next month. This will make 49 for the circuit. Although RKO recently took over operation of the Republic, Brooklyn, Randforce retains a 50 per cent interest.

Decision in Dallas Appeal Coming Soon

(Continued from page 1)

and until it has been distributors will remain uncertain of their future rights in regard to the contract. If the decree permits distributors to enter into contracts such as those in question, when not acting in concert, there is little likelihood that an appeal will be taken to the U. S. Circuit Court of Appeals. If, however, the decree finds the contract itself to be illegal, and prohibits any individual distributor from entering into such a contract, it is believed that several distribution companies will seek an appeal to obtain a better definition of their individual rights. The decree is expected to be entered within the next few days.

Gazette Amends Complaint

The *National Police Gazette* changed its \$50,000 suit based on "Klondike Annie" against Paramount Pictures from a copyright infringement action to a libel suit by filing an amended complaint in the U. S. District Court yesterday. One of the scenes in "Klondike Annie" showed Miss West reading a copy of the *Police Gazette*. The complaint sets forth that Miss West portrayed a lewd and indecent woman and that the impression was created that the *Gazette* is read by persons "of low and vulgar taste." It is alleged that a loss in circulation resulted.

O'Connor Fees Awarded

Basil O'Connor, attorney for Milton C. Weisman, receiver of the Fox Theatres Corp., was awarded \$7,525 for legal fees for services rendered for the receivership for the six-month period ending June 30 by Circuit Judge Martin T. Manton in the U. S. District Court yesterday.

O'Connor disclosed in his petition for allowance that the \$1,250,000 rent claim of the Lexington Ave. & 59th Street Corp. has been compromised for \$100,000. He also stated that the first five per cent dividend to creditors totalled \$291,942.

Bartholomew Pact Holds

LOS ANGELES, Sept. 29.—The validity of M-G-M's contract with Freddie Bartholomew has been upheld by the Superior Court and a temporary injunction has been granted preventing him from working for any other studio until trial of the company's demand for a permanent injunction.

Hays to Reply Soon On K. C. Clearance

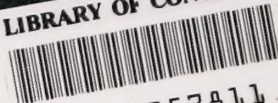
(Continued from page 1)

a second, by registered mail, yesterday. His first communication, he said, was airmailed on Sept. 21. The Hays office said it was received here on Sept. 27, late in the day.

Buy at Saratoga Springs

F. V. S. Realty Corp., Inc., 701 7th Ave., has purchased the Congress, Saratoga Springs, from the estate of Emma Corliss Brackett and from Charles Brackett. Schlesinger & Schlesinger acted for the purchasers and Brackett & Eddy represented the sellers.

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